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India's Last Minute App

FILTER PANEL

- delivery_status
- ☐ On Time
- ☐ Significantly Delayed
- ☐ Slightly Delayed

Total revenue generated from all campaigns

32.19M

Total_delivery_time

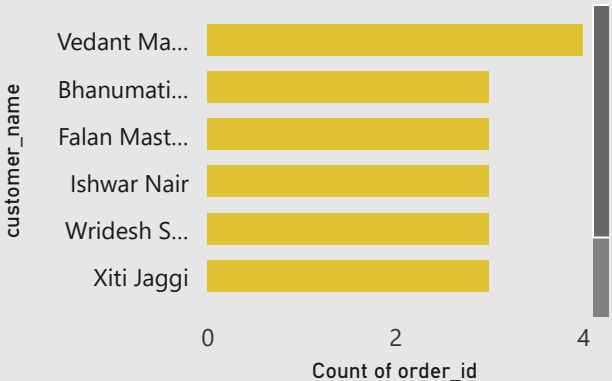
14-01-1900
10:15:00

Rating

1

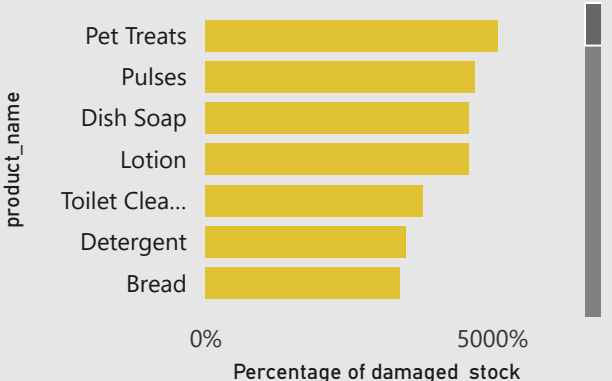
5

Number of orders placed per customer

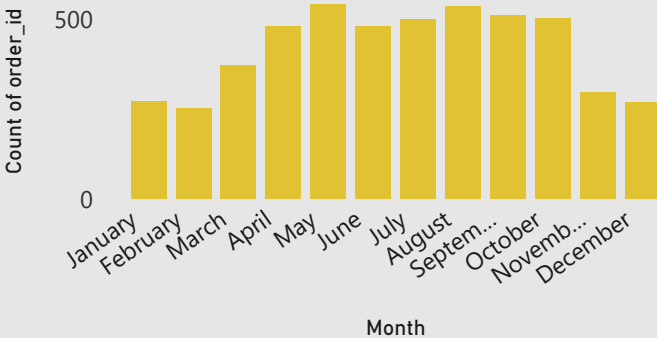


customer_id	customer_name	email
80315623	Varenya Banik	aachalsarma@example.com
70230254	Hamsini Sandhu	aachalsheth@example.net
14161586	Aachal Nazareth	aadhya71@example.org
61226563	Chameli Kala	aadhya91@example.com
74735607	Naksh Amble	aadhyabhalla@example.co
71615827	Yash Contractor	aadi81@example.com
27955158	Abeer Kamdar	aaggarwal@example.net
49915498	Harini Mangal	aahana49@example.com
43459807	Charan Brahmbhatt	aahanatailor@example.net

