

**WELCOME
TO
MY PRESENTATION**

Omniretail Pvt. Ltd. | Business Performance Analysis

COMPANY OVERVIEW:

Omniretail Pvt. Ltd. is a multi-region retail company with operations in the North, South, East, and West of the country. It sells products across various categories (Electronics, Grocery, Clothing, Home, Toys) through multiple stores.

Case Purpose:

The purpose of this analysis is to help Omniretail optimize performance across regions, stores, products, and customer segments

AGENDA:

- Tools & Technologies Used
- Regional & Store Performance
- Product Category & Sales Analysis
- Customer & Payment Insights
- Recommendations

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Data Analyst
SQL Case Assignments

Tools & Technologies Used

- Python → Data cleaning & import to SQL
- SQL → Data analysis, calculations & creation of SQL views
- Power BI → Data visualization and dashboard design

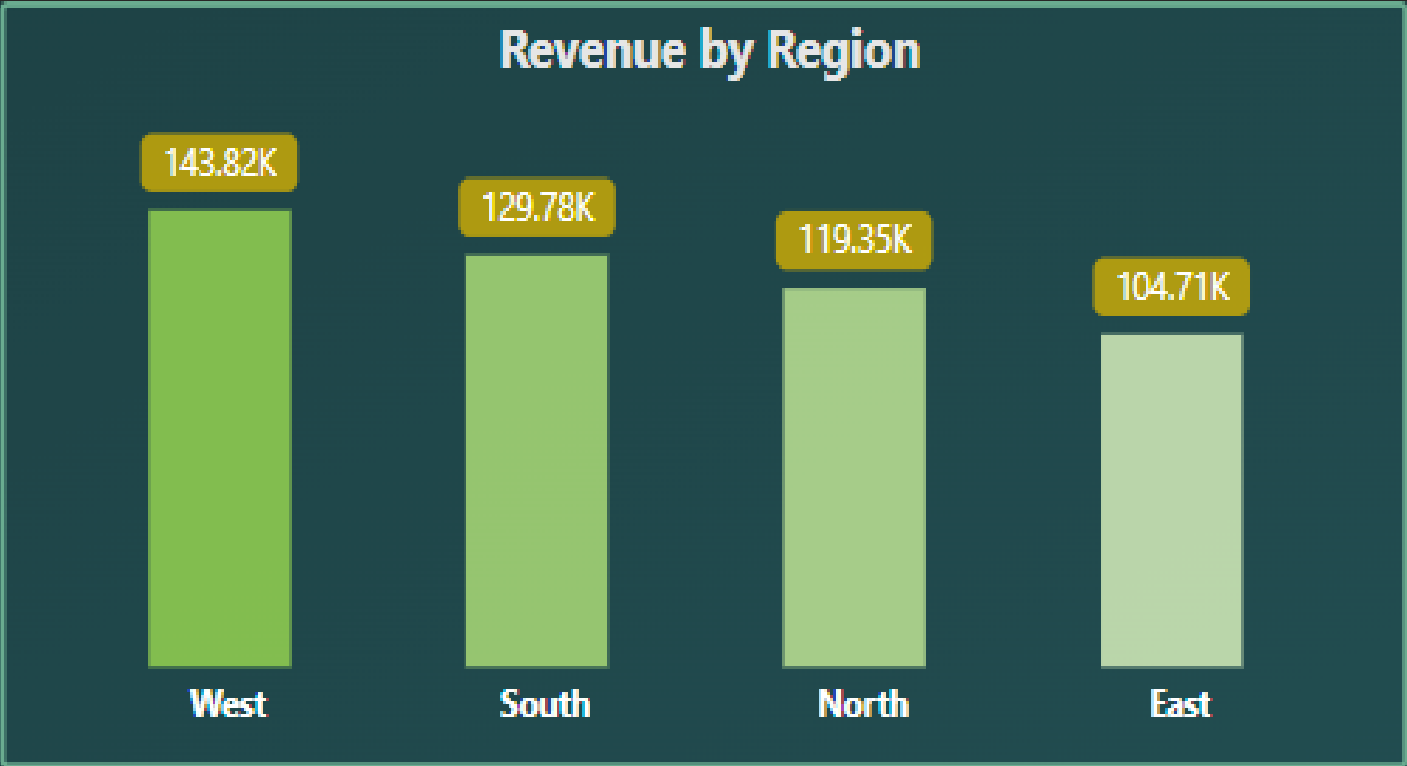
Regional & Store Performance Analysis

REVENUE BY REGION

Question:

Which Region Has the Highest Total Revenue?

