

Overview

Revenue Analytics

Product Performance

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Customer Intelligence

Logistics & Delivery [1]

Logistics & Delivery [2]

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Business Forecast

YoY % (Gross Revenue):  
24.56% ▲

₹13,53,20,387

Gross Revenue

YoY % (Net Revenue):  
24.44% ▲

₹ 11,77,61,477

Net Revenue

YoY % (Gross Profit):  
23.75% ▲

₹4,49,22,172

Gross Profit

YoY % (Net Profit):  
22.74% ▲

₹2,73,63,262

Net Profit

COGS

₹90.40M

Gross Margin% vs Target

0%

0%

33.20%

100%

Order Year

2024 ▼

Target GM

0.00

Reset Fliters

Gross Revenue

₹135.32M

Net Revenue

₹117.76M

Gross Profit

₹44.92M

Net Profit

₹27.36M

YoY % (Gross Revenue): 24.56% ▲

2024: 13.53 Cr || LY: 10.86 Cr

JanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember

YoY % (Order): 27.23% ▲

2024: 13,316 || LY: 10,466

JanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember

Region	Gross Revenue	Total Orders	Gross Profit	Gross Margin %
▲				
Central India	₹3,02,71,341	3219	₹99,86,345	32.99%
East India	₹3,86,54,161	3417	₹1,28,53,935	33.25%
North India	₹2,43,96,583	2388	₹80,47,941	32.99%
Northeast India	₹1,58,94,778	1628	₹52,93,533	33.30%
South India	₹1,36,23,114	1319	₹46,50,257	34.14%
West India	₹1,24,80,410	1345	₹40,90,162	32.77%
Total	₹13,53,20,387	13316	₹4,49,22,172	33.20%

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Gross Revenue

Gross Profit

Total Discount

AOV

CLTV (Customer Life Time Value)

₹27.43M

₹9.02M

₹ 9.36M

₹68.06K

₹10.25K

Category

Order Year

Reset Filters

Category

All

2025

Gross Profit by Brand

JBL

Panasonic

Vivo

Boat

Lenovo

Apple

Asus

HP

HomeTown

Spacewood

Realme

Sleepwell

LG

Bajaj

Nilkamal

IKEA

Pepperfry

Godrej

Kurlon

Sony

Oppo

Durian

Urban Ladder

OnePlus

Li-Ning

W for Woman

Hero

MRF

Zara

₹6,10,311

₹5,06,775

₹4,74,470

₹3,29,953

₹2,80,689

₹2,50,373

₹2,47,174

₹2,46,358

₹2,25,149

₹2,20,787

₹2,15,685

₹1,95,642

₹1,93,192

₹1,91,190

₹1,86,808

₹1,83,639

₹1,82,532

₹1,73,511

₹1,58,388

₹1,46,667

₹1,45,720

₹1,42,869

₹1,35,148

₹1,21,029

₹1,06,546

₹1,05,725

₹1,00,799

₹92,432

₹84,461

Category

UnitCost

UnitPrice

Automotive

Bike Parts

Bajaj Bike Parts Dignissimos

Bajaj Bike Parts Voluptas

Maruti Suzuki Bike Parts Facilis

Car Accessories

Hyundai Car Accessories Dolorem

Mahindra Car Accessories Asperiores

Mahindra Car Accessories Delectus

MRF Car Accessories Voluptates

TVS Car Accessories Fugit

Car Care Products

Apollo Tyres Car Care Products Accusantium

Apollo Tyres Car Care Products Quam

Total

₹26,67,377

₹39,73,903

₹2,21,225

₹3,20,465

₹67,866

₹95,573

₹85,505

₹1,23,083

₹67,854

₹1,01,809

₹2,77,236

₹4,03,146

₹69,793

₹98,521

₹24,338

₹34,655

₹35,024

₹49,484

₹79,511

₹1,17,150

₹68,571

₹1,03,336

₹7,63,380

₹11,36,410

₹41,274

₹63,832

₹92,646

₹1,42,706

₹2,90,35,570

₹4,33,56,470

Gross Profit by Payment Method

Cash ₹1M (10.85%)

