

Sales Analysis Report



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Introduction

The purpose of this project is to analyze sales data to uncover patterns, trends, and opportunities for business growth. This analysis provides actionable insights into customer purchasing behavior, revenue sources, product demand, and geographical sales performance.

The scope includes data for the year 2023, covering multiple categories, occasions, and cities.

Executive Summary

95 Total Orders	₹ 3,302.98 Avg Customer's	4.947368421 Order-Delivery Time	₹ 3,13,783.00 Total Revenue
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1. This Sales Analysis Report provides a comprehensive overview of the company's sales performance.
2. A total of 95 orders generated ₹3,13,783 in revenue, with an average customer spend of ₹3,302.98 and an average delivery time of 4.95 days.
3. The analysis shows that Diwali contributed the highest revenue, primarily from the Sweets category, indicating strong festive demand.
4. The report also identifies time-of-day sales patterns, city-wise order concentration, and top-performing products.
5. Key recommendations focus on optimizing marketing during festive periods, expanding high-performing categories, and strengthening distribution in top cities.

Methodology & Data Overview

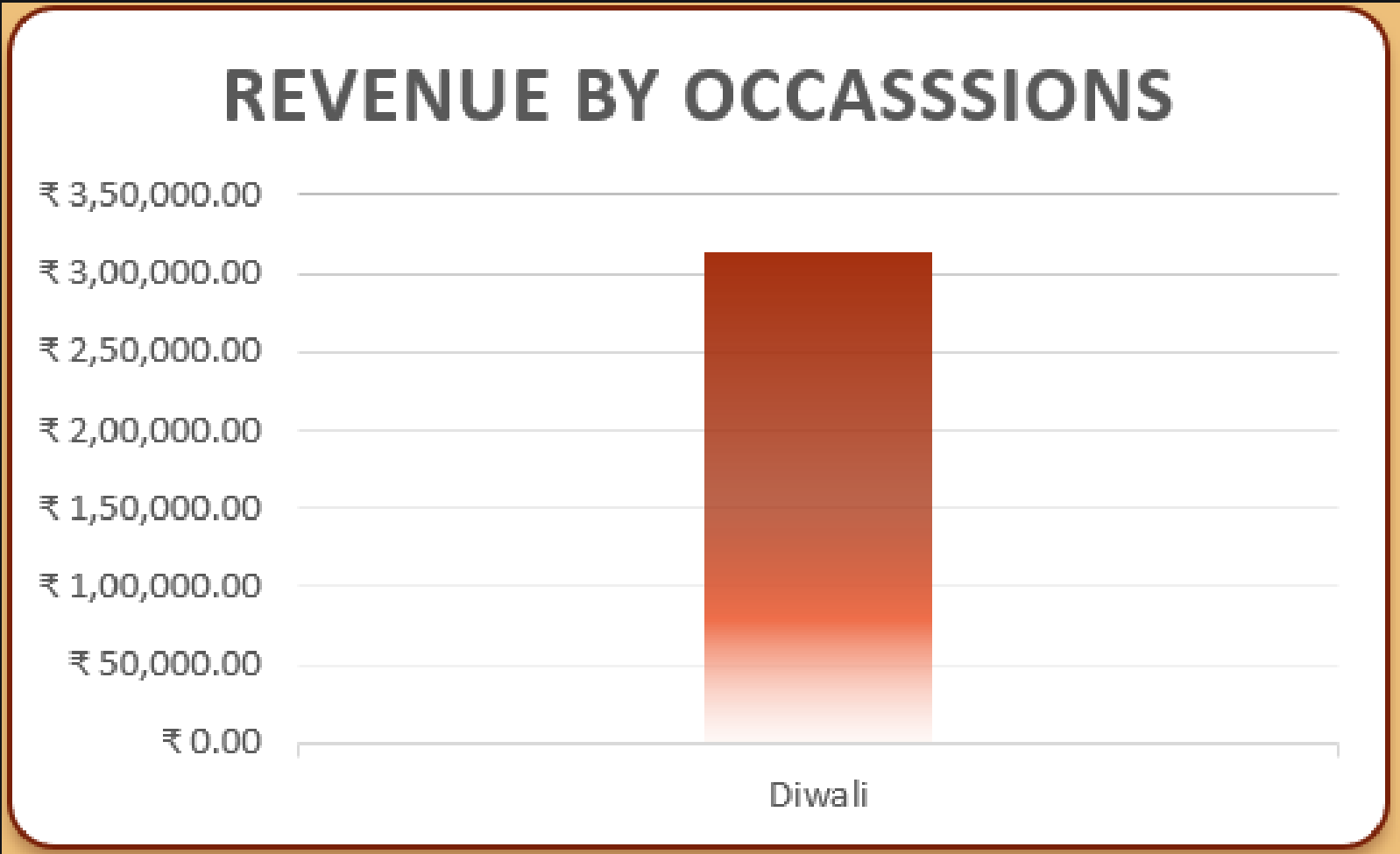
- The dataset consisted of 95 order entries for 2023. Analysis was conducted using Microsoft Excel to build an interactive dashboard.
- Data transformations included removing nulls, converting date formats, and aggregating revenue and order data across time, category, and location.

