

E-commerce Performance Dashboard

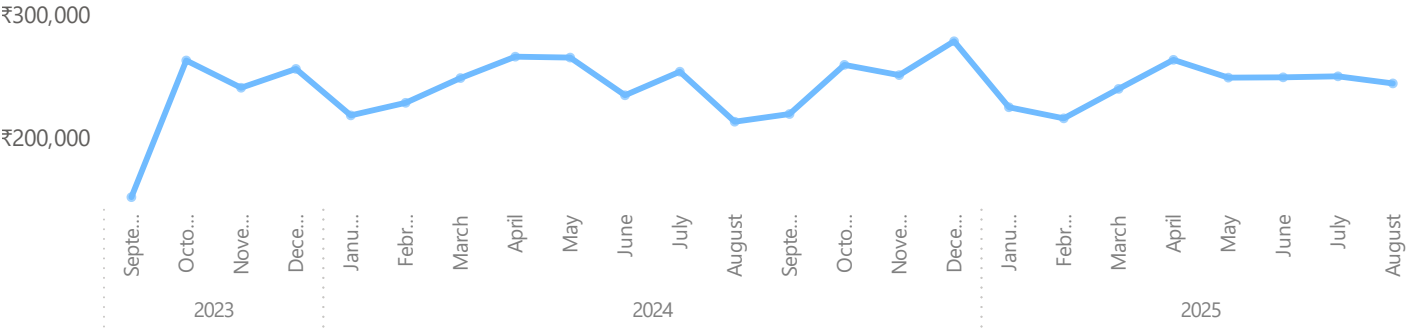
₹5,865,293.05

Total revenue

34500

Total Orders

Monthly Revenue Trend



₹970,019....

Total Profit

16.54%

Profit Margin %

Year

▼

All

▼

region

▼

All

▼

category

▼

All

▼

Quick measure

Category -wise Revenue

This horizontal bar chart displays the revenue generated by different product categories. Electronics is the leading category with ₹3,319,206.50, followed by Home (₹1,077,681.52) and Sports (₹629,825.54). Grocery is the lowest revenue category at ₹82,000.51.

Category	Revenue (₹)
Electronics	3,319,206.50
Home	1,077,681.52
Sports	629,825.54
Fashion	471,545.80
Beauty	153,019.38
Toys	132,013.80
Grocery	82,000.51

Category -wise Profit

This horizontal bar chart displays the profit generated by different product categories. Electronics is the leading category with ₹344,371.77, followed by Home (₹262,633.70) and Sports (₹160,521.41). Grocery is the lowest profit category at ₹9,187.96, which is a loss. A note indicates that Grocery is loss-making despite contributing revenue.

Category	Profit (₹)
Electronics	344,371.77
Home	262,633.70
Sports	160,521.41
Fashion	128,814.65
Beauty	49,196.59
Toys	33,669.25
Grocery	9,187.96

Grocery is loss-making despite contributing revenue.

Total revenue by region

This horizontal bar chart displays the total revenue generated by different regions. South is the leading region with ₹1,298,096.07, followed by North (₹1,264,008.35) and West (₹1,186,350.50). Central is the lowest revenue region at ₹940,503.38.

Region	Revenue (₹)
South	1,298,096.07
North	1,264,008.35
West	1,186,350.50
East	1,176,334.75
Central	940,503.38

Payment Method Distribution

This donut chart displays the distribution of payment methods used by customers. Credit Card is the most popular method, followed by Debit Card, COD, UPI, PayPal, and Wallet.

Payment Method	Percentage
Credit Card	45%
Debit Card	25%
COD	15%
UPI	10%
PayPal	5%
Wallet	5%

Total Profit by region

This horizontal bar chart displays the total profit generated by different regions. South is the leading region with ₹211,081.17, followed by North (₹208,493.58) and West (₹197,385.73). Central is the lowest profit region at ₹158,023.69.

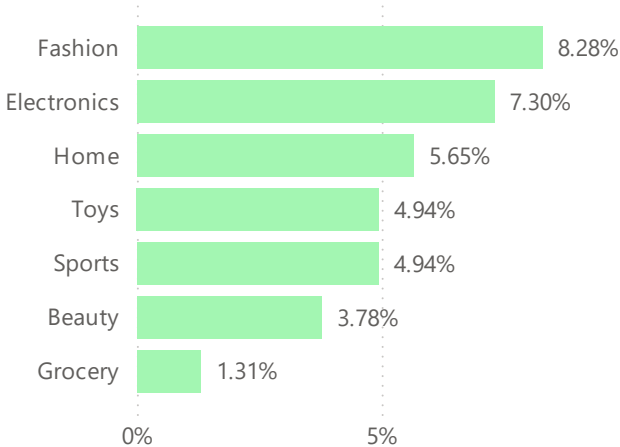
Region	Profit (₹)
South	211,081.17
North	208,493.58
West	197,385.73
East	195,035.24
Central	158,023.69

