

## Objective

This report presents a comprehensive analysis of the retail store's sales data, with the objective of identifying key trends, performance drivers, and areas for improvement. By examining historical sales figures, customer purchasing patterns, product performance, and other relevant metrics, the analysis aims to provide actionable insights that support data-driven decision-making. The findings of this report will help the store optimize its inventory management, enhance customer satisfaction, and maximize revenue opportunities, ultimately contributing to more efficient and profitable business operations.

## Data Cleaning

Before analyzing the data, I made sure everything was neat, correct, and easy to work with. Using Excel, I completed the following steps:

**Fixed Gender Information:** Made sure all gender entries (like Male/Female) were written the same way throughout the data.

**Checked Product Quantities:** Made sure the number of products sold was written as numbers so calculations could be done properly.

**Cleaned Up City and State Names:** Corrected any mistakes and made sure city and state names were written clearly and consistently.

**Grouped Ages:** Put customers into different age groups to better understand the types of people shopping at the store.

**Separated Dates:** Pulled out the day and month from the full date of sale to help find trends over time.

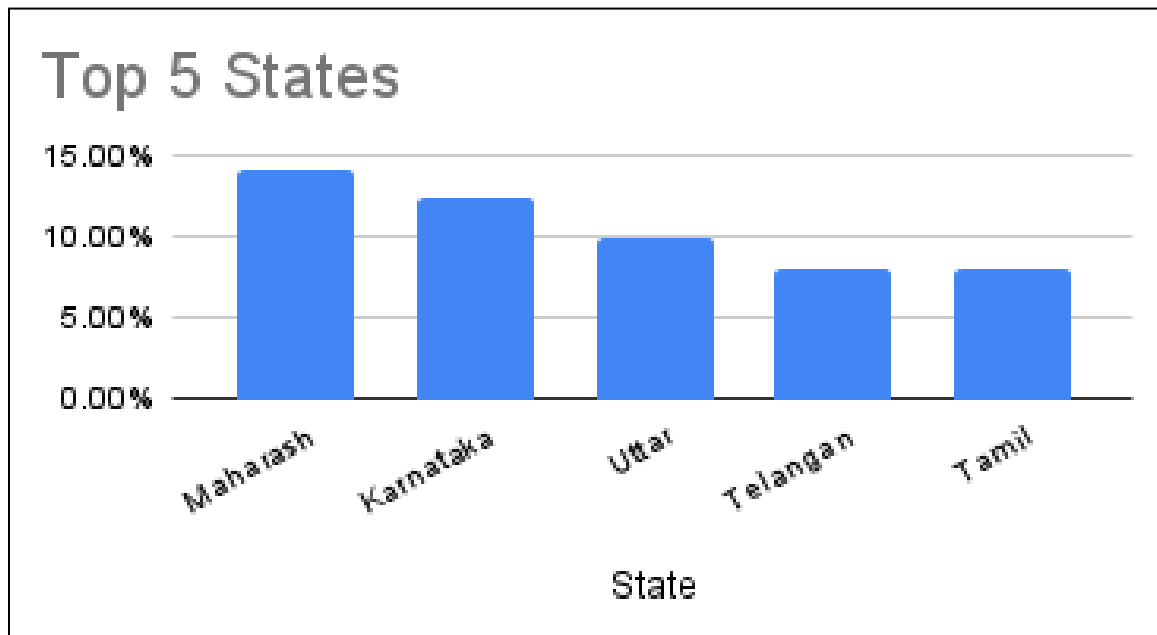
**Added Month Numbers:** Turned the month names into numbers (like January = 1, February = 2) to make it easier to study monthly sales patterns.

## Key Insights

### Top 5 States Performance

- Maharashtra leads with 14.12% of total sales.

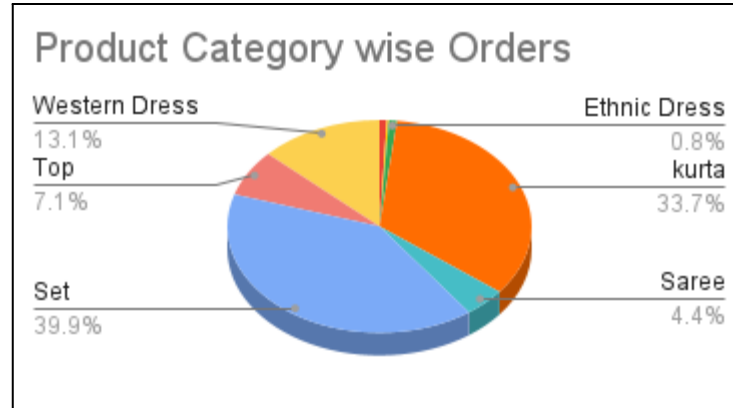
- Karnataka follows with 12.50%, and Uttar Pradesh contributes 9.94%.
- Telangana (8.09%) and Tamil Nadu (7.93%) complete the top five.
- These states represent critical markets for the business and suggest where marketing efforts and inventory management should be prioritized.



