eCommerce Dashboard

Total Sales	Total Orders	Return Rate %	Delivered Orders
21M	31K	0.03	29K

Filters:
- Month: All
- Category: All
- Channel: All
- Gender: All
- ship-state: All

Monthly Sales Trend
- Sum of Amount ● Count of Order ID
- Months: March, February, April, January, August, May, July, June, September, October, December, November

Orders by Gender
- 30.58%
- 69.42%
- Gender: ● Women ● Men

Sales by State

State	Sum of Amount
MAHARASHTRA	3.0M
KARNATAKA	2.6M
UTTAR PRADESH	2.1M
TELANGANA	1.7M
TAMIL NADU	1.7M

Return Rate by Category

Category	Return Rate %
Bottom	0.077
Western Dress	0.066
Saree	0.038
kurta	0.032
Ethnic Dress	0.030
Set	0.027

Order Fulfillment Journey
- 100%

Stage	Value
Delivered	28.64K
Returned	1.05K
Cancelled	0.84K
Refunded	0.52K

1.8%

Executive Overview
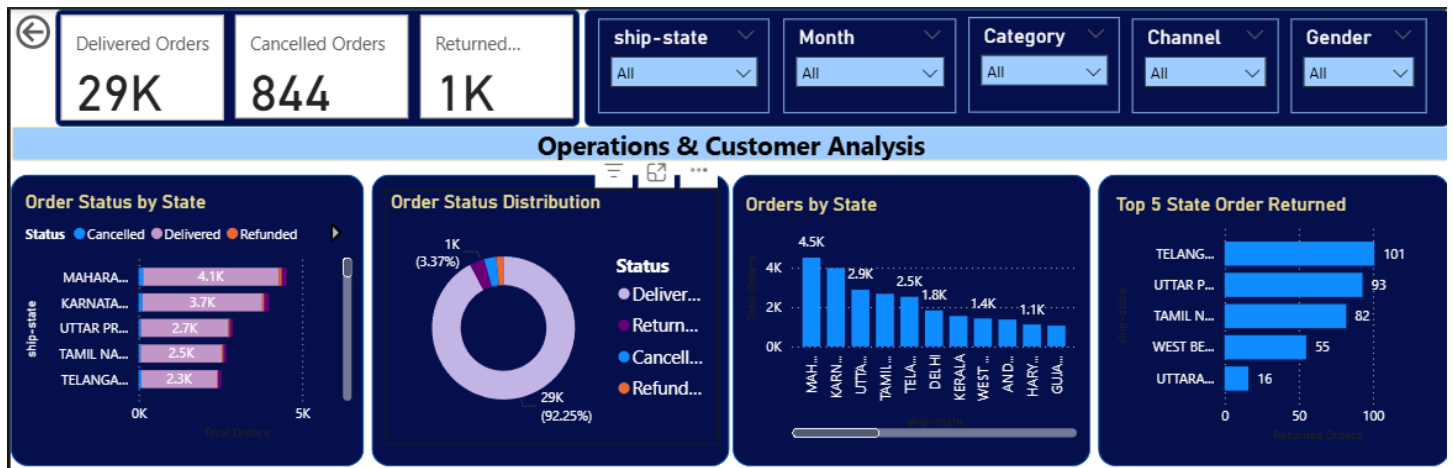
Analysis performed:

- Sales and order performance trends over time
- Fulfillment health across Delivered, Returned, Cancelled, and Refunded orders
- Overall revenue and order efficiency indicators

Business problem solved:

Leadership teams often lack a single source of truth to quickly assess business performance.

Impact:

This page provides an at-a-glance executive view to monitor revenue health, detect fulfillment issues early, and support faster strategic decisions.

Operations & Customer Analysis

Analysis performed:

- State-wise order and delivery performance
- Category-level return rate analysis
- Identification of operational bottlenecks impacting fulfillment

Business problem solved:
Operations teams struggle to pinpoint where returns and delivery failures are happening.

Impact:
This analysis highlights high-risk states and categories, enabling data-driven improvements in logistics, delivery performance, and return reduction.

Product & Customer Behavior

Size Wise Order Distribution
Size Wise Order Distribution
Top 5 Sku by Sales
Sku Wise Returns
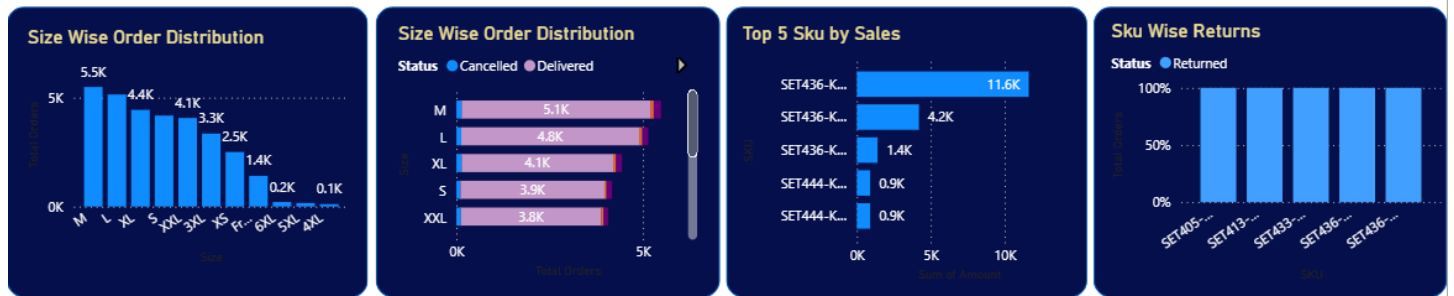
Product & Customer Behavior Analysis

Analysis performed:

- Product and SKU-level performance
- Customer behavior by gender and size
- Channel-wise contribution and purchasing patterns

Business problem solved:
Businesses often lack clarity on which products and customer segments drive growth vs risk.

Impact:
Supports smarter inventory planning, product optimization, and targeted marketing by understanding customer preferences and product demand patterns.