West region generated the highest revenue (**\$143.44K**), while **East region** recorded the lowest revenue (**\$104.71K**).



Regional & Store Performance Analysis

Store-Level Performance Insight

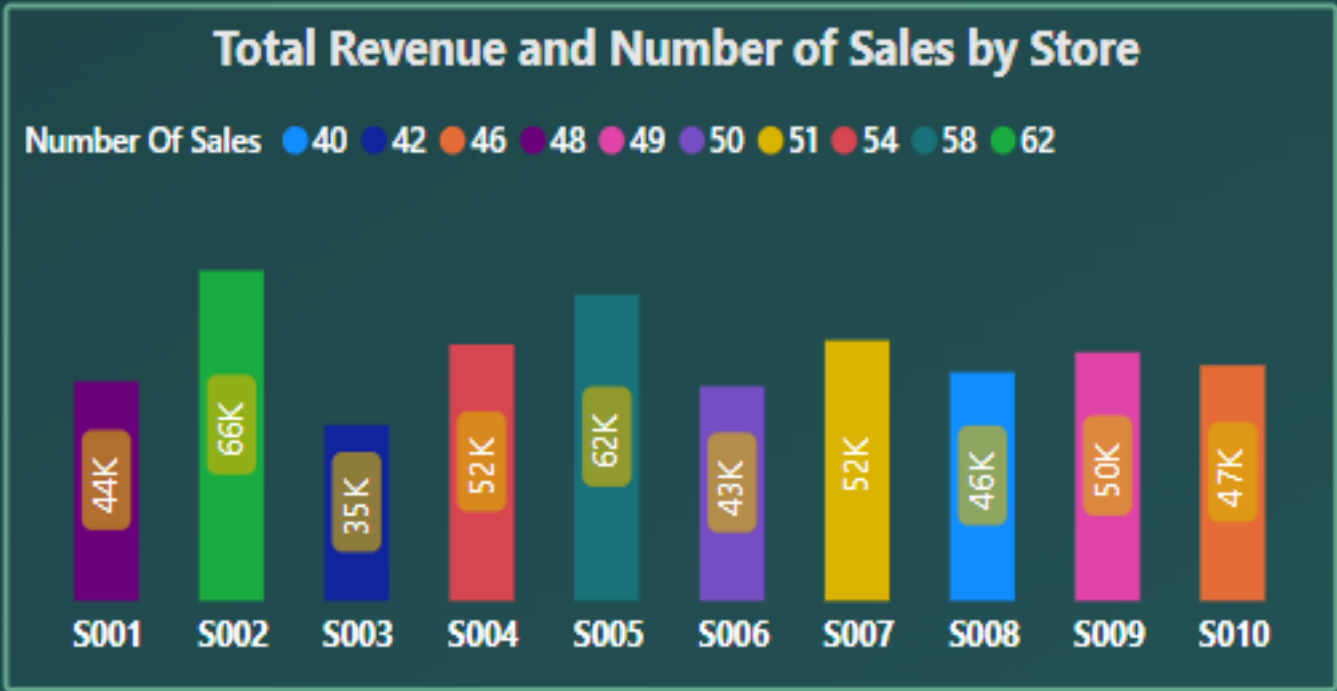
Question:

Which Store Has the Lowest Revenue but Highest Number of Sales?