Findings & Dashboard Highlights



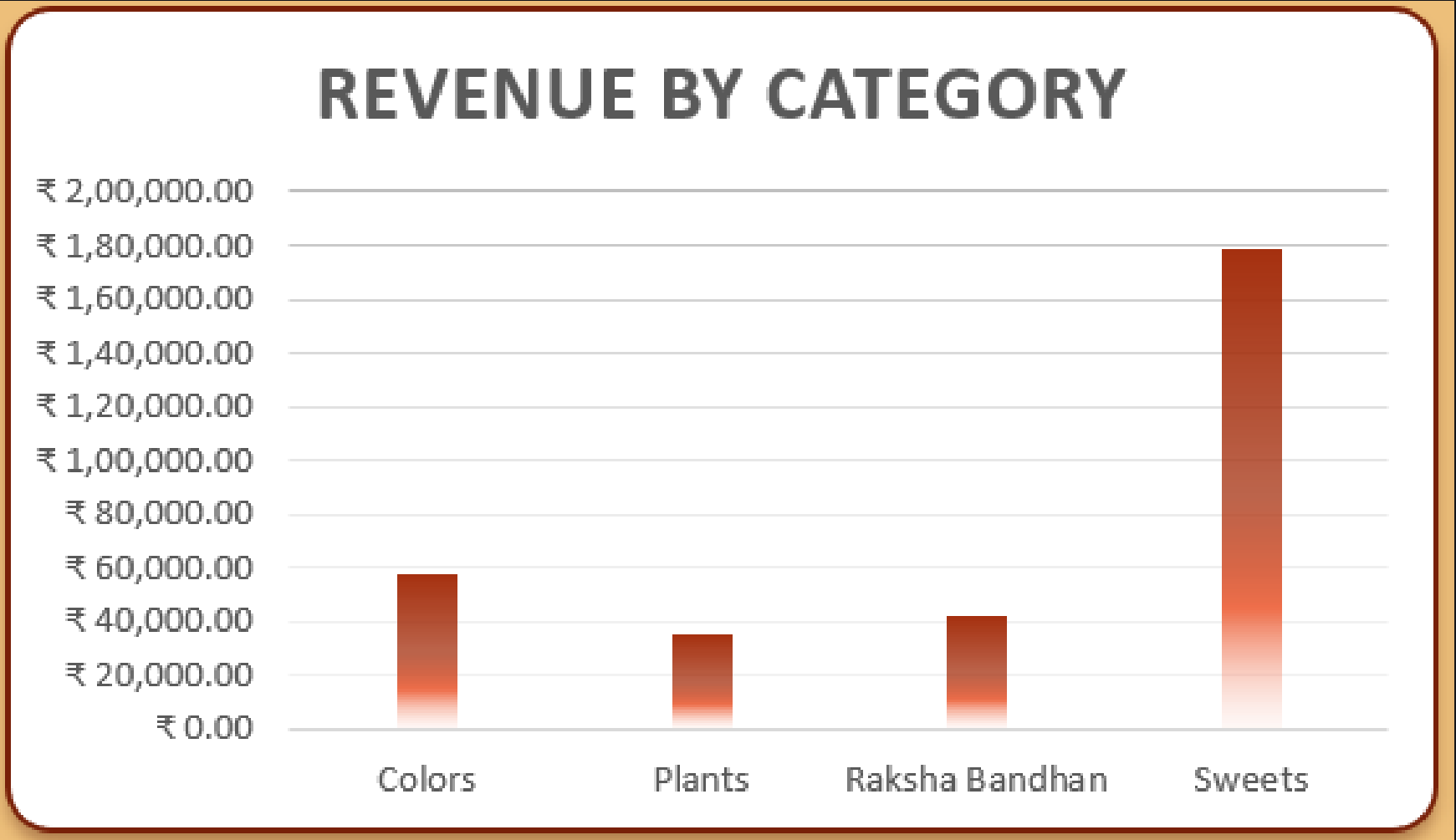
Revenue By Occassions

The Diwali season generated the highest revenue (₹3,00,000+). Other occasions like Holi and Raksha Bandhan showed limited sales. Indicates strong dependence on festive demand.



