

order\_date

01-01-2022

31-10-2024

region

☐ Central

☐ East

☐ North

☐ South

☐ West

category

☐ Beauty

☐ Clothing

☐ Electronics

☐ Grocery

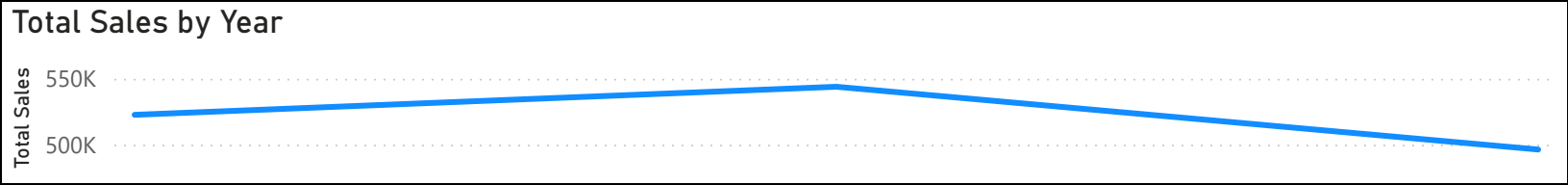
☐ Home & Kitchen

segment

☐ Consumer

☐ Corporate

☐ Home Office



2M

Total Sales

457K

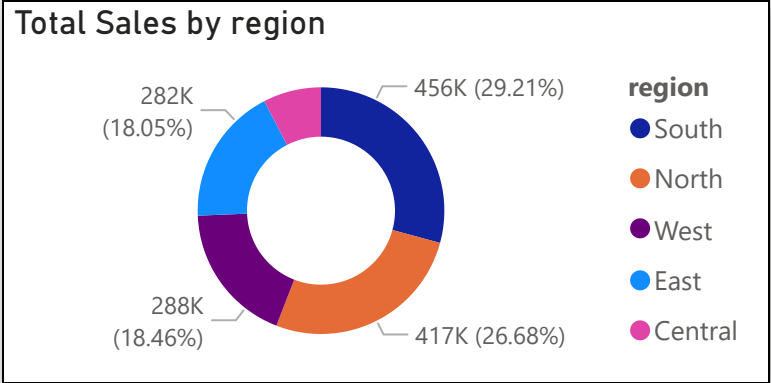
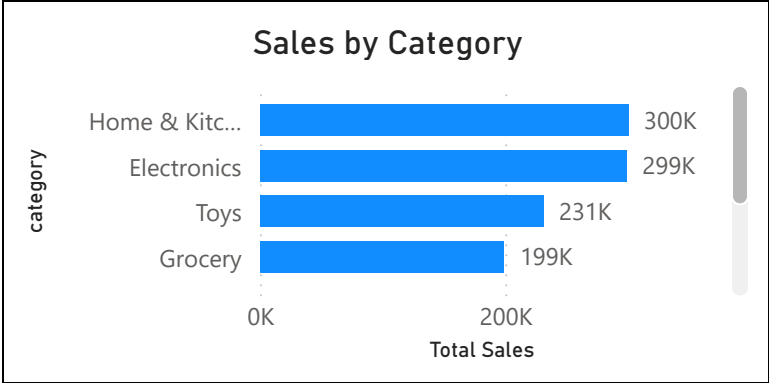
Total Profit

29.3%

Profit Margin %

3.9%

Cancellation Rate %



segment

Consumer

Corporate

Home Office

₹ 391

AOV

795

Repeat\_Customers

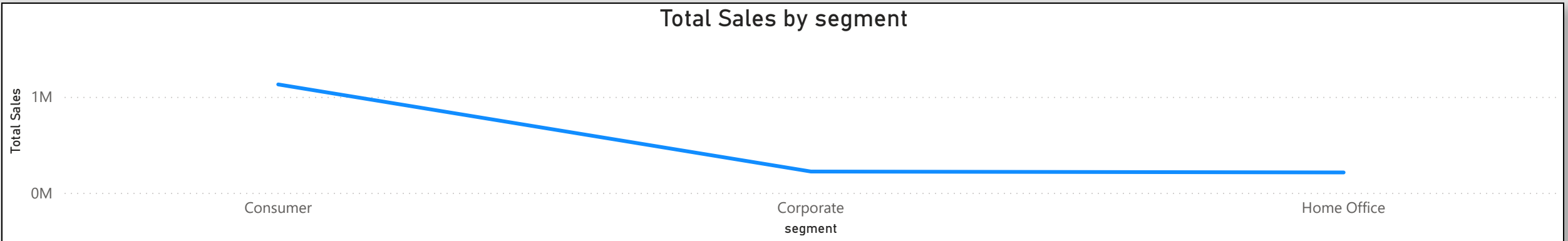
100.0%

Repeat\_Rate

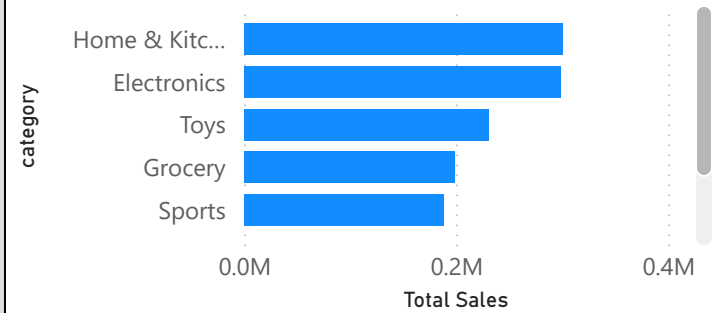
5.03

Avg Orders per  
Customer

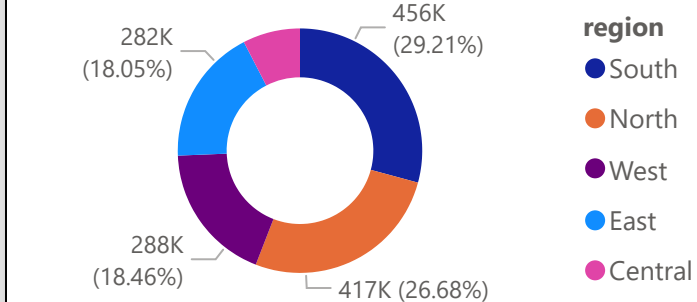
Total Sales by segment



Total Sales by category



Total Sales by region



segment

Consumer

Corporate

Home Office