5.52%
Return Rate %

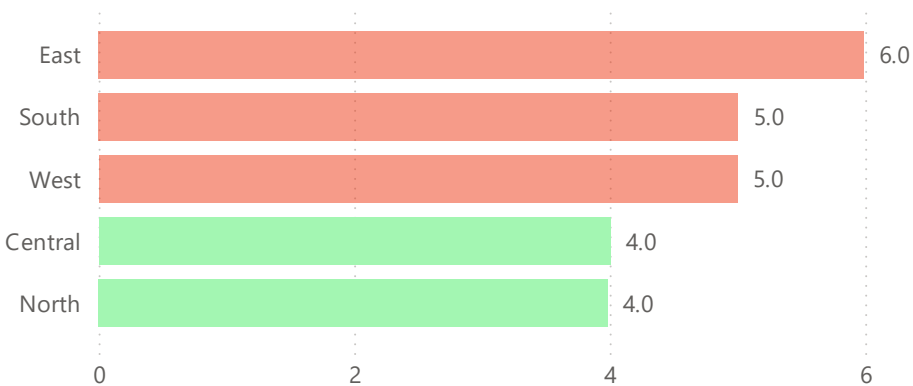
Customer & Operations Analysis

93.99%
Repeat Customer Rate %

Return Rate % by category



Avg Delivery Time by region

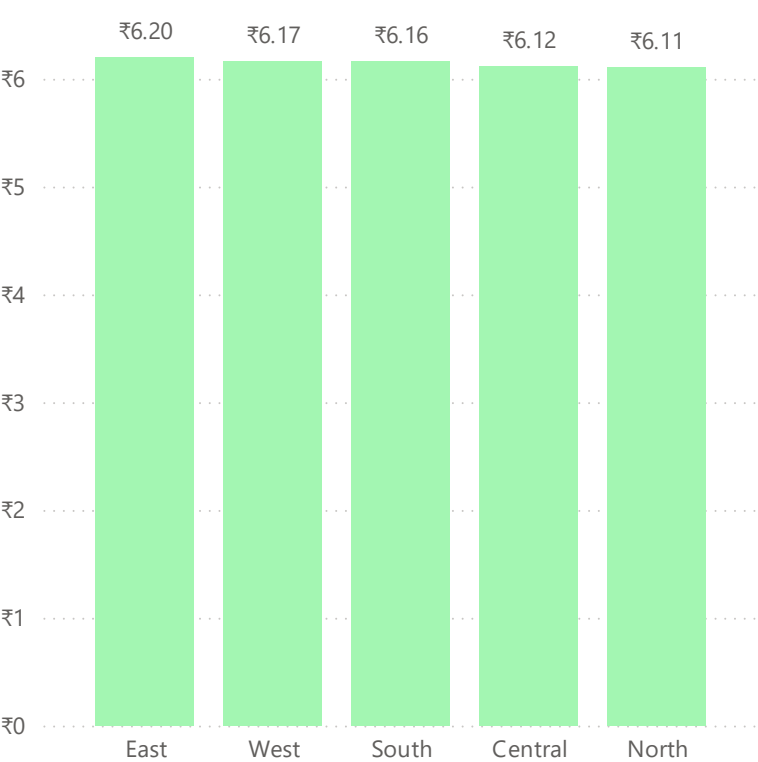


4.81
Avg Delivery Time

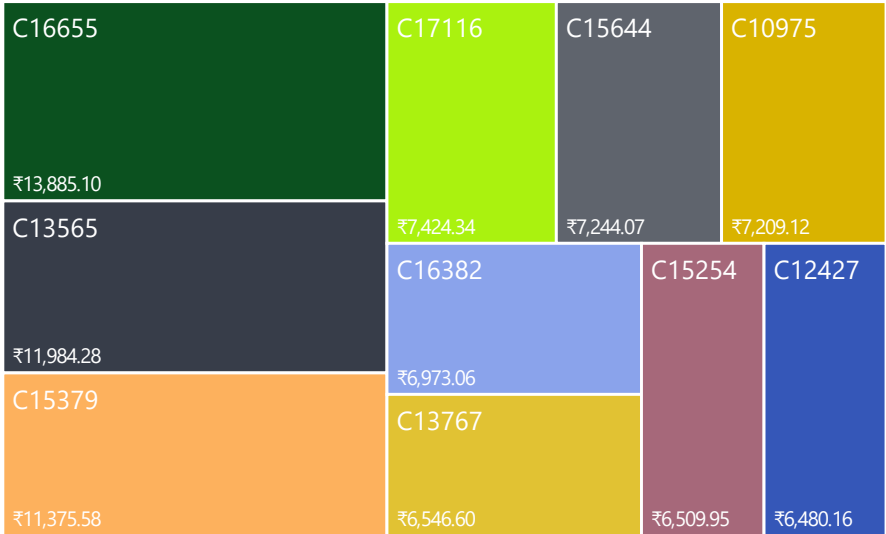
₹6.15
Avg Shipping Cost

Shipping cost is relatively uniform across regions.

Avg Shipping Cost by region



Top 10 Customers by Revenue



Repeat vs One-Time Customer

