

Flipkart Sales Analysis Project Summary

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This project focuses on analysing Flipkart's sales data to uncover trends and insights that can help the company make smarter decisions. By looking at sales performance, customer behaviour, payment preferences, and regional demand, the project provides a clear picture of what's working well and where there's room for improvement.

One of the key takeaways is that sales have been growing steadily over time, which is a good sign. However, there are noticeable spikes during festivals and sales campaigns, suggesting that Flipkart should plan ahead with inventory and marketing during these peak periods. The analysis also highlights which product categories are getting the most discounts, helping the company balance customer appeal with profit margins.

Customer ratings play a big role in this project too. By understanding which products are getting high ratings and which ones aren't, Flipkart can focus on improving quality or service to boost customer satisfaction and loyalty.

When it comes to payments, the data shows that customers are using a mix of options like UPI, credit cards, and cash on delivery (COD). This tells us that offering multiple payment methods is important to cater to different preferences.

Finally, the project breaks down sales by region, showing which areas have the highest demand. This can help Flipkart optimize logistics, distribution, and even tailor promotions to specific regions.