

34M

Sum of num_orders

\$10.63bn

Total Base Price

\$1.08bn

Total Disc Price

\$10bn

Total Revenue

10.16%

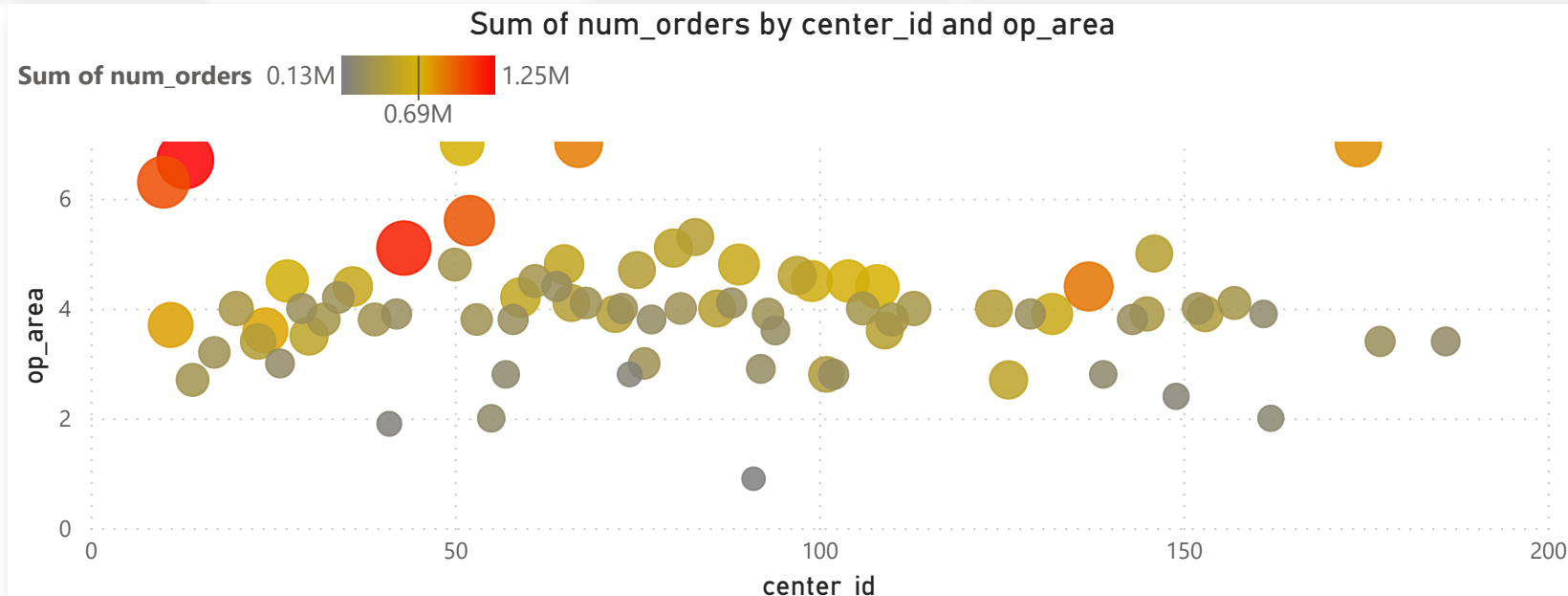
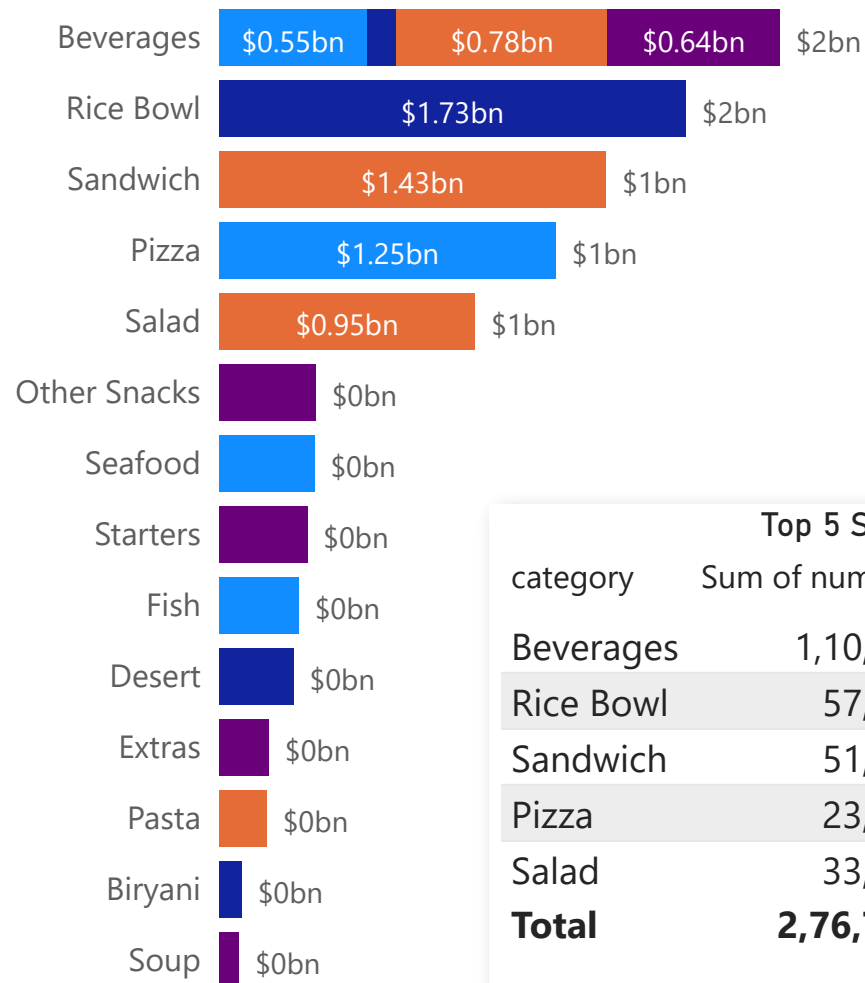
Overall Disc %