UPI ₹4M (40.56%)

Debit Card ₹2M (23.85%)

Credit Card ₹2M (24.74%)

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Unique SKU

500

Avg Discount

₹1.98K

Avg Of CostPrice

₹10.41K

Avg Of SellPrice

₹17.64K

Order Year

2025

Launch Year

All

Category

All

Subcategory

All

Reset Filters

Category	CostPrice	SellPrice	AverageRating
Automotive	₹5,12,873	₹8,90,860	202.50
Bike Parts	₹33,366	₹58,250	11.60
Bajaj Bike Parts Dignissimos	₹11,292	₹18,780	3.80
Bajaj Bike Parts Voluptas	₹10,837	₹21,220	3.70
Maruti Suzuki Bike Parts Facilis	₹11,237	₹18,250	4.10
Car Accessories	₹50,747	₹92,820	21.00
Hyundai Car Accessories Dolorem	₹8,789	₹14,440	3.30
Mahindra Car Accessories Asperiores	₹8,190	₹15,570	4.50
Mahindra Car Accessories Delectus	₹6,995	₹10,640	4.90
MRF Car Accessories Voluptates	₹13,341	₹25,420	3.70
TVS Car Accessories Fugit	₹13,432	₹26,750	4.60
Car Care Products	₹1,22,185	₹2,02,190	52.10
Apollo Tyres Car Care Products Accusantium	₹5,870	₹11,520	4.70
Apollo Tyres Car Care Products Quam	₹15,144	₹26,080	4.30
Castrol Car Care Products Facilis	₹7,042	₹9,230	3.40
Hero Car Care Products Esse	₹11,293	₹19,600	3.60
Hero Car Care Products In	₹13,379	₹18,510	3.80
Hero Car Care Products Placeat	₹3,748	₹5,410	4.00
Hero Car Care Products Praesentium	₹7,810	₹14,680	4.30
Hyundai Car Care Products Distinctio	₹7,372	₹13,220	4.90
Mahindra Car Care Products Temporibus	₹8,522	₹11,390	3.70
Total	₹52,06,305	₹88,21,610	2,013.10

Gross Revenue By Products

JBL Laptops Ab

₹9,30,272

Lenovo Accessories Omnis

₹8,25,089

Panasonic Cameras Eligendi

₹7,72,401

JBL Tablets Est

₹6,54,455

Vivo Accessories Officia

₹5,84,755

Realme Audio Systems Ipsa

₹4,60,352

Asus TVs Ad

₹4,47,096

Apple Headphones Autem

₹4,01,801

HP Smartphones Laudantium

₹3,75,315

OnePlus Gaming Consoles Natus

₹3,55,816

Product Status

Active 120 (24%)

Out of Stock 130 (26%)

Limited Stock 121 (24.2%)

Discontinued 129 (25.8%)

Gross Revenue by Category

Electronics

₹1,16,88,210

Home & Furniture

₹57,23,112

Automotive

₹26,40,164

Clothing & Fashion

₹21,82,096

Sports & Fitness

₹19,91,659

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No. Of Orders

2.64K

Qty Sold

7K

Qty Returned

512

Orders Fulfilled (%)

14.63%

AOV

₹68.06K

38.84% ▲ vs LY

46.89%

Return Rate (%)

-12.80% ▼ vs LY

11.40%

Cancel Rate (%)

ReturnReason

All

Order Year

2025

Reset Filters

Most Returned Products

Name	Orders	ReturnReason
Adidas Yoga & Wellness Inventore	1	Refunded
Apollo Tyres Car Care Products Quam	1	Refunded
Apple Laptops Ratione	1	Exchanged
Apple Laptops Ratione	1	Refunded
Apsara Children's Books Harum	1	Exchanged
Apsara Stationery Aspernatur	1	Refunded
Asus Accessories Error	1	Refunded
Asus TVs Ad	1	Refunded
Bajaj Performance Parts Cumque	2	Refunded
Barbie Action Figures Sapiente	1	Exchanged
Barbie Action Figures Sapiente	2	Refunded
Total	181	