Store **S003** has the **lowest revenue (\$35K)**

But not the highest number of sales — it made **42** sales

Store **S002** has the **highest sales (62)** and also the highest revenue (**\$66K**)



Regional & Store Performance Analysis

Monthly Revenue & Quantity Sales trend

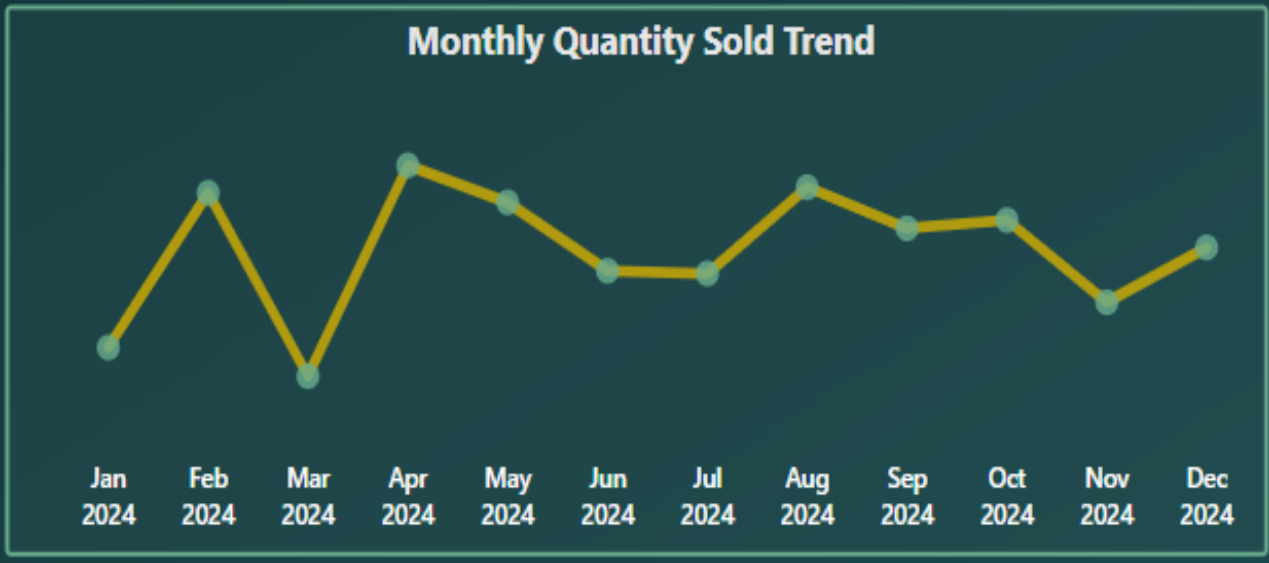
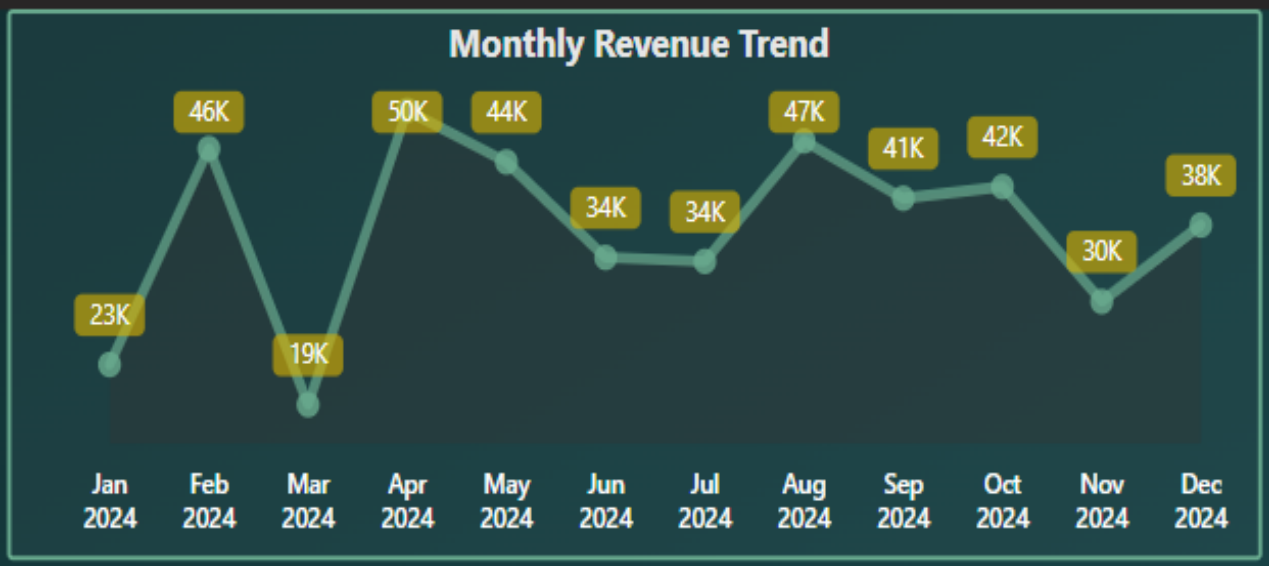
Question:

Which Month sees the highest sales and revenue?

Top-performing months:

February, April, and August

These months show spikes in both revenue and quantity sold.



Product Performance Insights Analysis

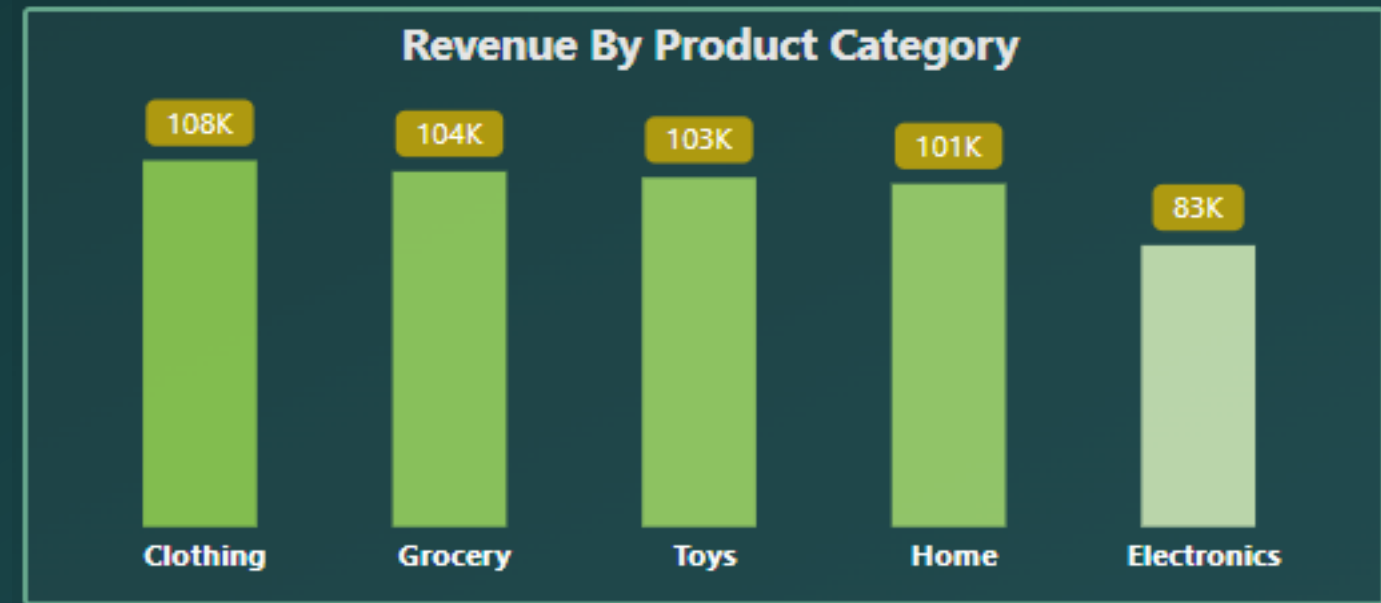
Revenue By Product Category

Question:

Which product category generates the highest revenue ?

Highest Revenue Category:

- Clothing leads with the **highest** revenue.
- Electronics contributes the **lowest** revenue.



