



# Flipkart Dashboard

Orders

Products

Customers

Forecast



Year

All

\$160M  
Total Revenue

\$88M  
Total Profit

713K  
Total Products sold

113K  
Total orders

2.73  
Average Rating

Month

All

Weektype

All

Product Category

All

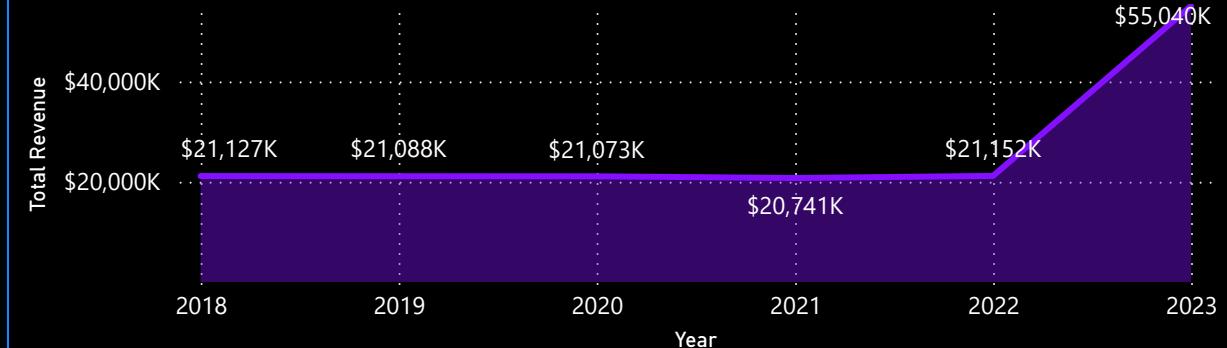
Product Category

All

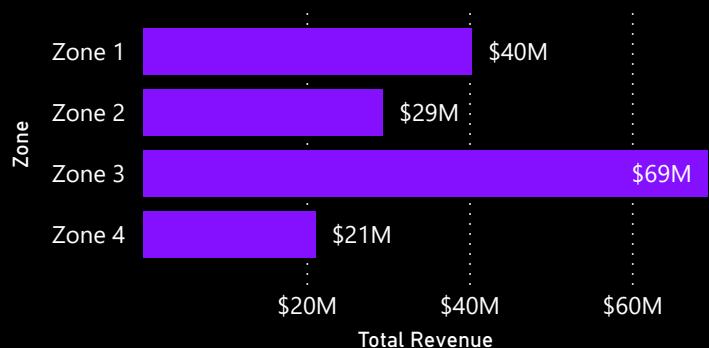
Rating

All

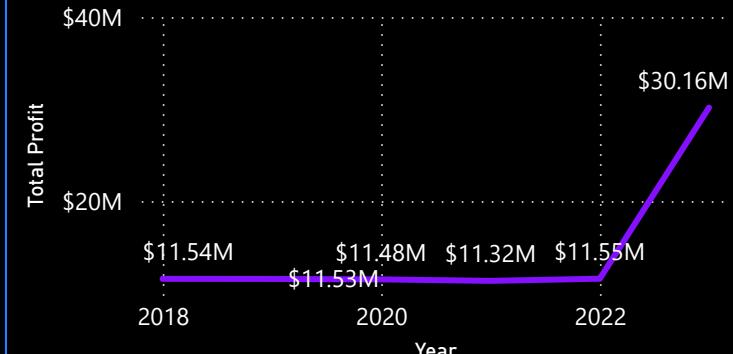
Revenue by Year



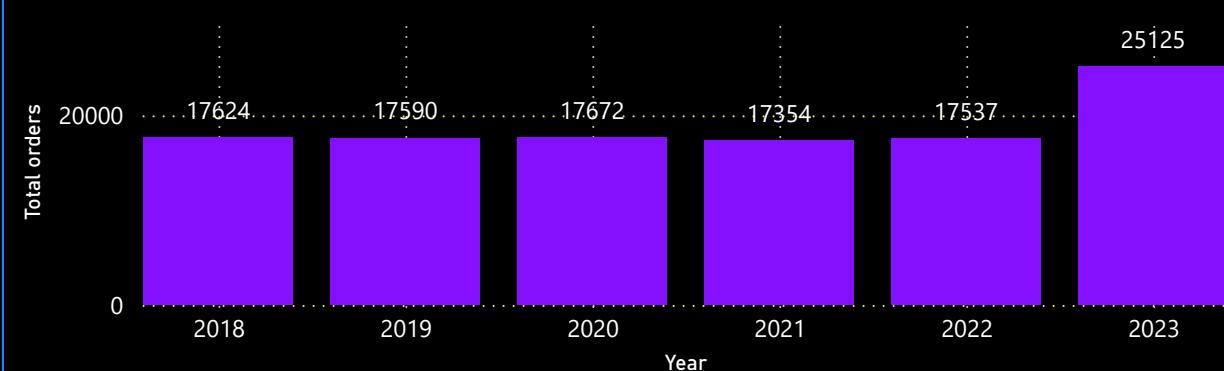
Revenue by Zone



Profit by Year



Orders by Year



# Order Insights

[Dashboard](#)[Products](#)[Customers](#)[Forecast](#)

