

E-Commerce Performance Dashboard (2021–2024)

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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

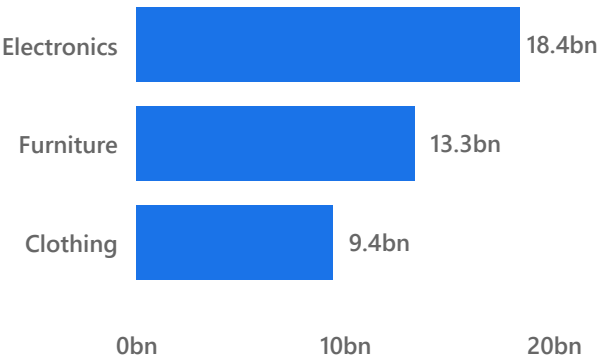
Year

All

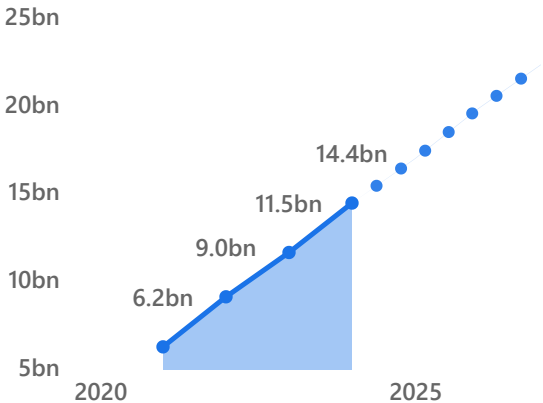
Category

All

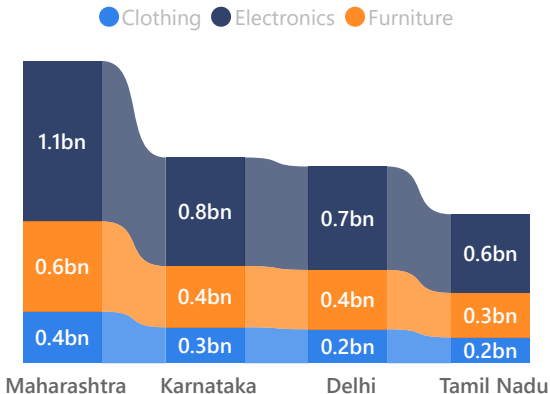
Category-wise Sales



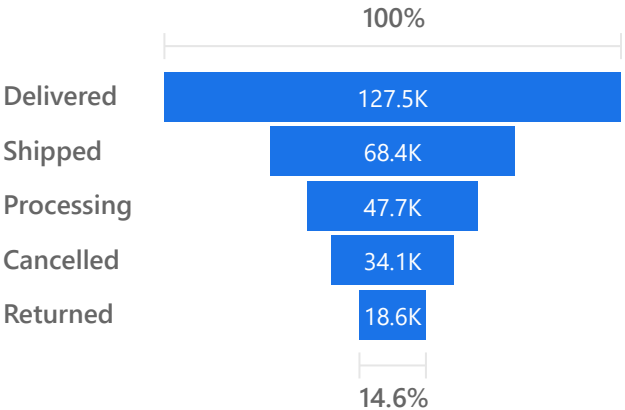
Sales Trend



Profit by Category Across Top States



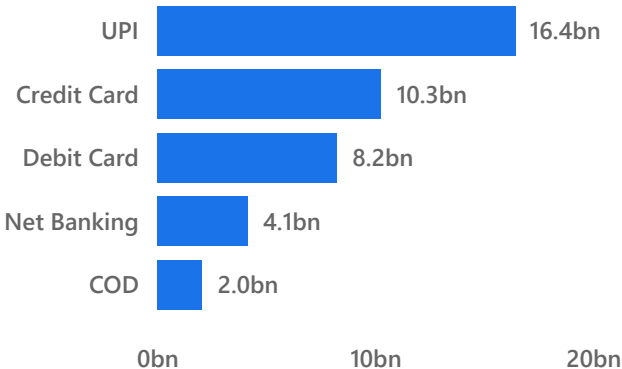
Order Status Share



Sales Density by State



Payment Type Contribution



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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.

### 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.
- Growth is strongest in metro-led digital payment clusters.

## AI-Powered Sales Driver Tree (2021–2024)