Week wise filter

2022

Total Revenue by category and cuisine

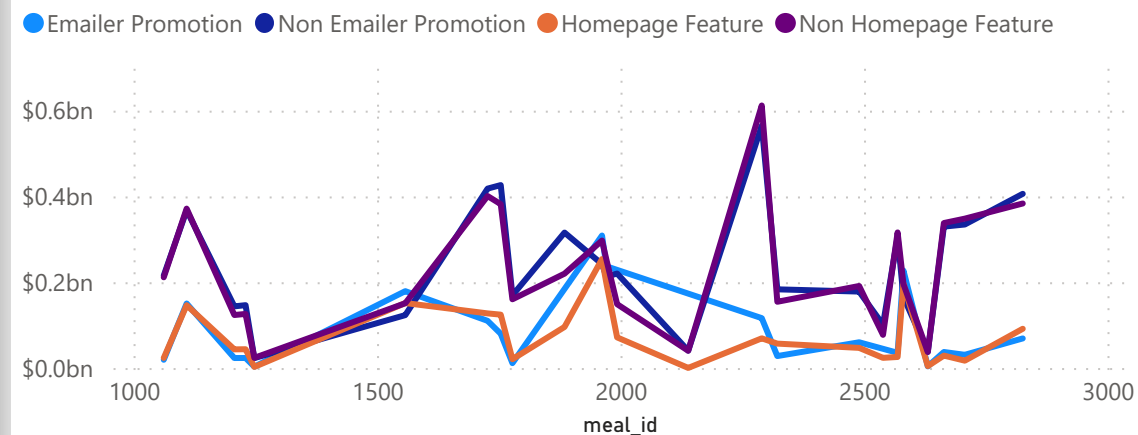
cuisine ● Continental ● Indian ● Italian ● Thai



Top 5 Selling Categories

category	Sum of num_orders	Total Revenue
Beverages	1,10,00,472	\$2,07,52,17,932
Rice Bowl	57,98,707	\$1,72,78,32,650
Sandwich	51,50,485	\$1,43,19,19,916
Pizza	23,81,484	\$1,24,65,44,508
Salad	33,47,409	\$94,72,48,116
Total	2,76,78,557	\$7,42,87,63,121

Revenue comparison before & after promotion



This report contains 2 filters, center filters which are city wise and meal category filters. Kindly combine the filters to get the desired result.