Return Trend Over Time

Month	Return Rate (%)
January	38.84
February	10.00
March	10.00
April	9.00
May	10.00
June	11.00
July	12.00
August	10.00

Category

Qty Sold

Qty Returned

Beauty & Personal Care

1463

139

Ayurvedic Products

301

26

Patanjali Ayurvedic Products Ipsa

57

17

Forest Essentials Ayurvedic Products Dolores

44

Maybelline Ayurvedic Products Eum

41

Dabur Ayurvedic Products Distinctio

35

9

Mamaearth Ayurvedic Products Aperiam

34

Nykaa Ayurvedic Products Repellendus

32

Dove Ayurvedic Products Expedita

28

Nivea Ayurvedic Products Facere

16

Patanjali Ayurvedic Products Tempora

14

Total

7094

512

Order Status Breakdown

Status	Count
Pending	716
Processing	703
Shipped	608
Delivered	386
Refunded	118
Exchanged	63
Cancelled	44

Order DeliveryType Breakdown

DeliveryType	Count	Percentage
Standard	1.64K	62.32%
Express	0.77K	29.08%
Same-Day	0.23K	8.61%

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No. Of Customers  
10.00K

New Signups This Month  
112

Order Year  
All

SignUp Year  
All

Customer Location Distribution

Gross Revenue by Segment

Customer by Customer Segment

Reset Filters

Name	Email	Phone	Location	SignupDate	CustomerSegment
Anil Malhotra	mannmanan@example.com	+91 7666597529	Bangalore	11-08-2022	VIP
Anita Rao	dayamaisangha@example.net	+91 9255087707	Jaipur	11-08-2022	VIP
Jyoti Bansal	ebhat@example.net	+91 9612288333	Surat	11-08-2022	Regular
Manoj Kapoor	jjani@example.com	+91 7596392779	Madurai	11-08-2022	One-time
Rahul Malhotra	arorayuvraj@example.org	+91 9727855886	Pune	11-08-2022	VIP
Rahul Rao	shaaahana@example.org	+91 7002449808	Bhopal	11-08-2022	One-time
Ramesh Krishnan	nkaur@example.org	+91 8890187883	Surat	11-08-2022	One-time
Ramesh Nair	frederick48@example.org	+91 9052855437	Ludhiana	11-08-2022	VIP
Ritu Rao	baliraagini@example.org	+91 7530963138	Mumbai	11-08-2022	VIP
Shweta Jain	bariadalaja@example.net	+91 8536521718	Chennai	11-08-2022	Regular
Sneha Patel	shahjeet@example.net	+91 8869528786	Vadodara	11-08-2022	VIP
Sunita Mehta	ekalingadani@example.net	+91 7075281769	Agra	11-08-2022	Regular
Amit Nair	krishnakumar@example.org	+91 7671173652	Mumbai	12-08-2022	Regular
Geeta Gupta	qavathri68@example.org	+91 7883510761	Bhopal	12-08-2022	Regular

Gross Revenue by Segment

Customer by Customer Segment

Microsoft Bing

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Total Routes

8K

Avg Route Time Deviation (Hrs)

5.00

Avg Delivery Delay Days

3.81

TodayRoutes

--

RouteCost

₹ 38.74M

Ship Year

All

Start Time

All

End Time

All

Reset Filters

Order Fulfillment Time By Weather Condition

Heavy Rain

5.3

Hot

5.2

Cloudy

5.0

Stormy

5.0

Humid

5.0

Fog

4.9

Clear

4.9

Rain

4.9

Shipments by Vehicle Type

Truck 1929 (24.11%)

Mini Truck 3893 (48.66%)

Container Truck 2178 (27.23%)

Avg Route Time: Estimated vs Actual by Traffic Level

EstimatedTimeMin

ActualTimeMin

Very High

432.26

973.23

Medium

438.93

657.54

Low

433.01

495.62

High

439.28

810.57

Avg Route Time by Traffic Level

Low 62.61 (5.25%)

