

Sales Analysis of a Fashion Store

- Portfolio Case Study
- Sales Performance & Business Insights





Sales Analysis of a fashion store

Brands
TM 274

Total orders
29575

Revenue
Rs 56,892,855

Average sell price
Rs 1,923.68

Visualize brands revenue by:

Top 10

Bottom 10

Category	Filter
Footwear	
Fragrance	
Indianwear	
Jewellery	
Lingerie&Nightwear	
Watches	
Westernwear	

Top ten brands by revenue

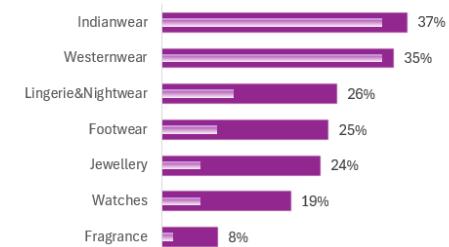
casio	Rs 1,109,958
and	Rs 1,216,998
emporio armani	Rs 1,245,034
w	Rs 1,291,803
swarovski	Rs 1,319,921
titan	Rs 1,436,843
global desi	Rs 1,447,961
fossil	Rs 1,550,869
michael kors	Rs 2,119,319
vastranand	Rs 3,367,583

Top ten most ordered brands

vastranand	1543
zink london	918
global desi	889
stop	884
enamor	790
janasya	751
and	709
faballey	646
life	628
w	627

Category by Average discount by orders

Average Discount orders



Executive Summary



- 29,575 orders across 274 brands



- Strong sales performance with Rs 56.9M revenue



- Revenue driven by few high-performing brands



- Discount-heavy categories impact profitability

Key Performance Metrics

- Total Revenue: Rs 56,892,855
- Total Orders: 29,575
- Average Selling Price: Rs 1,923.68
- Active Brands: 274



Top Revenue-Generating Brands

- Vastranand leads with Rs 3.37M revenue

- Michael Kors and Fossil follow

- Revenue highly concentrated among top brands



Most Ordered Brands

- Vastranand also leads in order volume
- Zink London, Global Desi, Stop show strong demand
- Some brands high volume but lower revenue

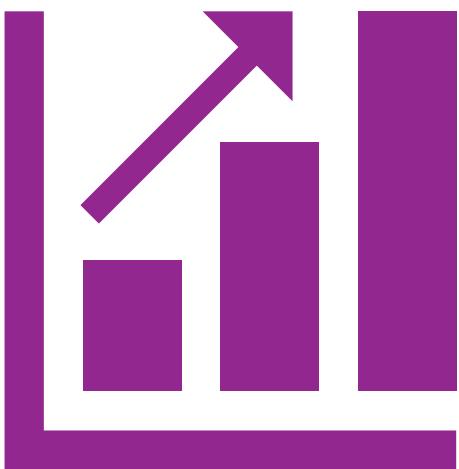
Category Discount Analysis

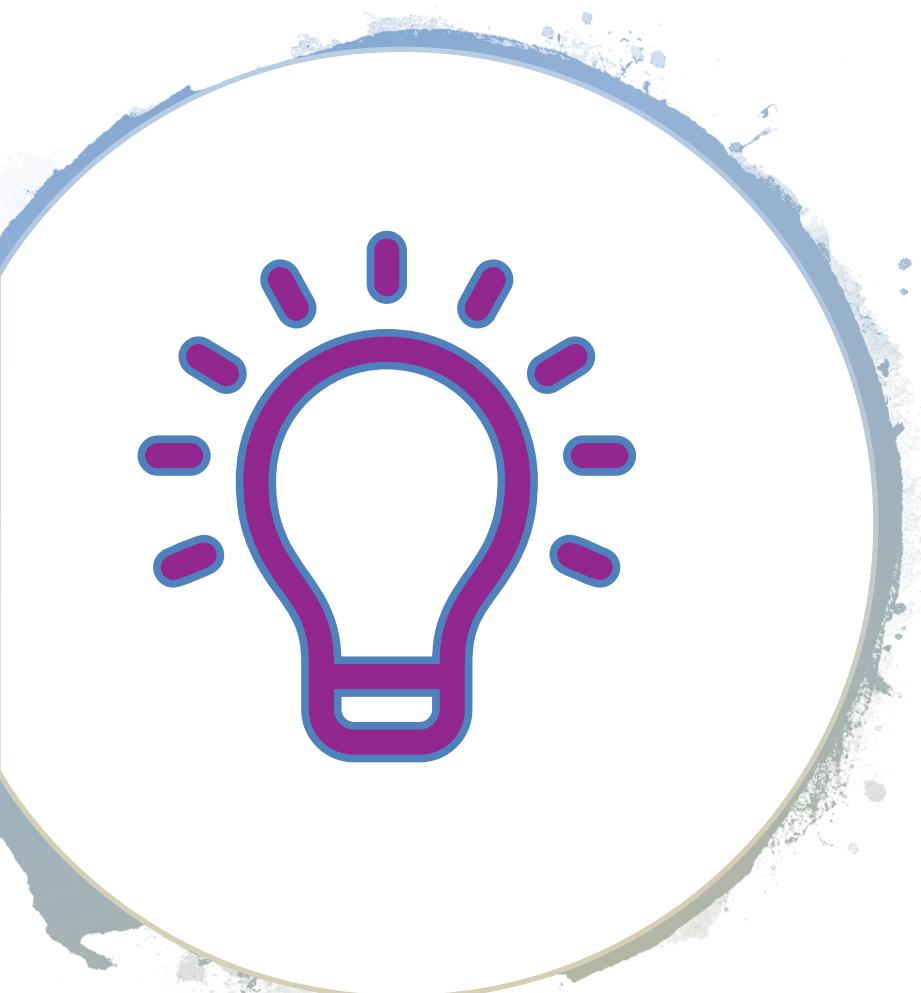
- Indianwear (37%) and Westernwear (35%) heavily discounted
- Footwear & Jewellery moderately discounted
- Fragrance has the lowest discount (8%)



Business Insights

- Risk of over-reliance on top brands
- Discounts drive volume but hurt margins
- Premium categories show pricing power





Strategic Recommendations

- Diversify revenue across more brands
- Optimize discount strategy
- Increase average order value via bundling
- Expand premium categories

Conclusion

- Business shows strong demand and scale
- Long-term growth depends on margin optimization
- Data-driven pricing and portfolio strategy are essential