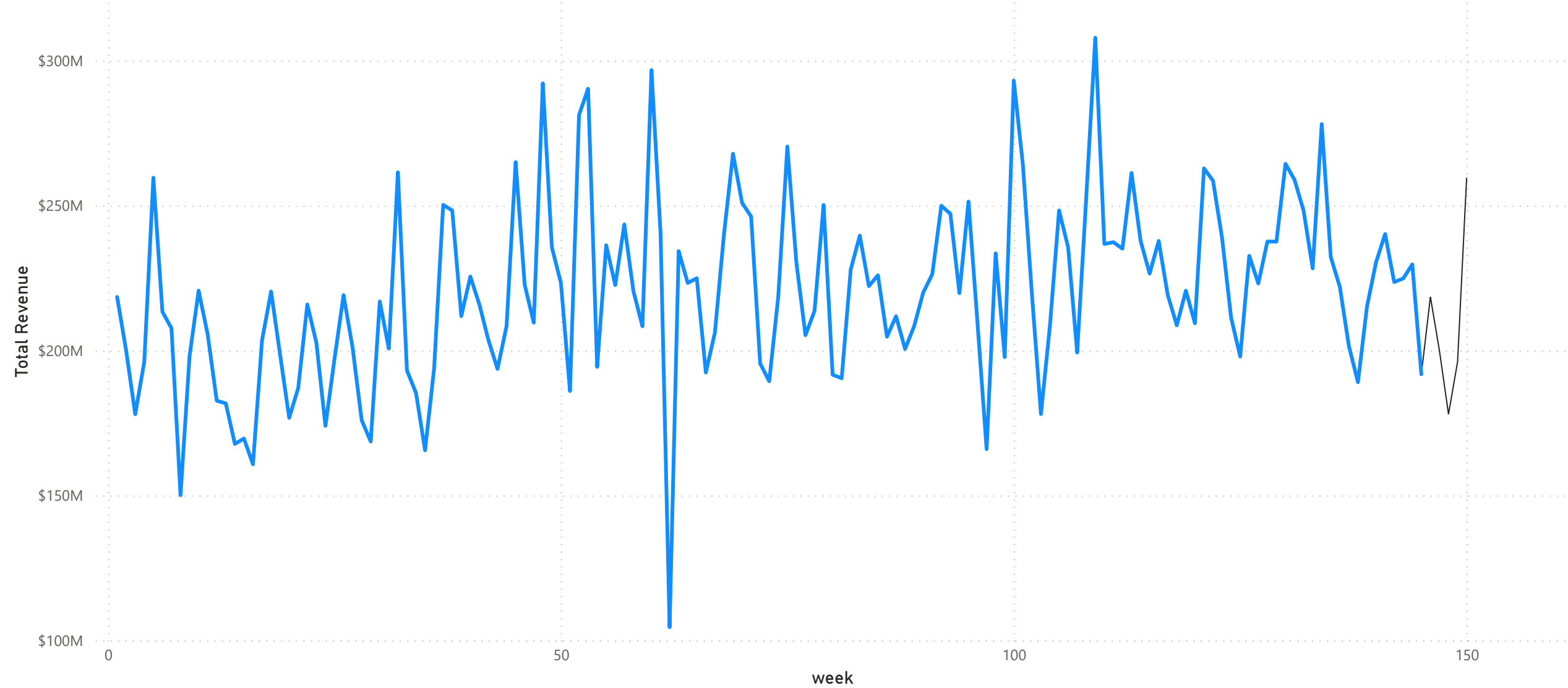
Filter for meal category

All

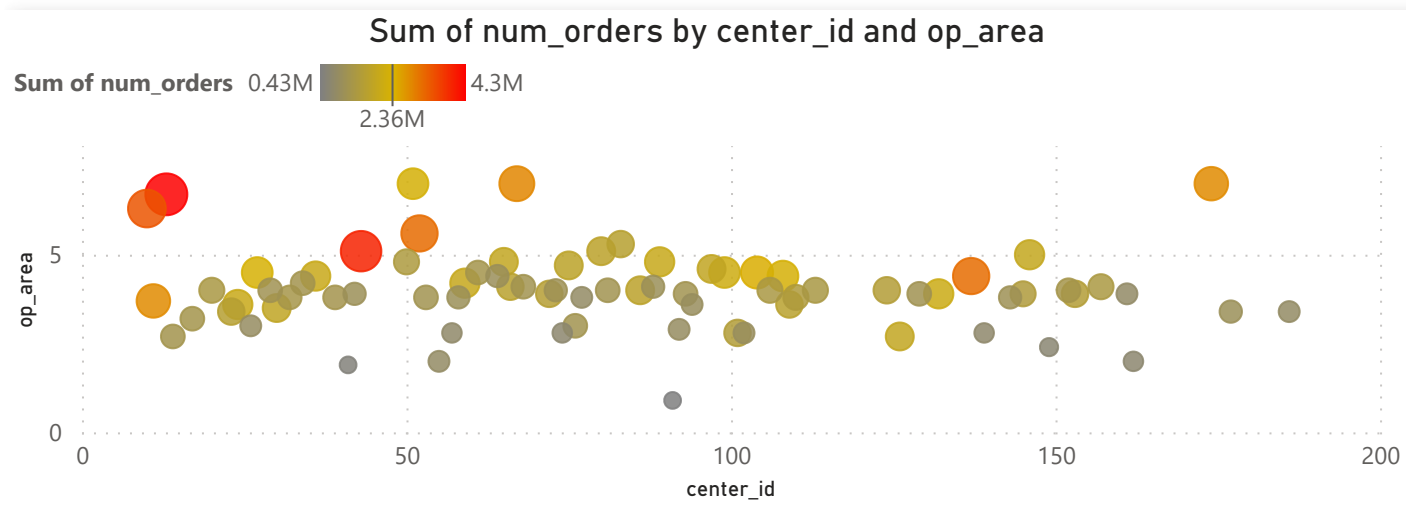
Filter for city_code & center_id

All

Total Revenue by week



Summary Board

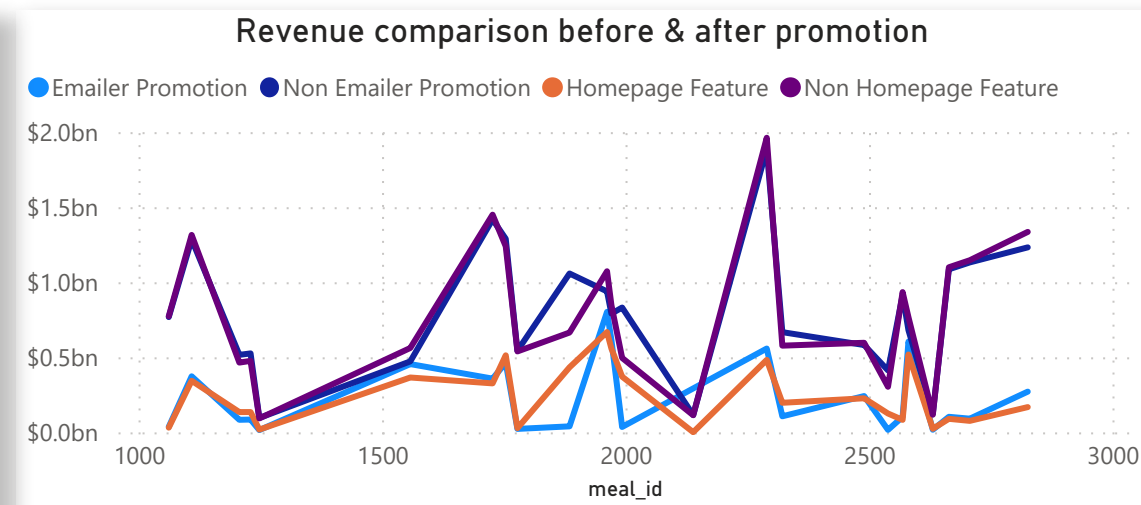


Does the operational area of the store influence number of orders?

We can see that X-axis represents center ID and Y-axis represents operational area and the size of the bubble shows number of orders placed from that center or store.

We can see clearly that most of the orders are coming from the stores which are between 3 to 5 KM away and very less were coming from other stores which are comparatively nearer or distant. But we can also see that there are some exceptions like there are some stores which are 5 or more than 5 KM away and they have huge orders.

So clearly operational area is affecting the number of orders.



Are emails & product features on the homepage an effective mode of promotion?

Here I have compared the sales before and after the emailer and homepage feature promotion for all the 3 years and from the graphs if we compare emailer and non-emailer promotion then we can see that sales for non-emailer promotion are always higher than the emailer promotion or we can say that after the emailer promotion the orders have dropped and the same is for homepage and non-homepage feature