**Overview**

This report integrates order-level data with payment status to give a 360-degree view of each transaction. It includes Order ID, Customer ID, Order Date, Order Amount, Order Status, Payment Status, Payment Method, Payment Date, and aggregated KPIs like total revenue, Average Order Value (AOV), and fulfillment rate.

**Sample Combined Data View**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Order ID | Customer ID | Order Date | Order Amount | Order Status | Payment Method | Payment Status | Payment Date |
| 10001 | C202 | 2023-03-12 | 4500 | Delivered | Credit Card | Completed | 2023-03-12 |
| 10002 | C198 | 2023-03-12 | 6200 | Pending | PayPal | Failed | 2023-03-12 |
| 10003 | C345 | 2023-03-12 | 3950 | Shipped | Bank Transfer | Completed | 2023-03-12 |

**Key Metrics**

* Total Orders: 15,000+
* Total Payments: 15,000+
* Total Revenue (Completed Payments): INR12,69,79,000 (approx.) Average Order Value (AOV): INR253.93
* Fulfilled Orders (Delivered/Shipped): ~9,931 (~66%) Unfulfilled Orders (Pending): ~5,069 (~34%) Completed Payments: 4,991 (~33%)
* Pending Payments: 5,006 (~33%) Failed Payments: 5,003 (~33%)
* Payment Method Distribution: Evenly distributed among methods

**Breakdown by Order Status**

|  |  |  |
| --- | --- | --- |
| Order Status | Count | % of Total Orders |
| Delivered | 5,057 | 33.7% |
| Shipped | 4,874 | 32.5% |
| Pending | 5,069 | 33.8% |

**Payment Method vs. Status**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Payment Method | Completed | Failed | Pending | Total |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| PayPal | 1,661 | 1,665 | 1,674 | 5,000 |
| Credit Card | 1,663 | 1,672 | 1,665 | 5,000 |
| Bank Transfer | 1,667 | 1,666 | 1,667 | 5,000 |

**Order and Payment Timeline**

* Orders range from 2020 to 2025 with consistent monthly volume. Peak months (by order value): August 2021, January 2023
* Low activity months: March 2020 (likely impacted by COVID-19 lockdowns)

**Top 5 Customers by Total Orders**

|  |  |  |
| --- | --- | --- |
| Customer ID | Total Orders | Total Value |
| C120 | 8 | INR18,500+ |
| C087 | 7 | INR17,000+ |
| C234 | 7 | INR15,800+ |
| C010 | 6 | INR13,300+ |
| C176 | 6 | INR13,200+ |

**Insights**

* Fulfillment Lag: 34% of orders remain pending, indicating a logistics bottleneck.
* Payment Friction: Only 1 in 3 payments succeed on the first attempt; the checkout process may need optimization. Customer Loyalty: Most customers purchase once; repeat rate is low.
* AOV Stability: Order value is consistent around INR254 per order.

**Recommendations**

* Improve Payment Gateway UX: Enable auto-retries or suggest alternate methods.
* Reduce Order Pending Rate: Streamline fulfillment operations.
* Launch Loyalty Program: Encourage second purchases to reduce churn.