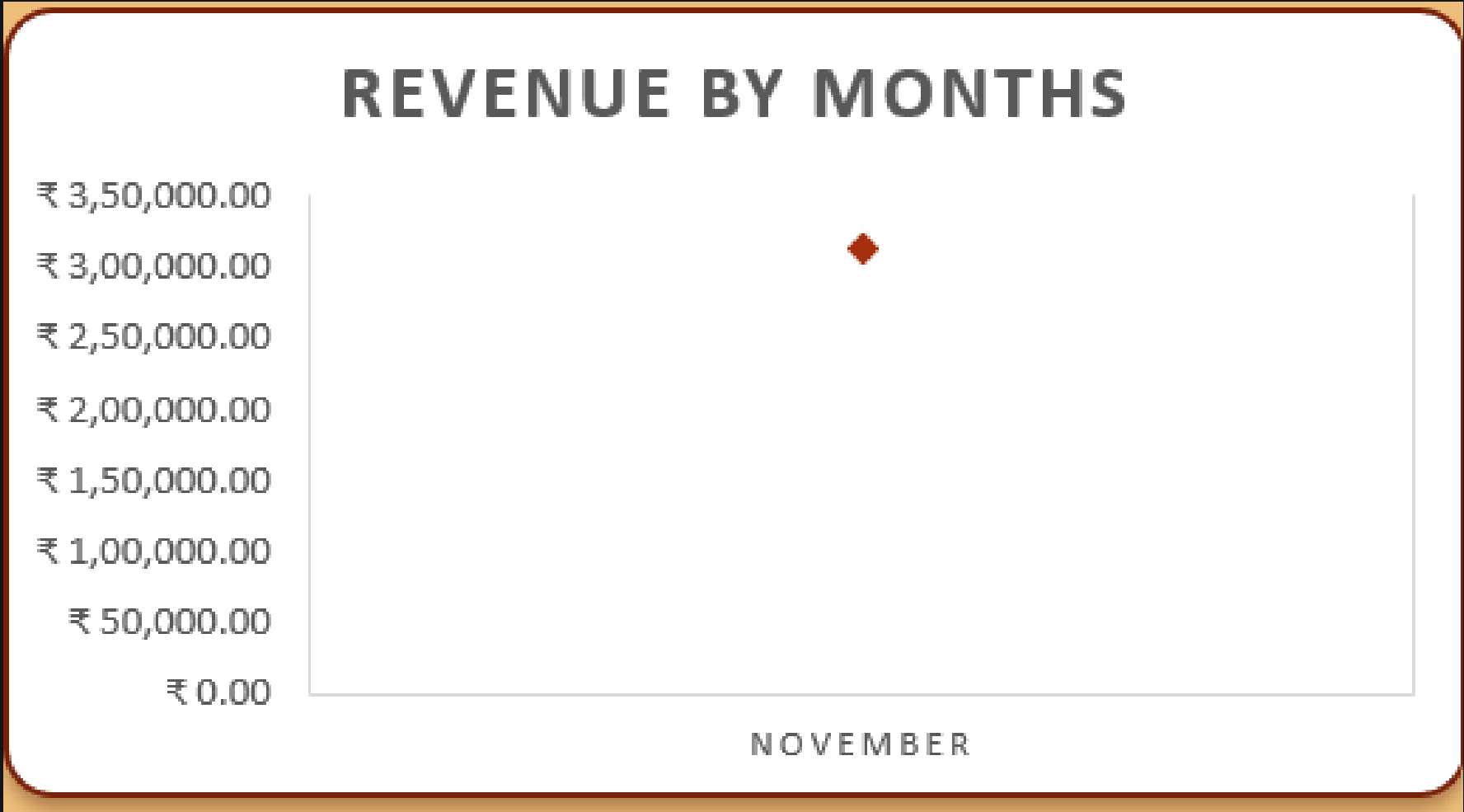
Rvenue By Category

- The Sweets category contributed the majority of sales.
- Colors, Plants, and Raksha Bandhan categories had smaller shares.
- Suggests expanding product offerings in Sweets and Gifting.