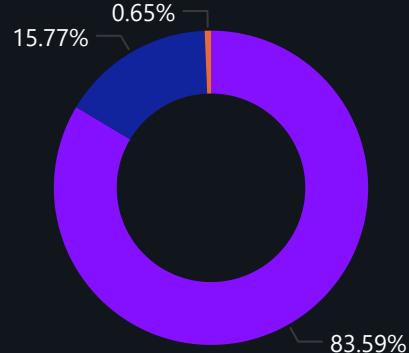
113K

Total orders

Weektype

 (Blank) Weekday Weekend

Orders by Age Group

**Age Group**

● Adults

● Youth

● Senior

Orders by Status

**Status**

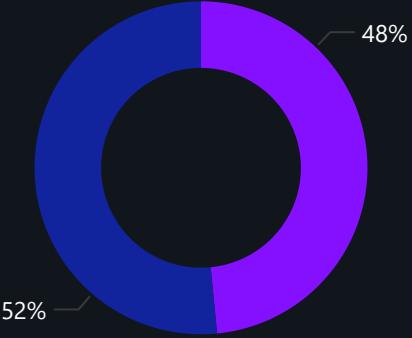
● Delivered

● Returned

Year

 (Blank) 2018 2019 2020 2021 2022 2023 2024

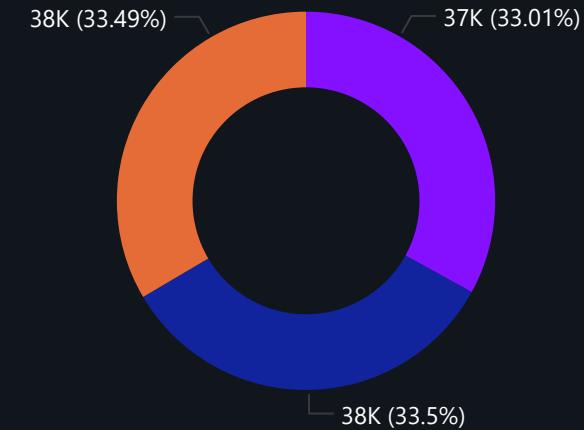
Orders by Customer Gender

**Customer Gender**

● F

● M

Orders by Delivery Type

**Delivery Type**

● Express

● Shipped from Abroad

● Standard Delivery

# Product Insights

[Orders](#)
[Dashboard](#)
[Customers](#)
[Forecast](#)