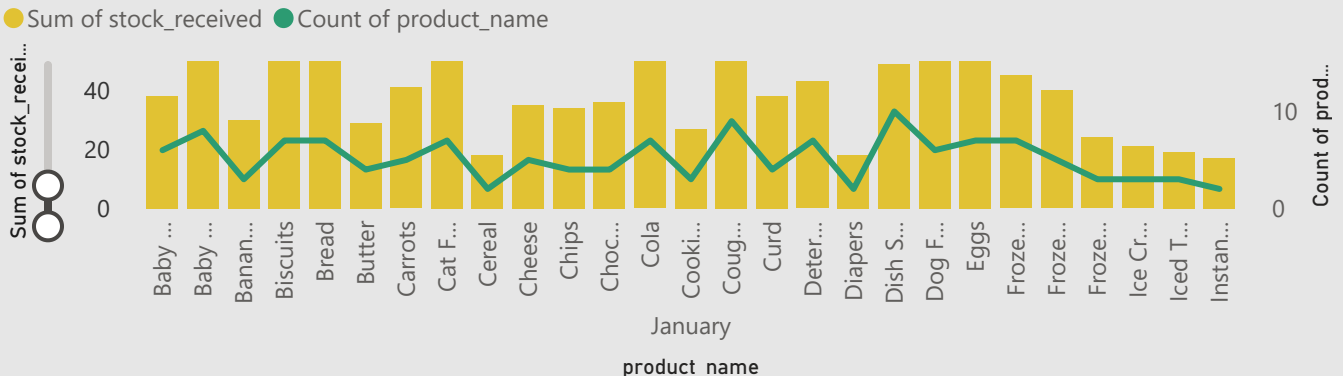
Percentage of damaged stock per product



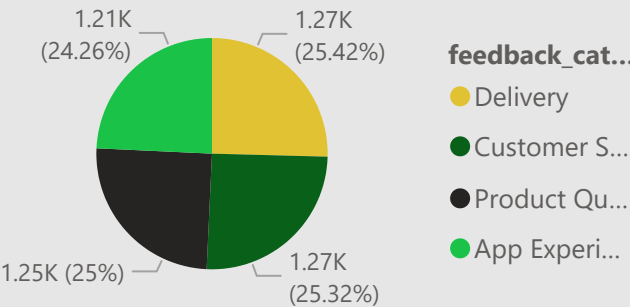
Total number of orders placed in a given month



Stock received over time for different products



Distribution of feedback categories



campaign_id	campaign_name	spend	revenue_generated
243	Referral Program	3,641.18	5,970.43
342	Flash Sale	2,900.46	7,711.31
417	Email Campaign	2,704.17	5,202.30
472	Festival Offer	1,542.65	4,316.40
648	New User Discount	4,892.22	2,261.53
788	New User Discount	2,896.44	4,004.21
1005	Membership Drive	1,189.21	9,253.77

Avg_order_value

6.54K

Goal: 1500 (+336.12%)

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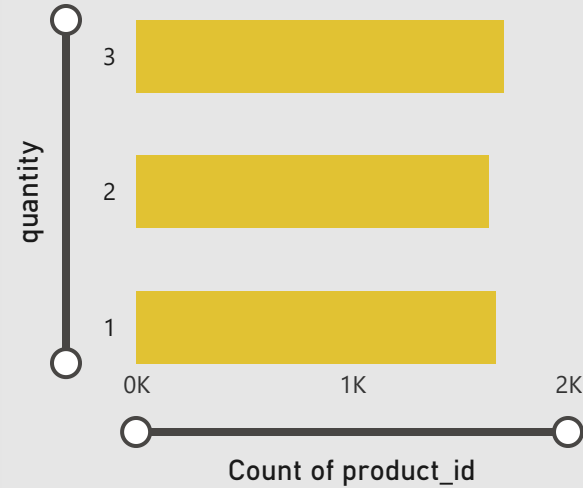
ROAS