Medium 218.61 (18.32%)

Very High 540.97 (45.33%)

High 371.28 (31.11%)

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Total Employees

250

Average of Tenure (Years)

2.41

Department

All

Role

All

Hire Year

All

Reset Filters

Department	Years Of Exp
Manufacturing	301
Technician	80
Neha Krishnan	5
Ramesh Singh	5
Gaurav Mehta	4
Meera Mehta	4
Neha Rao	4
Pooja Malhotra	4
Pooja Verma	4
Ramesh Patel	4
Varun Ghosh	4
Divya Das	3
Gaurav Jain	3
Naveen Mukherjee	3
Nisha Patel	3
Rohan Agarwal	3
Sunita Gupta	3
Anil Nair	2
Kavya Kapoor	2
Priya Bansal	2
Sachin Joshi	2
Sanjay Kumar	2
Sanjay Verma	2
Vikram Das	2
Aarti Sharma	1
Ajay Krishnan	1
Total	603

No. Of Employees By Departments

Department	Count
Manufacturing	128
Logistics	71
Inventory Management	23
Human Resources	10
Sales	8
Information Technology	7
Store Management	3

Avg Monthly Salary By Departments

Department	Avg Salary
Store Management	₹44.19K
Human Resources	₹42.53K
Information Technology	₹41.35K
Inventory Management	₹40.59K
Manufacturing	₹32.49K
Logistics	₹30.23K
Sales	₹30.21K

Status By Employees

Status	Count	Percentage
Active	182	72.8%
On Leave	43	17.2%
Terminated	25	10%

Shift By Employees

Shift	Count	Percentage
General	72	28.8%
Night	68	27.2%
Morning	63	25.2%
Evening	47	18.8%



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Total Employees

250

Avg Performance Score

3.48

Avg Attendance Rate

89.49%

Department

All

Role

All

Gender

All

Availability

All

Hire Year

All

Reset Filters

Total Employees by Age Bucket

< 25

25-34

35-44

45-54

55+

40

53

66

60

31

Total Employees by Tenure Bucket

< 1 Year

1-2 Years

3-4 Years

5-9 Years

31

96

101

22

Avg Attendance Rate By Department

Sales 87.63% (13.92%)

Store Management 95.33% (15.14%)

Inventory Management 90.39% (14.36%)

Information Technology 89.71% (14.25%)

Manufacturing 89.55% (14.22%)

Logistics 89.28% (14.18%)

Human Resources 87.70% (13.93%)

Availability Status Distribution

Off Duty 78 (31.2%)

Available 77 (30.8%)

On Duty 65 (26%)

On Trip 19 (7.6%)

On Break 11 (4.4%)

Department	Gender	Age	AttendanceRate	Avg Performance Score	Status	Shift
Human Resources						
HR Specialist						
Anil Reddy	Female	33.00	89.00%	3.40	Active	General
Ashok Mittal	Male	32.00	84.00%	3.60	Active	Evening
Deepika Ghosh	Female	52.00	87.00%	3.60	Active	Evening
Deepika Gupta	Other	24.00	80.00%	4.40	Active	Night
Gaurav Bansal	Female	42.00	98.00%	1.60	Active	Evening
Pavan Chatterjee	Female	54.00	86.00%	3.80	Active	General
Raj Das	Female	50.00	90.00%	5.00	On Leave	Morning
Rohan Singh	Male	57.00	86.00%	4.50	Active	General
Sunita Agarwal	Male	20.00	87.00%	2.40	Active	Morning
Vikram Krishnan	Female	58.00	90.00%	3.70	On Leave	Night
Information Technology						
IT Support						



Employees Location Distribution

Coimbatore

24

Ahmedabad

23

Bangalore

22

Mumbai

22

Gurgaon

21

Pune

21

Chennai

20

Hyderabad

17

Indore

16

Noida

15

Manesar

14

Kolkata

13

Faridabad

11

Surat

11

Machine Status Distribution

Active 46 (18.4%)

Out of Service 79 (31.6%)

