

X-Mart

Retail Sales Analysis

2023



Contents

- Data familiarisation
- Data Analysis
- Insights and Recommendations



Data familiarisation

X-Mart store wants to analyse their sales, patterns and customer behaviour in the year 2023.
The short summary of provided data is given below.

Column Name	Description
Transaction ID	Unique ID for every transaction
Date	Date which transaction happened
Customer ID	Unique Customer ID
Gender	Gender of customer. Either Male or Female
Age	Age of customer
Product category	Category of customer purchased product
Quantity	Quantity purchased
Price per unit	Price of per product
Total amount	Price per unit * Quantity=Revenue

After data cleaning using Power Query editor we added Month name, Day name and Month number. Also categorized age to 3 groups as '18-20', '30-49' and '50 plus'

Data Analysis

What is the total revenue that the store generated in the year 2023

Revenue

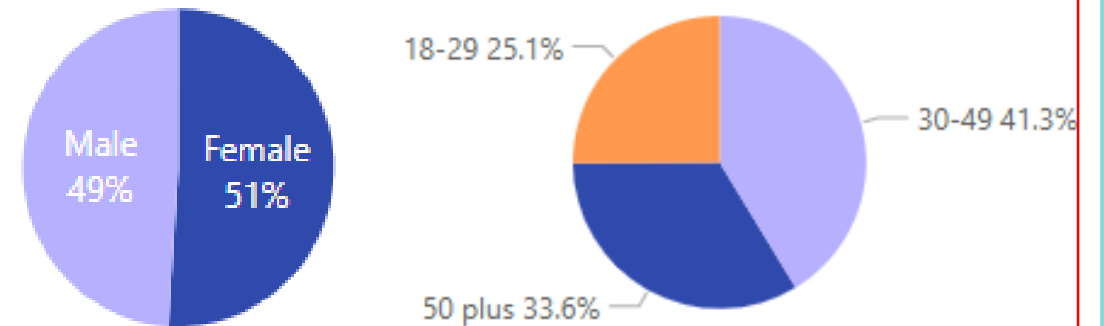
456K

Total units sold

3K

The store generated a revenue of \$ 456000 and sold more than 3000 units of products

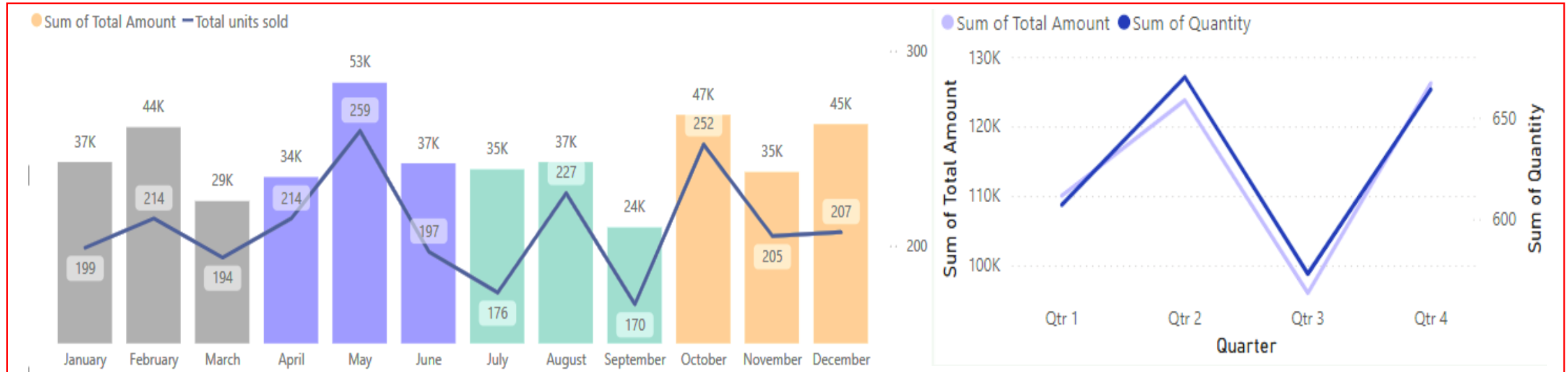
Which age group and which gender shows high purchasing behaviour?