Product Performance Insights Analysis

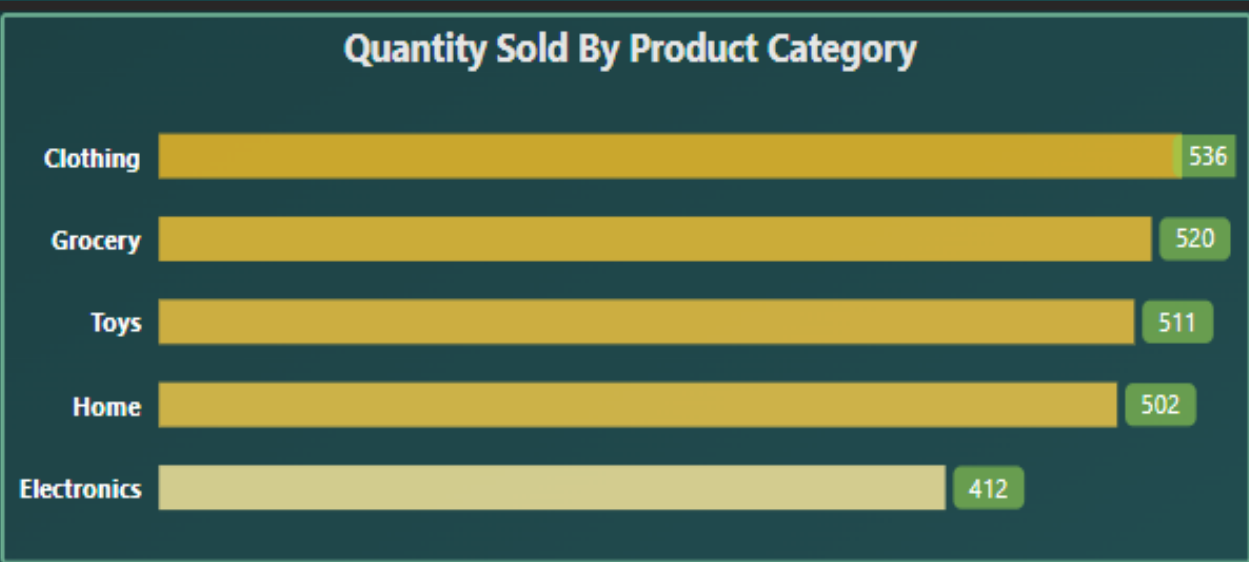
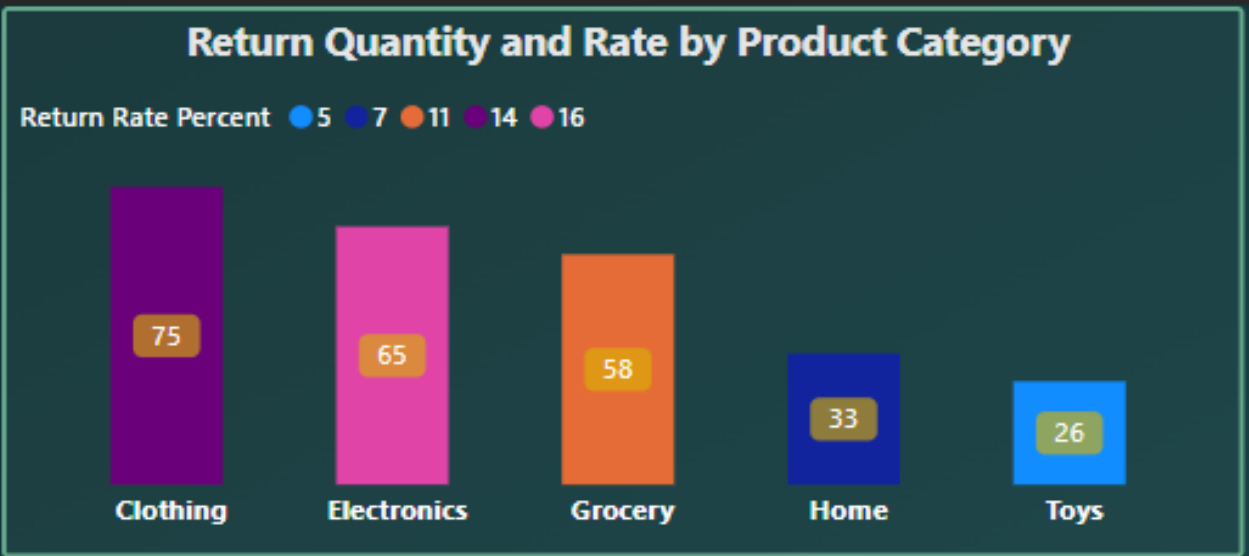
Return Quantity Rate And Quantity Sold by Product Category

Question:

Which product categories have the highest return percentage?