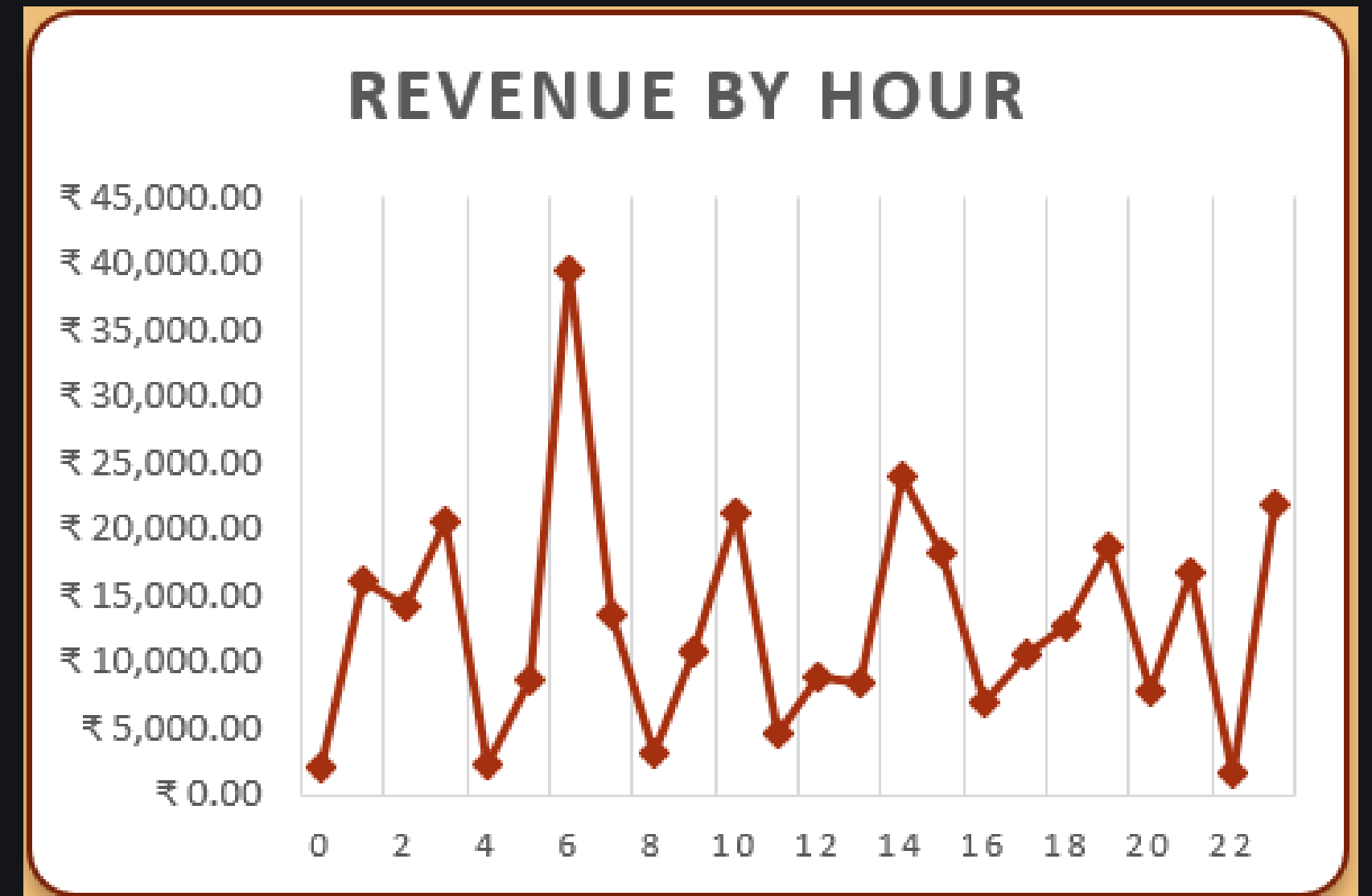
Revenue By Months

- November had the peak revenue, aligning with Diwali.
- Other months showed minimal sales.
- Indicates seasonal sales concentration.