*Figure 1*

## **Best Performing Product Categories :**

- Set products are the top-selling category, accounting for 39.9% of total sales.
- Kurtas follow closely with 33.7%.
- Other notable categories include Western Dresses (13.1%) and Tops (7.1%), while Ethnic Dresses (0.8%) and Sarees (4.4%) show lower demand.
- This insight highlights an opportunity to further promote high-performing categories while re-evaluating strategies for less popular products.



*Figure 2*

## Monthly Sales Trend:

Sales remained relatively stable throughout the year, with notable trends:

- **Initial Growth (Jan - Mar):** Orders increased slightly from January to March, peaking in March at around 2800 orders.
- **Gradual Decline (Apr - Sep):** After March, orders started to decline steadily, with a noticeable dip between April and September.
- **Stabilization (Jul - Aug):** The decline slowed during July and August, with order counts remaining relatively stable.
- **Further Drop (Sep - Nov):** A more significant decrease is observed from September to November, reaching the lowest point in November (~2250 orders).
- **Slight Recovery (Dec):** December shows a minor uptick or stabilization, possibly due to seasonal demand or holiday promotions.
- **Overall Trend:** The overall trajectory indicates a downward trend in order volume throughout the year, suggesting potential issues such as seasonal demand shifts, reduced customer interest, or market saturation.

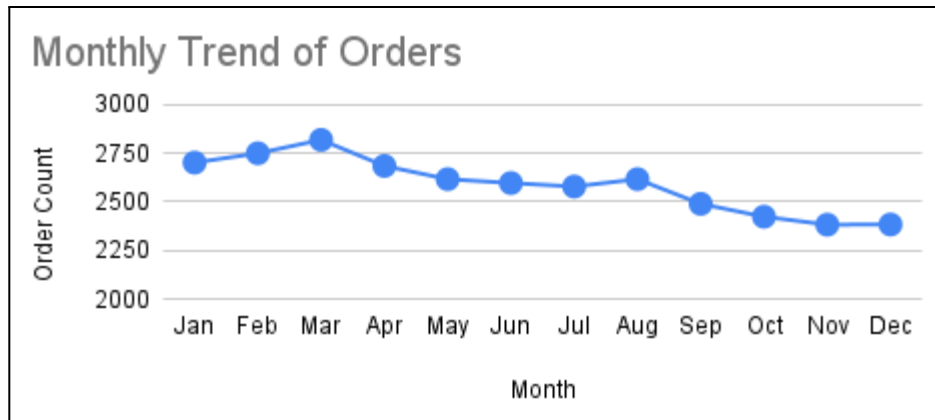


Figure 3

## Order Status

### Majority of Orders Delivered (92.3%)

- A very high percentage of orders were successfully delivered, indicating efficient logistics and order fulfillment.

### Minimal Order Issues (Small % of Cancellations, Refunds, and Returns)

- The remaining 7.7% accounts for **Cancelled, Refunded, and Returned** orders, meaning only a small fraction of orders faced issues.

### Low Cancellation Rate (Blue Segment)

- The cancellation rate appears to be low, suggesting that customers are **following through with their purchases** rather than abandoning orders.

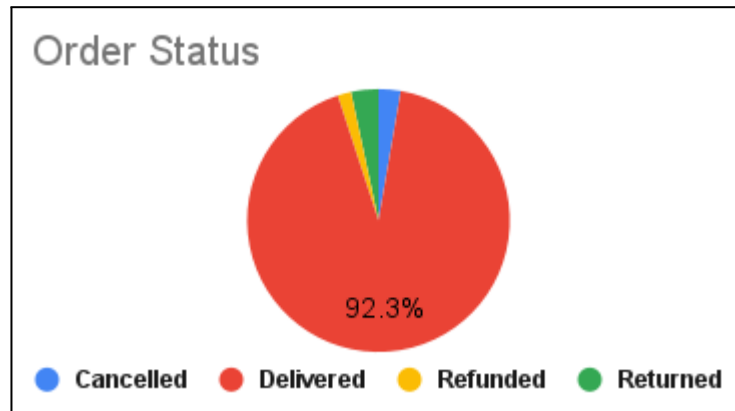
### Minimal Refunds (Yellow Segment) and Returns (Green Segment)

- A low refund and return rate indicate **high customer satisfaction** with the products received.