Return Rate and Quantity Sold:

- Toys and Home categories have the lowest return rates just 5% and 7%, respectively — which suggest higher product quality, better customer satisfaction, and accurate product representation.
- On the other hand, Clothing, Electronics, and Grocery despite having the highest sales volume, shows a 16%, 14%, and 11% return rate, indicating potential quality concerns or mismatches with customer expectations.



Product Performance Insights Analysis

Average Unit Price By Product Category

Question:

What is the Average Unit Price per Product Category?

Average Unit Price :

- All product categories have the same unit price.
- So, the average unit price appears uniform across categories.



Customer & Revenue Drivers Analysis

Top 5 Customers by Sales

Question:
Top customers by total amount spent?

Amount spend by customer :

- Top 5 customers identified based on total spending
- These customers are key revenue contributors



Customer & Revenue Drivers Analysis

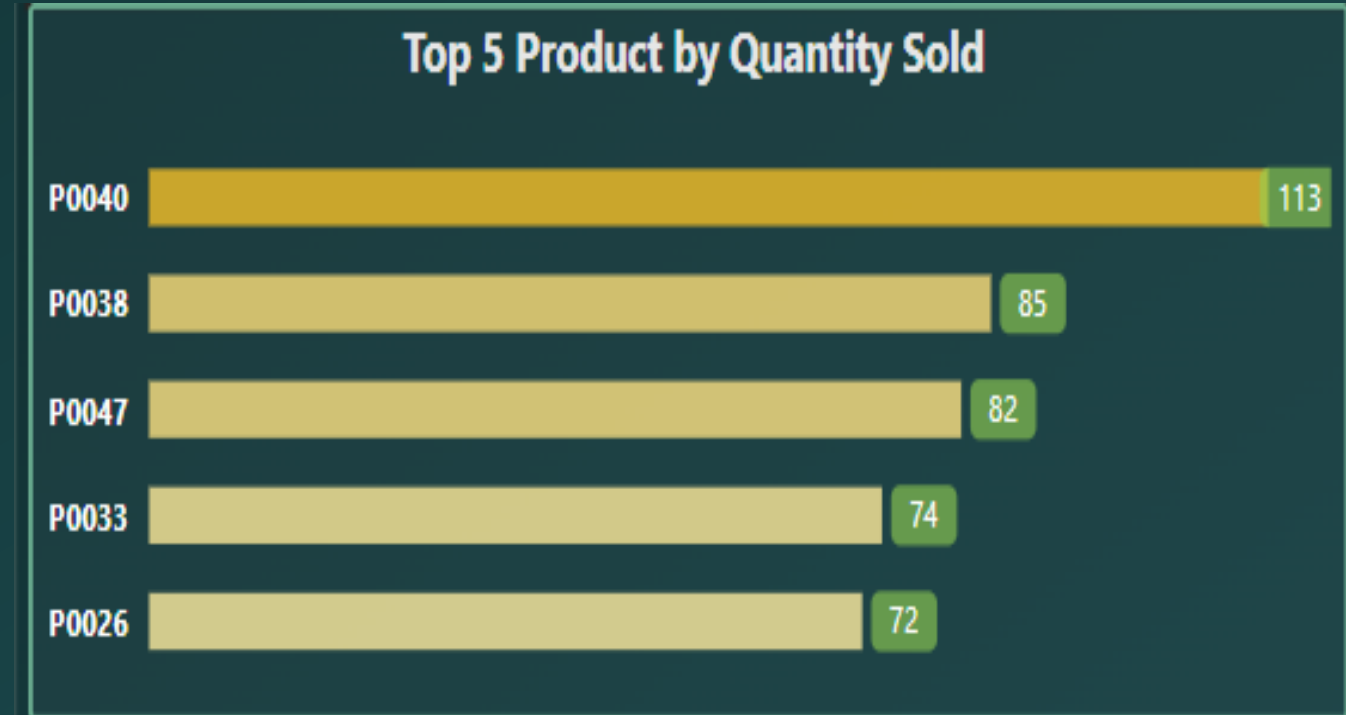
Top 5 Products by Quantity Sold

Question:

Top 5 products by total sales (quantity)?

