

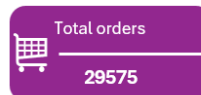
Sales Analysis of a Fashion Store

- Portfolio Case Study
- Sales Performance & Business Insights





Sales Analysis of a fashion store



Visualize brands revenue by:

Top 10

Bottom 10

Category



Footwear

Fragrance

Indianwear

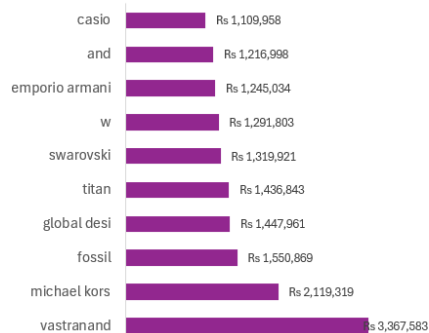
Jewellery

Lingerie&Nightwear

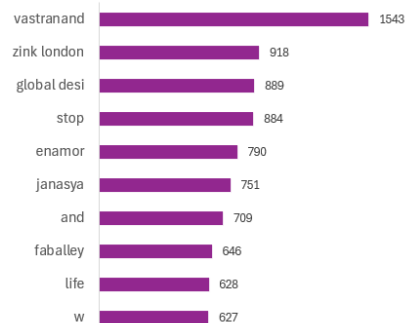
Watches

Westernwear

Top ten brands by revenue



Top ten most ordered brands



Category by Average discount by orders



Executive Summary



- 29,575 orders across 274 brands



- Strong sales performance with Rs 56.9M revenue



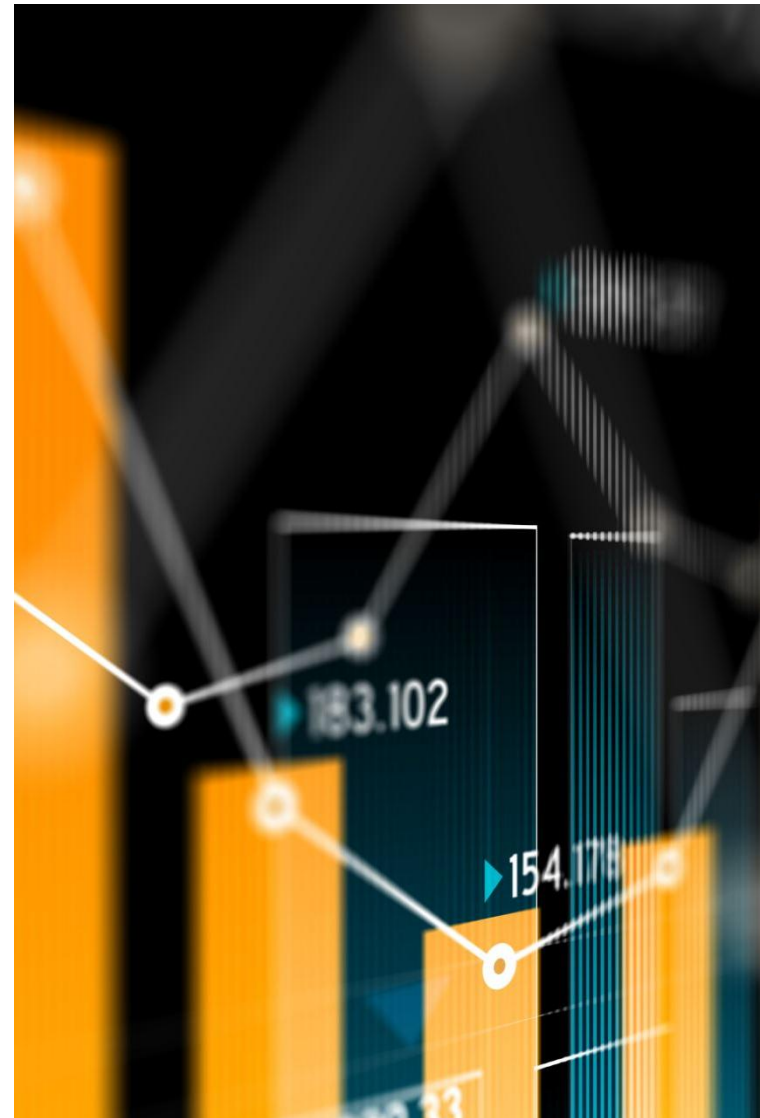
- Revenue driven by few high-performing brands



- 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%)

Category by Average discount by orders

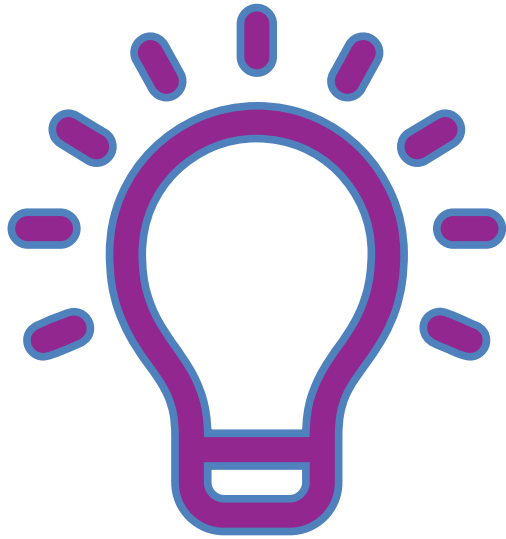


Business Insights



- 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