

E-Commerce Performance Dashboard (2021–2024)

By: Akash Raj

Dashboard Overview

Insights & Analysis

Summary:

- Revenue shows strong multiyear growth, rising from 6.2bn to 14.4bn.
- Maharashtra and Karnataka remain our strongest demand centers.
- Operational performance is solid with high delivery success and low cancellations.
- UPI remains the preferred payment mode for digital-first customers.
- Outlook stays positive, with sales projected to reach ~19.7bn by 2026.

Total Sales

41.1bn

Total Profit

23.3%

YoY Growth

53.7%

Avg Order Value

316.3K

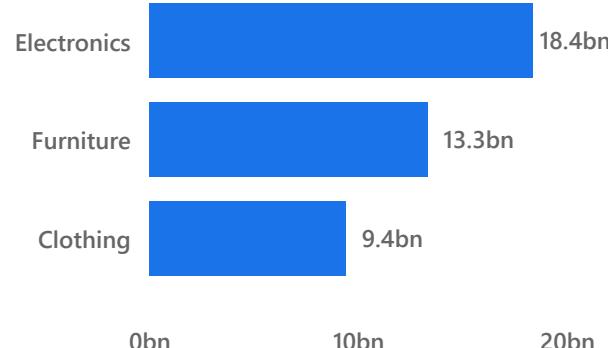
Year

All

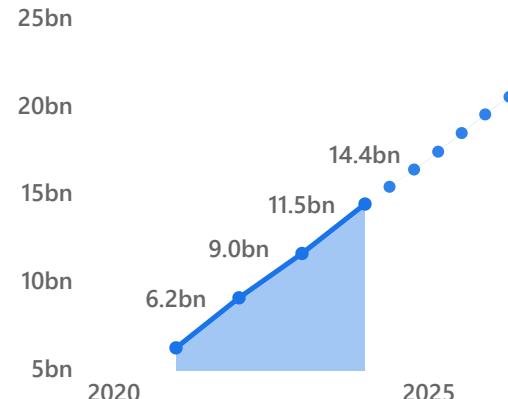
Category

All

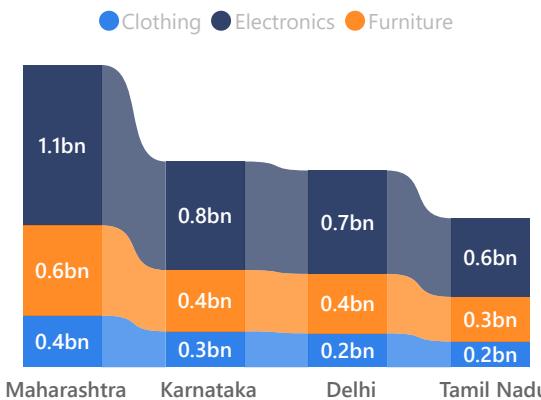
Category-wise Sales



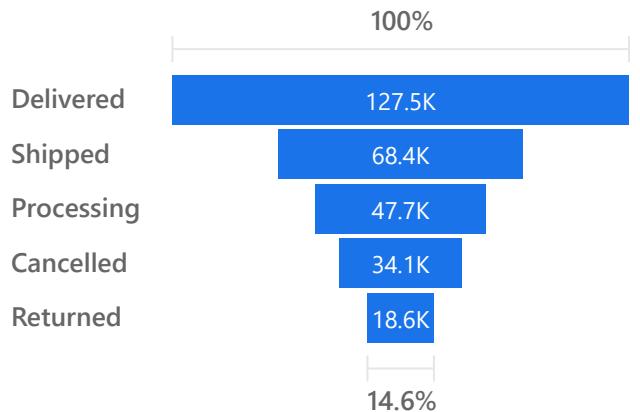
Sales Trend



Profit by Category Across Top States



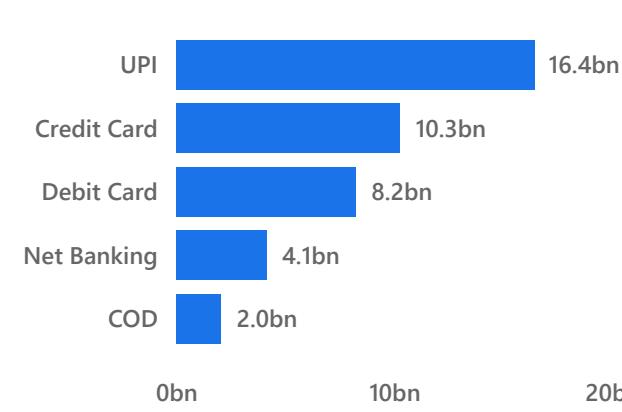
Order Status Share



Sales Density by State

Maharashtra	Delhi	Tamil ...	Uttar ...
9.19bn	5.99bn	4.54bn	4.52bn
Karnataka	Gujarat	West Bengal	Uttar Pradesh
6.26bn	4.03bn	3.72bn	4.21bn
Rajasthan			

Payment Type Contribution



Insights & Analysis (Drivers • Patterns • Key Variations)

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Year

All

Actionable Recommendations:

- Promote UPI/Card usage to raise order value and reliability.
- Reduce returns with better QC, sizing, and product clarity.
- Speed up processing and delivery to avoid cancellations.
- Strengthen high-sales states; uplift low-sales states with targeted offers.
- Strengthen loyalty among high-value repeat buyers.
- Tighten controls on low-value, COD-heavy segments.
- Growth is strongest in metro-led digital payment clusters.

Key Insights:

- Delivered orders drive most of the business revenue.
- Electronics leads sales, powered by strong metro demand.
- UPI/Card users place higher-value, more reliable orders.
- Returns & cancellations reduce significant revenue share.
- COD-driven segments remain low-value and high-risk.

AI-Powered Sales Driver Tree (2021–2024)