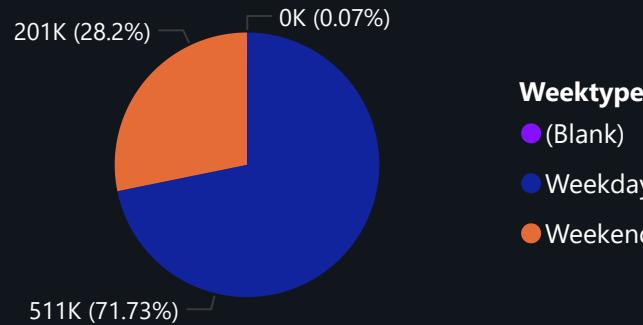
**44**

Total products

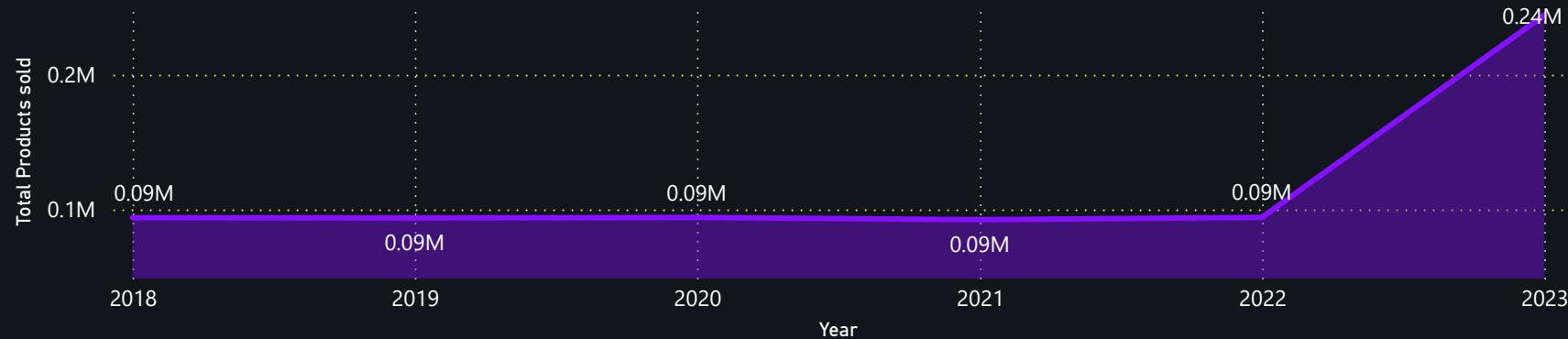
**713K**

Total Products sold

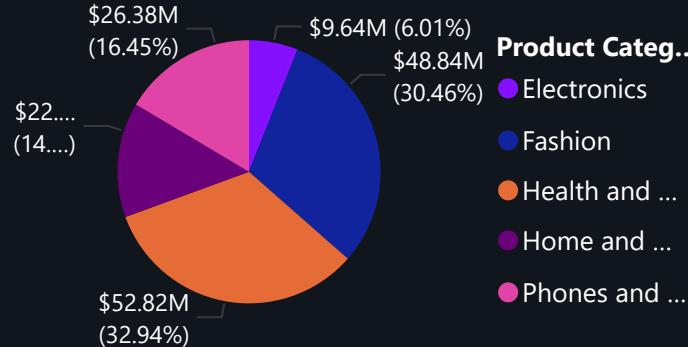
Total Products sold by Weektype



Products sold in different Year



Total Revenue by Product Category



Total Revenue by SubCategory

Vitamins & Dietary Suppl...	Men's fashion	Beauty and pers...	Mobile phones	Boy's fashion	Home an...	Tablets
\$18,648.65K	\$14,896.66K	\$11,375.19K	\$11,312.86K	\$11,187.04K	\$7,552.6K	\$7,535.61K
Medical supplies and Equi...	Women's fashion	Kitchen and din...	Girl's fashion	Fragrances	Mobile acc...	Tools a...
\$15,132.88K	\$11,469.26K	\$11,355.66K	\$11,288.59K	\$7,659.01K	\$3,742.1...	Digital ...
				Home Audio	\$7,531.86K	

# Customer Insights

[Orders](#)[Products](#)[Dashboard](#)[Forecast](#)