### Potential Areas for Improvement:

- **Analyze the reasons for cancellations and returns**—Is it due to stock issues, delays, or customer dissatisfaction?

- **Enhance refund processes** if necessary to improve customer trust and satisfaction.



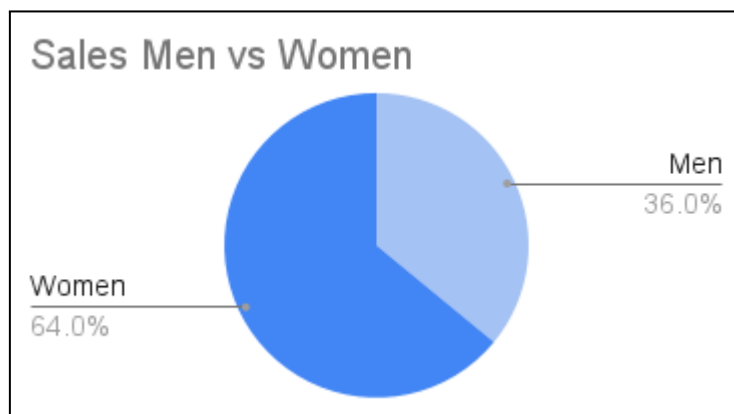
*Figure 4*

### Sales

- Women account for the majority of sales, nearly **two-thirds** of total sales.

### Men Contribute Less (36%)

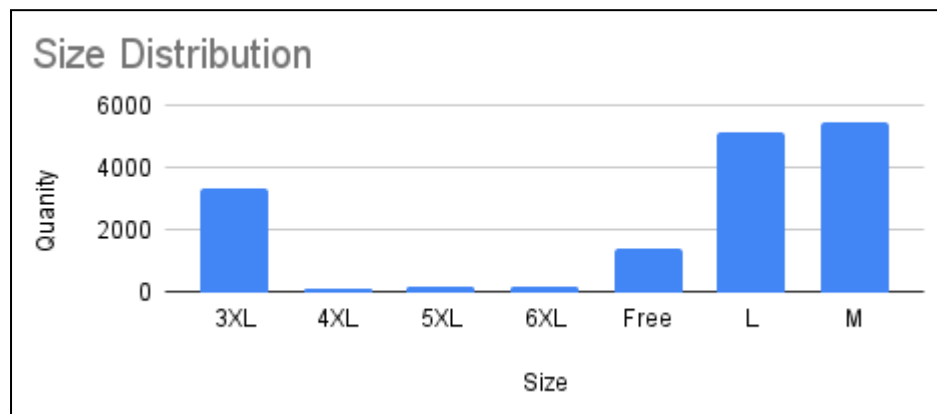
- Men's sales contribution is **significantly lower** than women's, making up just over a **third** of total sales.



*Figure 5*

### Size Distribution

- The highest quantity sold belongs to **Large (L) and Medium (M)** sizes, both having similar demand.
- **3XL has a noticeable quantity**, indicating a niche demand for plus-size clothing.
- 4XL, 5XL and 6XL have minimal sales, suggesting **low customer interest or limited availability**.
- Free-size products have a moderate quantity, potentially appealing to customers looking for flexible fit options.



*Figure 6*

## Recommendations

- 92.3% of orders are successfully delivered, with a small percentage being canceled, refunded, or returned. To further improve delivery rates, identifying reasons for cancellations and returns can help optimize logistics, enhance customer satisfaction, and reduce losses.
- Women contribute 64% of total sales, significantly higher than men (36%). Marketing strategies should focus on engaging male customers more effectively, such as targeted promotions or product lines catering specifically to their preferences.
- High demand is observed for sizes L and M, while larger sizes like 4XL, 5XL, and 6XL have minimal sales. Stocking inventory based on demand patterns can optimize resources, and exploring the reasons behind the lower sales of larger sizes might help expand the customer base.

- Maharashtra and Karnataka are the leading states for sales, while Uttar Pradesh, Telangana, and Tamil Nadu follow. Strengthening marketing and logistics in high-performing regions while identifying opportunities in lower-performing regions can help boost overall sales.
- "Set" and "Kurta" categories dominate sales, while "Ethnic Dress" has the lowest share. Focused promotions on less popular categories and expanding offerings in trending categories can maximize revenue opportunities.
- A declining trend in orders is observed from March to December. Seasonal factors, customer demand changes, or competition might be affecting sales. Running promotional campaigns, seasonal discounts, and engagement initiatives can help mitigate the decline and stabilize order trends.