



### Subtask 3: Geographic Sales Performance

Analyzing **geographic sales performance** helps businesses understand how sales vary across different cities, states, or regions. Companies like **Flipkart, Amazon India, and Meesho** use location-based sales analysis to:

- Identify top-performing regions contributing the highest revenue.
- Understand customer demand in different locations.
- Optimize **logistics, warehouse distribution, and delivery times**.
- Plan **regional marketing campaigns** based on sales trends.

This analysis helps e-commerce businesses **improve inventory distribution, focus on high-demand areas, and personalize offers based on location**.

### Subtask 3: Geographic Sales Performance

#### 🔧 How You Can Perform This Task?

#### 1 Identify Geographic Data in the Dataset

- Locate the column representing **customer location, city, state, or region**.
- If the dataset contains only **postal codes**, use external datasets to map them to city/state.

#### 2 Group Sales Data by Location

- Calculate **total sales revenue for each city/state**.
- Rank locations based on **total orders placed** and **revenue generated**.
- Identify **top 5 high-performing cities and low-performing cities**.

#### 3 Identify Trends Across Regions

- Analyze whether urban areas (e.g., **Mumbai, Delhi, Bangalore**) generate more sales than rural areas.
- Check if certain states have **higher customer retention or frequent repeat purchases**.
- Identify states where **certain product categories perform better** (e.g., winter wear in North India, ethnic wear in Gujarat).

#### 4 Visualize the Data on a Heatmap

- Use a **heatmap or bar chart** to show sales distribution across different states.
- Identify **regions with sales growth vs. regions with declining sales**.
- Highlight areas where **marketing campaigns can improve performance**.

#### 5 Compare Sales with Population or Market Size

- Check if **sales are proportional to the population of a region**.
- Identify areas with **low penetration but high market potential** for expansion.

#### 6 Document Key Insights & Business Recommendations

- Summarize the **top-performing and underperforming locations**.
- Recommend **logistics improvements** based on regional demand.
- Suggest **targeted marketing campaigns** for specific regions to boost sales.

#### Tasks

- ☐ Identified **geographic sales data** (city, state, or region).
- ☐ Calculated **total sales and revenue by location**.
- ☐ Identified **top-performing and low-performing regions**.
- ☐ Created a **visual representation (heatmap, bar chart)** of sales distribution.
- ☐ Documented **key insights and business recommendations** based on geographic trends.

Overall Progress

0%



#### Project Overview

1

#### Step 1: Understanding Business Requirements and Data Overview



2

#### Step 2: Sales Trend Analysis



Subtask 1: Analyze Monthly and Yearly Sales Trends



Subtask 2: Identify Best-Selling Products and Categories



Subtask 3: Geographic Sales Performance



Subtask 4: Submission

3

#### Step 3: Customer Segmentation Using RFM Analysis



4

#### Step 4: Sales Forecasting Using Time Series Analysis



5

#### Step 5: Business Insights & Recommendations