1.97

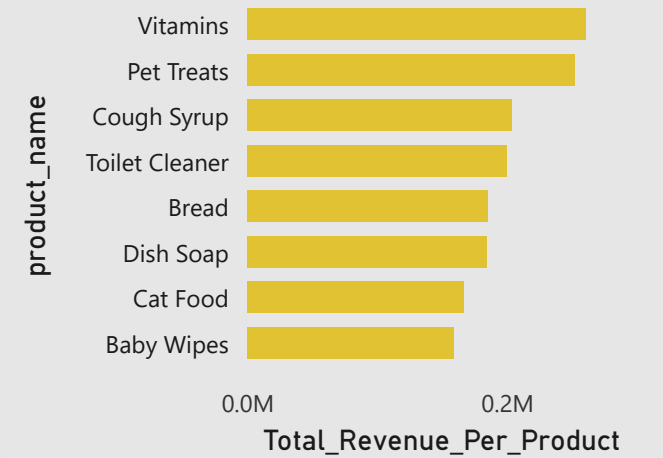
Customer_Retention_Rate

94.20%

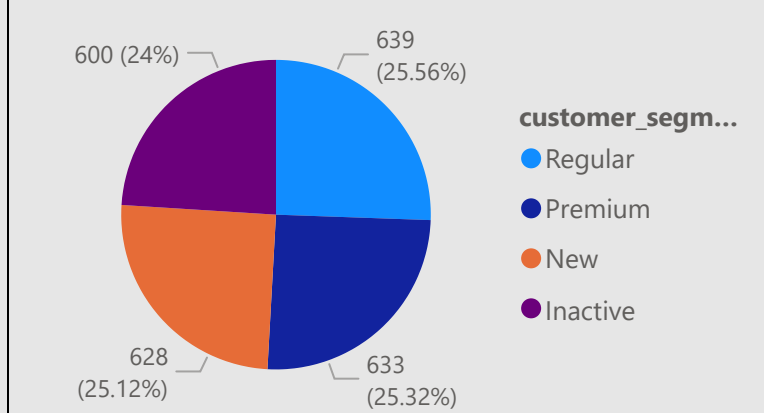
Order quantity per product



Total sales revenue per product



Visualization of customer segments

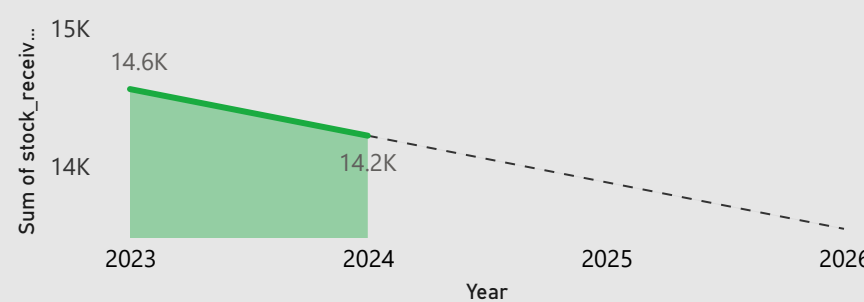


Pincode_New	Sum of total_orders
000074, India	8
000516, India	6
000605, India	19
000701, India	3
001690, India	6
002279, India	12
003231, India	3
003256, India	5
005102, India	14
005549, India	10
005657, India	11
006107, India	17
007488, India	14
007809, India	12
008125, India	17
008569, India	7
009177, India	20
Total	26229

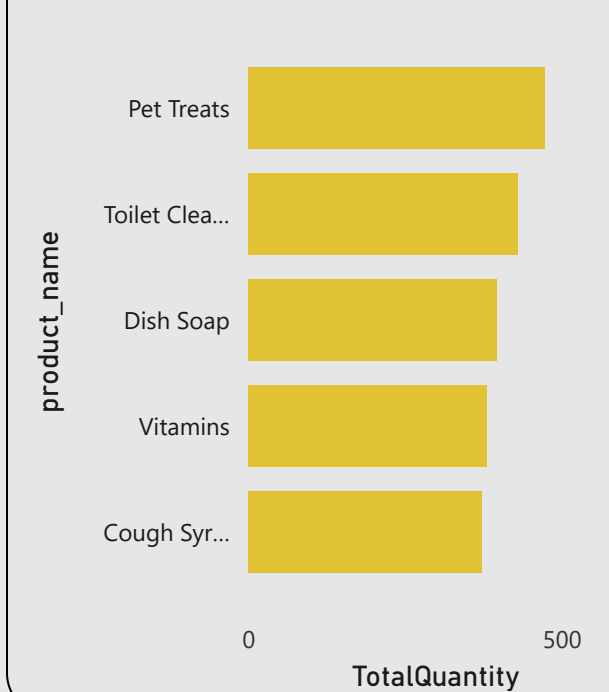
Average of delivery_time_minutes by distance_km



Forecast of Stock Received (Next 30 Months)



Top 5 best-selling products based on quantity ordered



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Most frequently
ordered product

Pet Treats

customer lifetime
value

29.03M

order_date

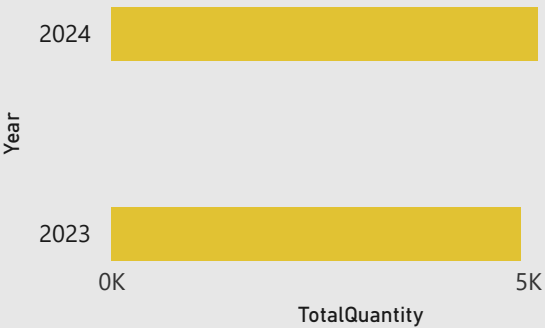
16-03-2023

04-11-2024

GrossProfit by product_name



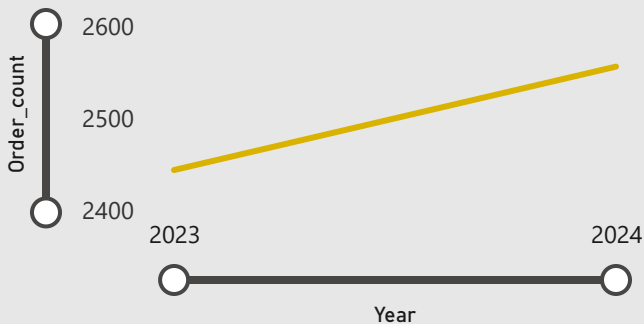
TotalQuantity by Year



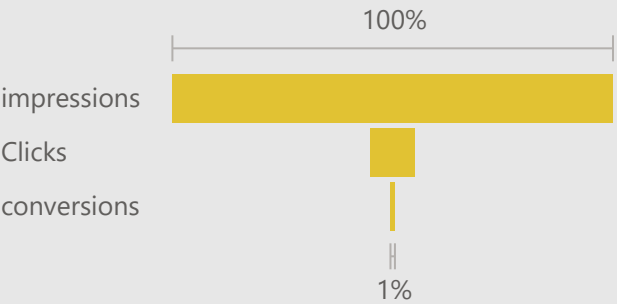
Matrix visualization to show order
quantity per product category

category	Baby Food	Baby Wipes
Baby Care	115	176
Cold Drinks & Juices		
Dairy & Breakfast		
Fruits & Vegetables		
Total	115	176