Maintenance 52 (20.8%)

Repair 73 (29.2%)

Driver Status Distribution

Delivered 3914

Pending 2436

Returned 1091

Failed 541

In Transit 13

Out for Delivery 5

Drivers by Vehicle Type

Truck 13 (20.63%)

Mini Truck 29 (46.03%)

Container Truck 21 (33.33%)

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ActualUnits

2.05M

PlannedUnits

2.28M

ScrapUnits

50.01K

Avg Units per Run

410

Production Efficiency (%)

87.74%

Scrap Rate %

2.44%

Production Year

All

Reset Filters

Downtime Hours by Reason

Equipment Failure	1197
Material Shortage	1177
Technical Issue	1156
Power Outage	1148
Scheduled Maintena...	1145
Quality Check	1109
Operator Break	1079

Actual vs. Planned Units Over Time

ActualUnits

PlannedUnits

Downtime (Hr) by Month

Scrap Units Over Time

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Total Machines

250

Operational Machines

46

Non-Operational Machines

204

Machines Types

9

DowntimeMins

1.20M

DowntimeHrs

20.01K

DowntimeDays

833.66

Purchase Year

All

Production Year

All

Reset Filters

MachineType	Machines	ActualUnits	Status
<div>⊟ CNC Machine</div>	32	2,58,982	Active
Mazak	7	64,469	Maintenance
Haas	8	63,419	Active
Okuma	7	53,107	Active
DMG Mori	5	42,135	Active
HMT	5	35,852	Maintenance
<div>⊟ Injection Molding</div>	30	2,57,371	Active
Sumitomo	12	98,307	Active
Engel	8	71,499	Active
Arburg	7	63,368	Active
Husky	3	24,197	Out of Service
<div>⊟ Welding Station</div>	30	2,34,666	Active
ESAB	9	71,190	Maintenance
Fronius	7	63,622	Active
Lincoln Electric	8	53,032	Active
Miller Electric	6	46,822	Maintenance
<div>⊟ Quality Control Station</div>	27	2,33,999	Active
Zeiss	11	97,512	Active
Hexagon	6	49,680	Maintenance
Mitutoyo	6	46,025	Out of Service
Keyence	4	40,782	Maintenance
<div>⊟ Printing Press</div>	25	2,26,118	Active
Heidelberg	8	80,090	Active
KBA	6	55,536	Active
Komori	6	49,515	Active
Man Roland	5	40,977	Active
<div>⊟ Packaging Machine</div>	27	2,15,602	Active
Total	250	20,51,954	Active

Downtime (Hr) by Machine

MACH\_025

142.77

MACH\_144

132.28

MACH\_177

131.08

MACH\_246

124.72

MACH\_102

124.23

MACH\_017

123.85

MACH\_083

122.08

MACH\_138

120.93

MACH\_178

118.50

MACH\_074

118.07

MACH\_061

117.43

MACH\_008

117.30

MACH\_154

116.88

Machines by Status

Active 46 (18.4%)

Out of Service 79 (31.6%)

Maintenance 52 (20....)

Repair 73 (29.2%)

No. Of Machines by Type

CNC Machine

32

Injection Molding

30

Welding Station

30

Food Processing Unit

28

Packaging Machine

27

Quality Control Station

27

Textile Loom

26

Assembly Line

25

Printing Press

25

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OnHandQty

1M

ReservedQty

26K

SafetyStock

31M

Unique SKUs

485

Avg of DaysToRestock

19.69

Avg Shelf Life...