112933

Total Customers

133.5K

Count of Rating

Age Group

 Adults Senior Youth

Year

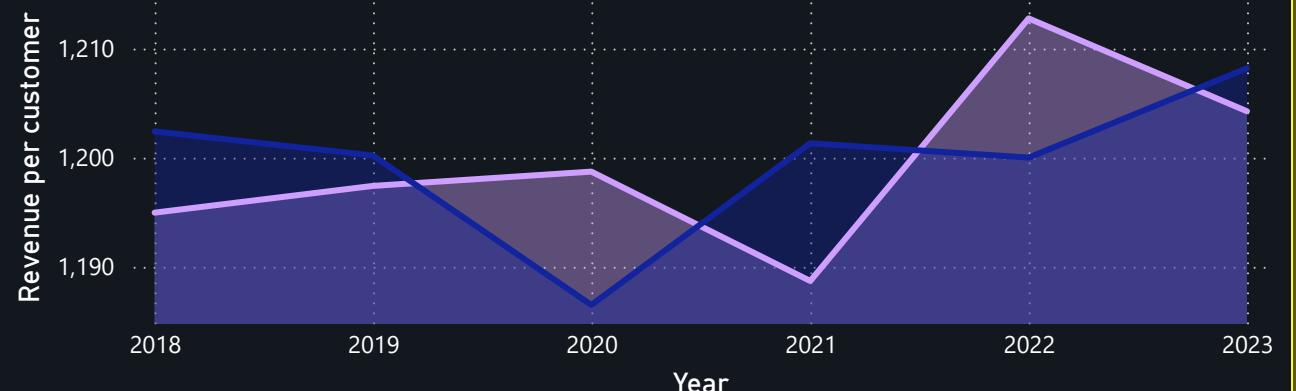
All

Rating

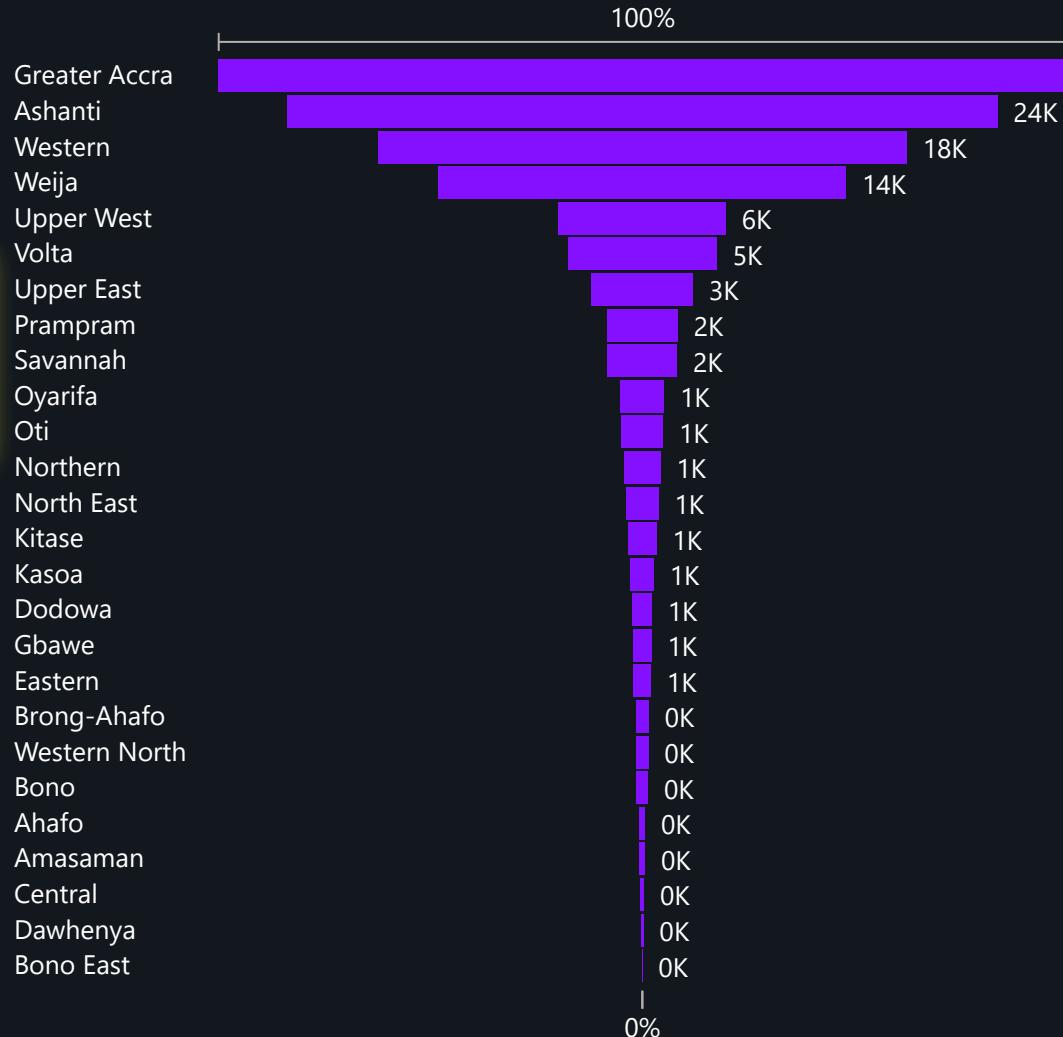
1 2 3 4 5

## Revenue per customer by Year and Customer Gender

Customer Gender



## Total Customers by Location



# Profit Insights and Forecast

[Orders](#)[Products](#)[Customers](#)[Dashboard](#)

Actual Profit, Increment profit and Discount profit by Year

Total Profit ● Increment profit ● Discount profit



0  