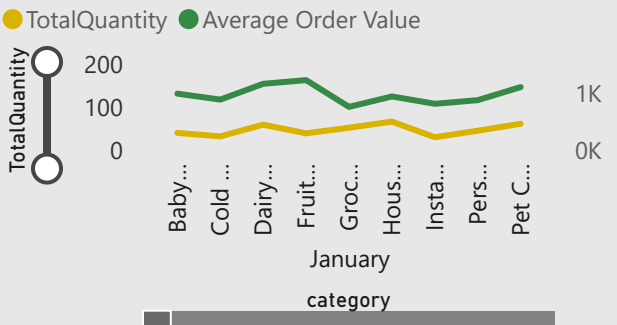
Time-series analysis of daily order counts
using order_date



Funnel chart to track the campaign
conversion process



Dashboard to track order trends across
different categories



Map visualization showing order density per
area



product_name	Discount Percentage
Frozen Vegetables	40.00
Ice Cream	40.00
Frozen Biryani	40.00
Instant Noodles	40.00
Frozen Pizza	40.00
Toothpaste	35.00
Chips	35.00
Total	28.23

Emoji-based and Star ratings to product
categories

category	Emoji	Rating	Star
Baby Care	😡	1	★
Baby Care	😐	3	★★★
Baby Care	😊	4	★★★★



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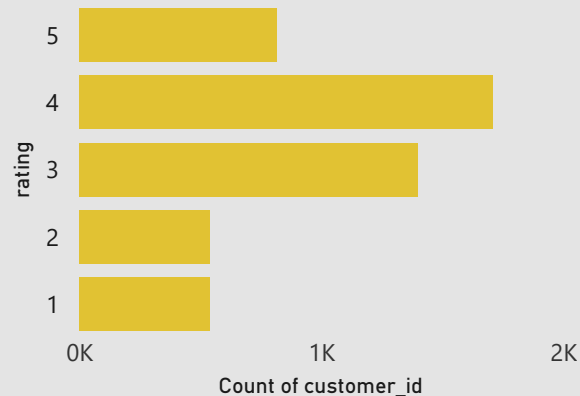
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Average
rating
3.34

Total quantity
10K

feedback_text	rating	Year	Quarter	Month	Day	order_id
Average experience, could improve.	3	2023	Qtr 1	March	18	6096787440
Average experience, could improve.	3	2023	Qtr 1	March	21	3018272105
Average experience, could improve.	3	2023	Qtr 1	March	30	7596333614
Average experience, could improve.	3	2023	Qtr 1	March	31	4098488449
Average experience, could improve.	3	2023	Qtr 2	April	3	4796733514
Average experience, could improve.	3	2023	Qtr 2	April	7	4435636116
Average experience, could improve.	3	2023	Qtr 2	April	10	8463856241
Average experience, could improve.	3	2023	Qtr 2	April	11	279851011
Average experience, could improve.	3	2023	Qtr 2	April	14	9778782281
Average experience, could improve.	3	2023	Qtr 2	April	16	7517620171
Average experience, could improve.	3	2023	Qtr 2	April	17	562428866

Count of customer_id by rating



customer_id	Sum of order_total
31813	5,726.04
61020	7,844.90
119099	14,768.77
188838	5,182.04
191616	4,089.96
211163	11,984.36
243838	6,061.06
376144	9,359.35
408590	1,217.39
Total	1,10,09,308.50

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Average Delivery Time in minutes

4.44

Stimulated_ROAS

0.00

Donut Chart to represent ongoing deliveries and status updates

delivery_status

- On Time
- Slightly Delayed
- Significantly Delayed

Count of order_id by Pincode_New and delivery_status

delivery_status

- On Time
- Significantly Delayed
- Slightly Delayed

Drill-down functionality for order trends by customer segment

customer_segment

- Inactive
- New
- Premium
- Regular

Real-Time Table View

order_id	customer_id	delivery_status	delivery_time_minutes
60465	15808945	On Time	5
2237858	48281892	On Time	3
3101265	89617089	On Time	3
5120698	44174426	Slightly Delayed	15
5512907	51476157	Slightly Delayed	15
7550508	93127511	On Time	-1
8701706	14470168	Slightly Delayed	0

Top N campaigns with the highest ROAS

campaign_name

TopCampaignsROAS

How do you use Decomposition tree visualization to analyze product sales

category

customer_segment

Year

Month

Day

brand

Count of order...

Cold Drinks & J...

Dairy & Breakf...

Fruits & Vegeta...

Inactive

New

Premium

2023

2024

March

April

May

28

29

Banik-Ratta

Chaudhuri PLC