

# Madhav Store – Analytical Report

## Executive Summary

The Madhav Ecommerce Sales Dashboard provides a consolidated view of sales performance, customer purchasing behavior, and profitability across regions, categories, and time. With a total sales amount of ₹438K, the business has generated a profit of ₹37K from 1500 items sold, with an average order value (AOV) of ₹121K.

## Key Metrics

- Total Sales (Amount): ₹438K
- Total Profit: ₹37K
- Total Quantity Sold: 1500 units
- Average Order Value (AOV): ₹121K

## Category Insights

Top-Selling Category:

- Clothing contributes the highest quantity share at 63%.
- Followed by Electronics (21%) and Furniture (17%).

Top Performing Products (by Profit):

- Printers
- Bookcases
- Sarees

## Geographical Insights

Most Profitable States:

- Maharashtra and Madhya Pradesh are the leading contributors to profit.
- Delhi has the least profit share.

## Time-Based Performance

Best Performing Months (High Profit):

- January, February, March, December

Low or Negative Profit Months:

- May, June, September, October, December (partially) showed reduced or negative profitability. This might be due to high returns, discounting, or seasonality.

## Payment Mode Insights

Most Used Payment Method:

- Cash on Delivery (COD) – 44% of orders

### Other significant methods:

- UPI (21%)
- Debit Card (13%)
- Credit Card (12%)
- EMI (10%)

Insight: High reliance on COD may indicate customer trust issues or lack of digital payment adoption in some areas.

## Sales by Executive

Top Contributors:

- Hariyansh and Madhav have generated the most profit, over ₹10K each.
- Shiva has the lowest contribution.

## Business Insights & Recommendations

- Focus Marketing on High-Performing States:
  - Prioritize Maharashtra and MP for promotions and stock expansion.
- Reduce Reliance on COD:
  - Offer incentives (like ₹50 off) for digital payments to reduce COD logistics risks.
- Investigate Poor Profitability in Certain Months:
  - Analyze reasons behind low performance in May, June, and September–October.
- Upsell in Clothing Category:
  - Since Clothing leads quantity-wise, bundle offers or premium products can improve AOV and profitability.
- Sales Training & Targeting:
  - Offer skill training or performance incentives for lower-performing sales executives like Shiva.
- Product Strategy:
  - Promote and stock more Printers, Bookcases, and Sarees, which are leading in profitability.

## Conclusion

The Madhav Ecommerce Dashboard provides powerful insights into sales trends and customer behavior. By leveraging top categories, optimizing sales teams, and encouraging digital payments, the business can further boost profitability and operational efficiency.