Most Selling Products:

- Highlighted the top 5 products with the highest quantity sold
- These products drive the majority of sales volume.



Customer & Revenue Drivers Analysis

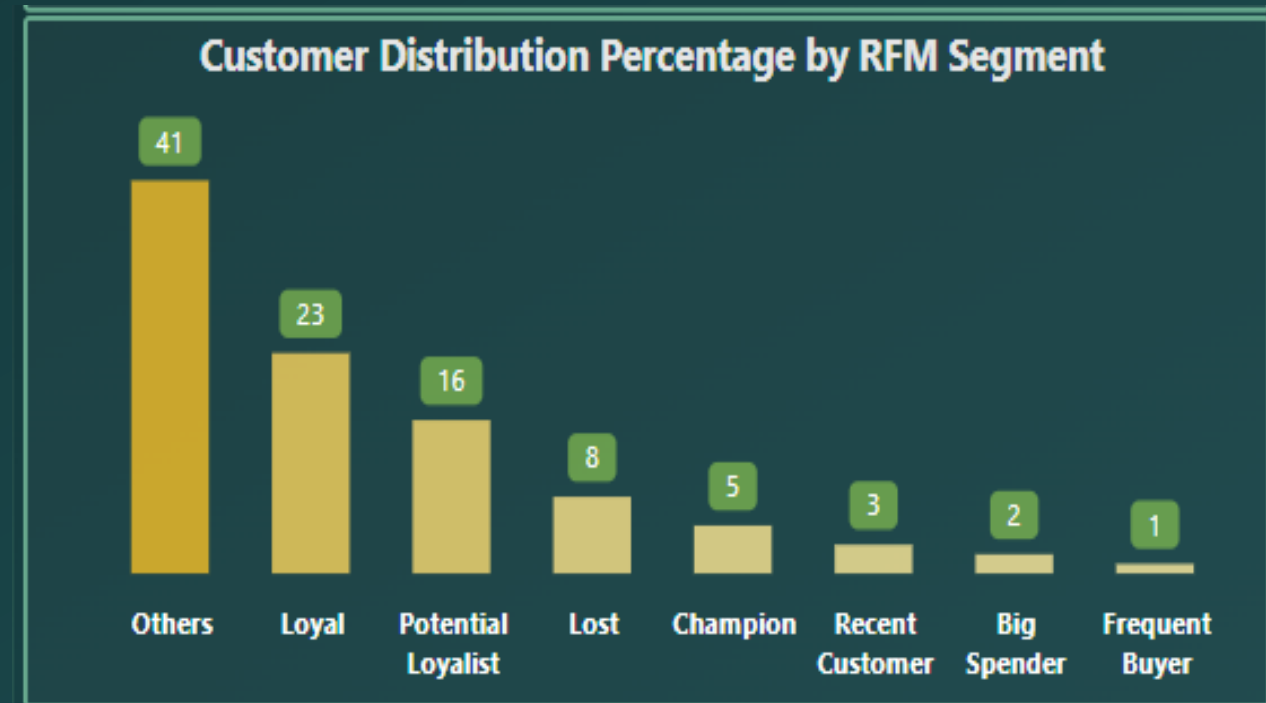
Customer Distribution % By RFM Segment

Question:

What percentage of customers fall into each RFM segment, and which segment holds the highest value?

Customer Distribution by Segment:

- Loyal customers (23) represent the core of our business and should be the focus of retention strategies.
- Champions (5) are high-value VIPs – consider exclusive offers or early product access.
- Potential Loyalists (16) are promising and can be nurtured to grow into champions.
- The ‘Others’ segment (41) is large — indicating a gap in engagement or unqualified leads.
- Small but important groups like Big Spenders and Frequent Buyers are ideal for personalized marketing..