197.16

Warehouse Capacity (%)

70.00%

Inventory Year

All

Reset Filters

Inventory Levels by Warehouse

Kolkata Warehouse

142K

Coimbatore Distribution Center

83K

Indore Distribution Center

83K

Hyderabad Fulfillment Center

77K

Indore Logistics Hub

77K

Pune Logistics Hub

64K

Hyderabad Warehouse

59K

Chennai Logistics Hub

58K

Hyderabad Distribution Center

57K

Mumbai Warehouse

47K

Gurgaon Logistics Hub

44K

Noida Warehouse

40K

Inventory Status by SKU

In Stock 20 (3.96%)

Out of Stock 485 (96.04%)

Products Below Reorder Point

Name	OnHandQty	ReorderPoint	DaysToRestock
Adidas Basketball Mollitia	0	22898	2373
Adidas Cricket Equipment Eum	0	46715	4235
Adidas Football Totam	0	70155	6422
Adidas Swimming Quisquam	0	46143	4268
Adidas Yoga & Wellness Inventore	0	46476	3777
Allen Solly Accessories Sit	0	79134	1929
Allen Solly Kurtas Modi	0	77168	1746
Allen Solly T-Shirts Iste	0	76235	2285
Amul Organic Products Quas	0	151064	2286
Amul Ready-to-Eat Excepturi	0	148343	2288
Amul Sweets & Desserts Perferendis	0	161115	2046
Apple Type Car Care Products Accusantium	0	47079	4026
Total	2438	30815372	1899173

OnHandQty and ReservedQty Over Time

OnHandQty

ReservedQty

January

February

March

April

May

June

July

August

September

October

November

December

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Stores

Active Stores

InActive Stores

Active / InActive

All

ActiveInactive	Active			InActive			Total		
Region	Stores	Inventory Capacity	Gross Revenue	Stores	Inventory Capacity	Gross Revenue	Stores	Inventory Capacity	Gross Revenue
East India	9	94,308	₹5,17,61,621	4	16,848	₹2,01,90,988	13	1,11,156	₹7,19,52,609
Big Bazaar Kolkata	1	1,731	₹66,14,531				1	1,731	₹66,14,531
Big Bazaar Patna	1	9,791	₹72,16,238				1	9,791	₹72,16,238
Central Mall Kanpur	1	4,409	₹55,14,938				1	4,409	₹55,14,938
Central Mall Madurai				1	8,820	₹55,05,592	1	8,820	₹55,05,592
Central Mall Nagpur	1	5,284	₹50,45,300				1	5,284	₹50,45,300
Future Store Chennai				1	2,879	₹41,42,722	1	2,879	₹41,42,722
Future Store Kanpur	1	6,186	₹50,62,120				1	6,186	₹50,62,120
Lifestyle Chennai				1	0	₹47,14,501	1	0	₹47,14,501
Lifestyle Coimbatore	1	18,754	₹48,29,418				1	18,754	₹48,29,418
Reliance Digital Bhopal	1	19,934	₹65,97,573				1	19,934	₹65,97,573
Reliance Digital Ludhiana	1	15,288	₹47,10,954				1	15,288	₹47,10,954
Shoppers Stop Pune	1	12,931	₹61,70,549				1	12,931	₹61,70,549
Shoppers Stop Surat				1	5,149	₹58,28,173	1	5,149	₹58,28,173
Central India	8	69,792	₹4,27,67,426	4	35,194	₹2,22,60,206	12	1,04,986	₹6,50,27,632
Future Store	2	23,062	₹1,05,04,047				2	23,062	₹1,05,04,047
Lifestyle Delhi	2	22,044	₹1,10,86,243				2	22,044	₹1,10,86,243
Brand Factory Delhi				1	10,921	₹32,48,887	1	10,921	₹32,48,887
Central Mall Agra	1	0	₹59,90,892				1	0	₹59,90,892
Central Mall Delhi				1	0	₹69,79,363	1	0	₹69,79,363
Central Mall Patna	1	11,360	₹51,22,350				1	11,360	₹51,22,350
Total	32	2,88,178	₹17,61,98,511	18	1,55,898	₹9,51,91,286	50	4,44,076	₹27,13,89,797

Stores By StoreType

Outlet 13 (26%)

Online Only 20 (40%)

Flagship Store 17 (34%)

Stores By StoreType

Online Only20

Flagship Store17

Outlet13

Gross Revenue

₹271.39M

Gross Profit

₹90.24M

Net Profit

₹55.21M

Projected Revenue (3M Avg)

\$8.40M

Order Year

All