Among all customers, Females show a higher amount of purchasing behaviour. The highest number of customers falls in the age group '30-49'.

Data Analysis

In which month, store performed at its peak and store performed poorly ?



Store performed it's best in the month 'May'. In may, store generated the highest revenue \$53000 and sold highest number of products(253).

Store performance is poor in the month of September. Only sold 170 pieces of product with a revenue of \$ 24000.

This change is more visible in the quarterly sales. Second Quarter (April, May, June) produced high revenue, where Third Quarter (July, August, September) showed the least performance

Data Analysis

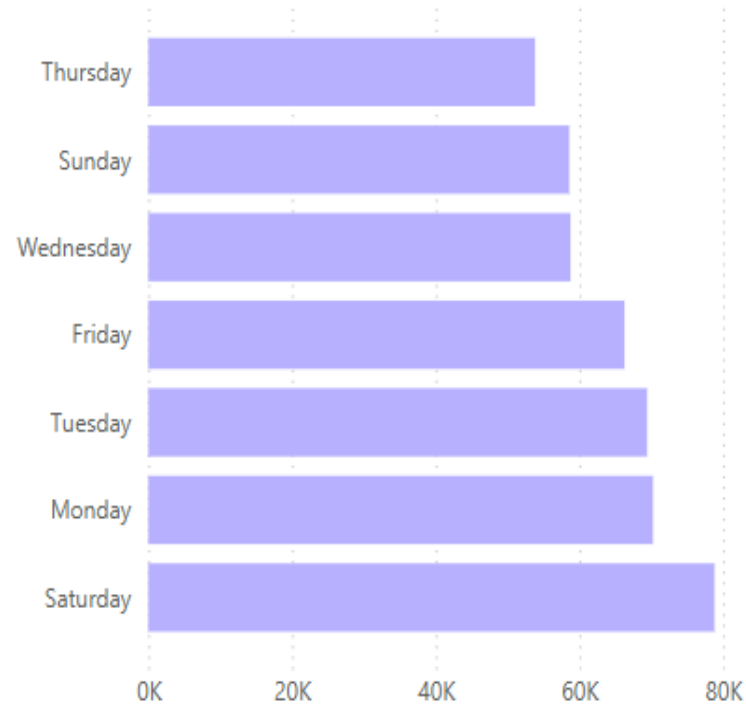
How much each category contributing to the 2023 revenue? Also find the age group wise purchasing behaviour.

Product Category	%GT Sum of Total Amount
Beauty	31.47%
Clothing	34.12%
Electronics	34.41%

- Highest revenue is generated from the sales of beauty products and cosmetics. Around 35% of the revenue comes from 'Beauty' category.
- In the age group of '18-29'; the highest purchasing category is 'Clothing'. More than 37% of revenue generated from the clothing purchase of youngsters.
- In the age group of '30-49'; the highest purchasing category is 'Beauty'. More than 36% of revenue generated from the cosmetic purchase of the customers in the age of 30-49.
- Customers who are in the age group '50 plus' purchase more Electronic products(43%)

Data Analysis

Analyse the sales in the weekends.



- Among the weekends Saturday and Sunday, Saturdays are the most revenue generating day. The average revenue in Saturday is nearly \$80000
- The second most sales generating day is Monday. The average Monday revenue is around \$70000
- The least revenue day is Thursdays and Sundays

Insights and Recommendations

- Majority of the customers are in the age group of 30-49. And the least is in the group 18-29. Introduce more youngster attracting products in all categories.
- Use unique Social media marketing strategies to attract youngsters
- Third quarter (July, August, September) is the least revenue generating. Introduce offers, discounts and campaigns on those months.
- August and march is the least revenue generating months. Attract more customers by giving 'Independence day special offers' in August and 'Women's day special offers' in March.
- Improve the customer service and customer feedback to create a good impression in customers



Thank You

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