Customer & Revenue Drivers Analysis

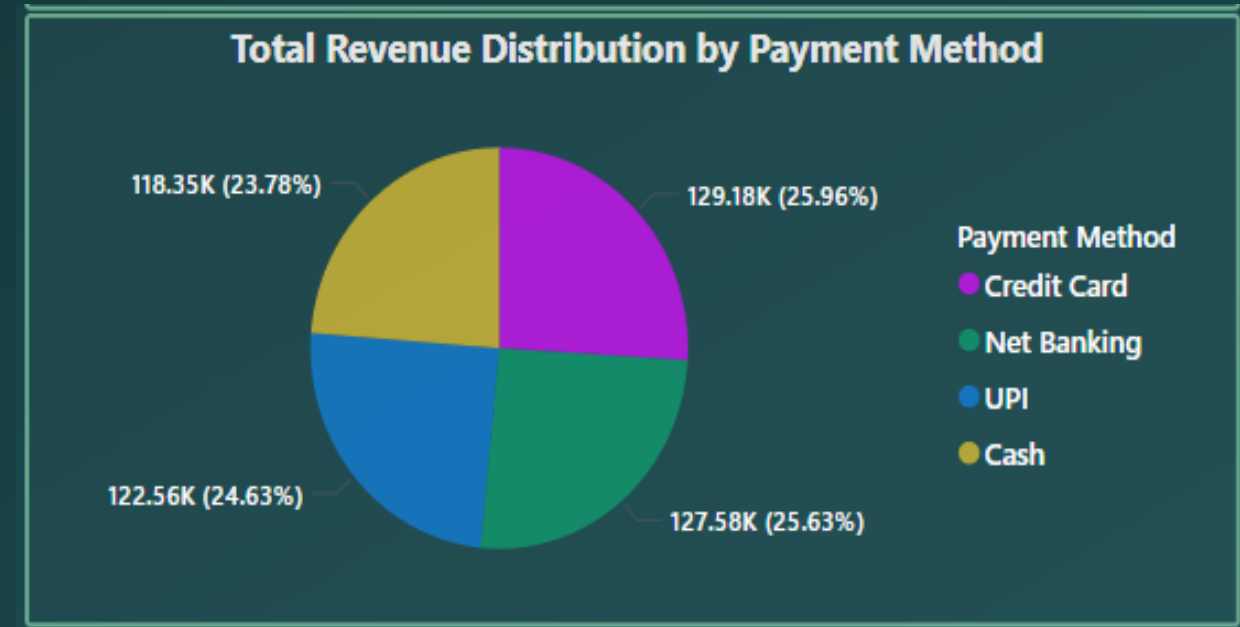
Revenue Distribution by Payment Method

Question:

How do payment methods impact total revenue?

Payment Method :

- Credit cards account for the highest share at 25.96%
- Followed closely by net banking, UPI, and cash.
- All four payment methods contribute fairly evenly to total revenue



Strategic Recommendations

Recommendations:

1. Boost Sales in Underperforming Regions

Challenge Addressed: Some regions underperform compared to others.

Conduct regional diagnostics to understand local market behavior, preferences, and barriers. Launch targeted marketing campaigns, local promotions, and region-specific product bundling - especially in the East region, which shows the lowest revenue.

Recommendations:

2. Reassess Product Quality and Fit for High-Return Categories

Challenge Addressed: High return rates for certain products.

Improve product quality, update sizing charts, enhance images/descriptions, and collect post-return feedback.

Recommendations:

3. Monitor and Optimize Peak Sales Months for Supply Chain Planning

Use historical data to pre-plan inventory, staffing, and promotions for peak months like February, April, and August. Apply learnings to weaker months.

Strategic Recommendations

Recommendations:

4. Promote Digital Payments with Targeted Incentives

Encourage UPI and credit card use through cashback, loyalty points, or discounts. It will help to reduce cash handling cost.

Recommendations:

5. Personalize Campaigns Using RFM Segments

Leverage RFM segmentation insights to launch tailored marketing:

- Loyalty rewards for Loyal Customers
- Exclusive previews or offers for Champions
- Targeted nurturing for Potential Loyalists

Use this segmentation to reduce churn and move more customers into higher-value segments..

Questions ?