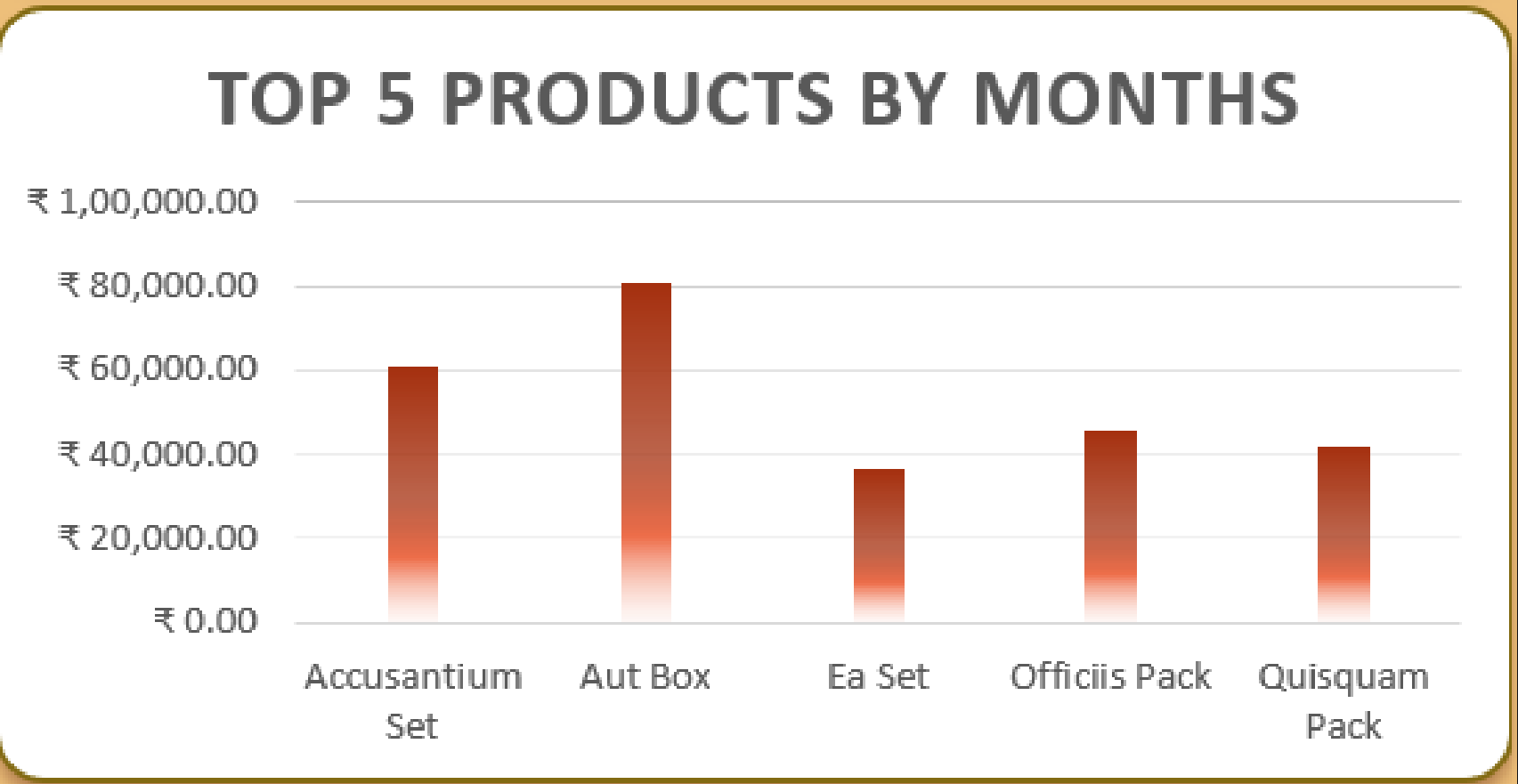
Revenue By Hour

- Highest order times: early morning (2–4 AM) and late evening (8–10 PM).
- Customers are active outside standard hours — marketing can target these slots.



Top 5 Products By Months

- Best-performing products: Accusantium Set, Aut Box, Ea Set, Officiis Pack, Quisquam Pack.
- These items dominate November sales



Top 10 Cities By Orders

- Top city: Bidhannagar, followed by Haridwar and Madurai.
- Tier-2 and Tier-3 cities contribute significantly to sales volume.



Insights & Recommendations

- **Diwali drives most revenue → Create similar campaigns for other occasions (Holi, Raksha Bandhan, Valentine's Day)**
- **Sweets category dominates → Expand sweets portfolio and stock up before peak season**
- **Customers order mostly at night → Run evening/late-day flash offers**
- **Orders concentrated in a few cities → Target marketing and faster delivery in top 5 cities**
- **Monthly sales are very seasonal → Launch off-season promotions to boost other months**

Conclusion

- **This analysis highlights that sales are heavily seasonal and product-focused.**
- **Diwali and the Sweets category dominate total revenue, offering opportunities for replication during other festivals.**
- **Strategic marketing, product expansion, and better timing can help achieve sustained revenue throughout the year.**
- **Implementing these recommendations can potentially increase annual revenue by 20–30%.**

Thank you