% of value

Price increment  
0

20  
Discount%...

Discount%  
20

New profit and Actual Profit by Year

New profit ● Total Profit



Total Revenue by Date



# Target Analysis

[Orders](#)[Products](#)[Customers](#)[Dashboard](#)

Total Revenue and Target revenue



Total Profit and Target profit



Price increment

Price increment

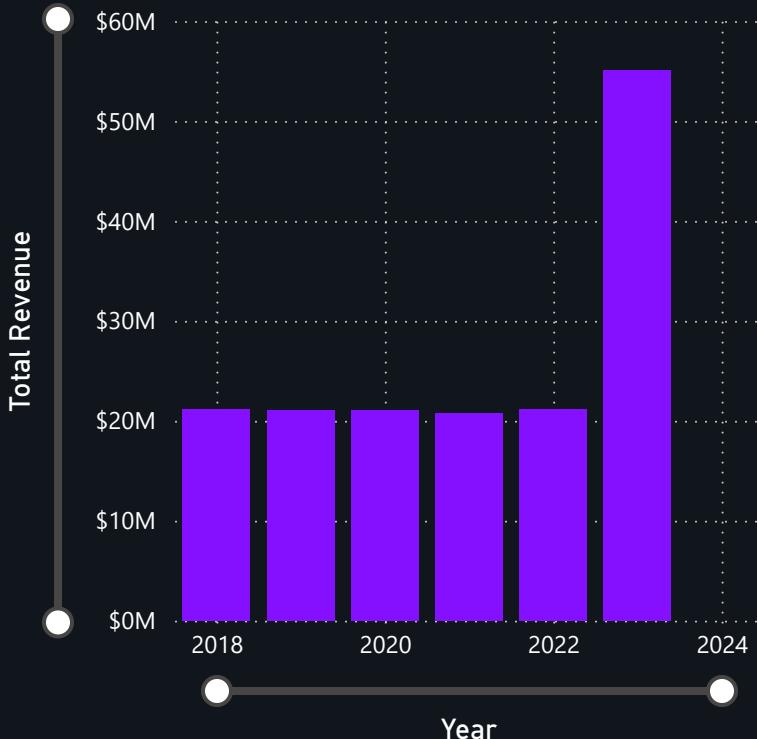
0

% of value

0

% of value

Total Revenue by Year



Total Revenue and Increment profit by Year

● Total Revenue ● Increment profit

