



Decoding Sales Success

Data-Driven Insights

Data Nova

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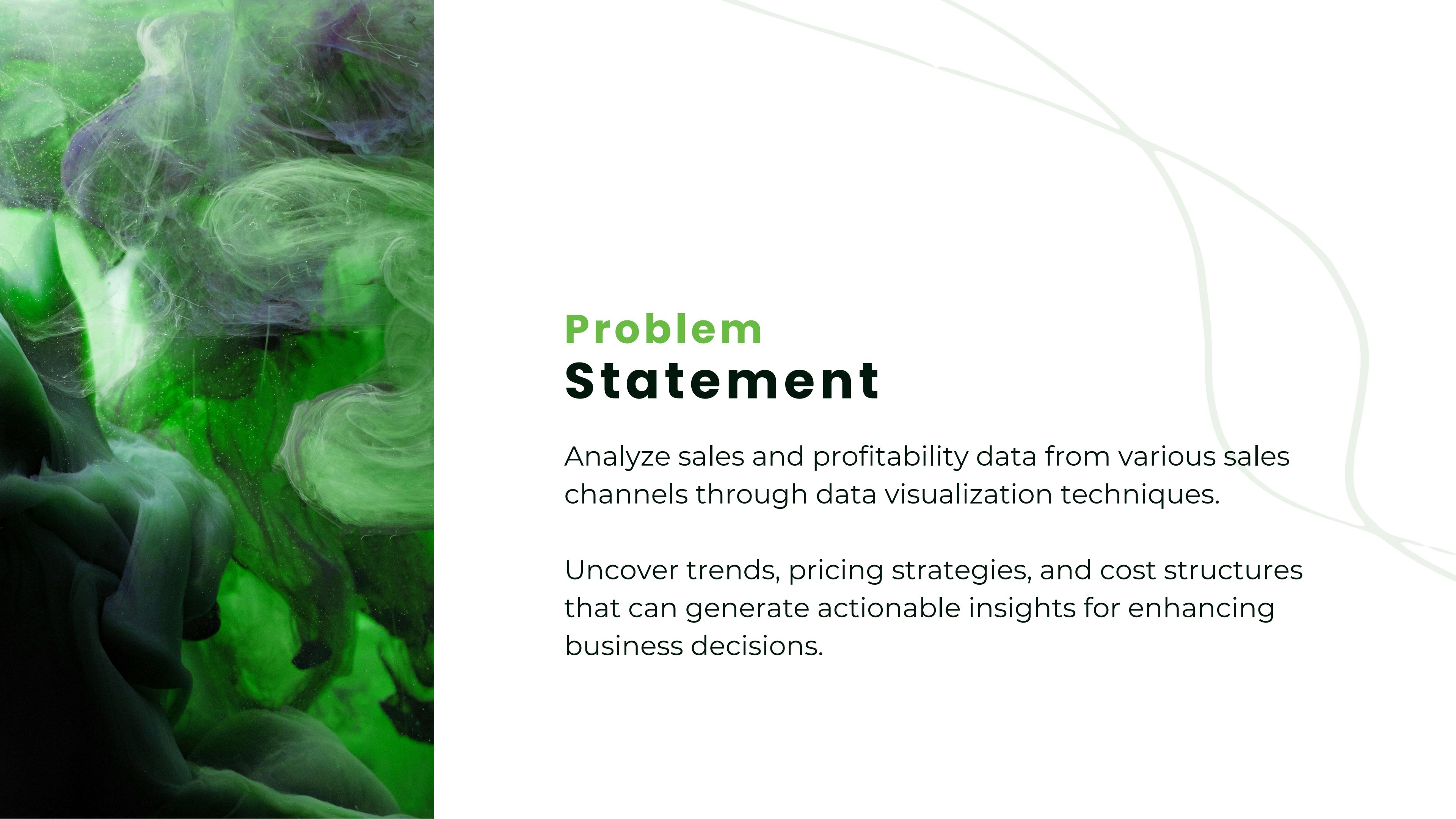
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Problem Statement

Analyze sales and profitability data from various sales channels through data visualization techniques.

Uncover trends, pricing strategies, and cost structures that can generate actionable insights for enhancing business decisions.



Overview

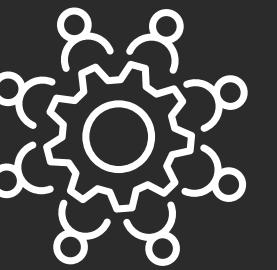
Tools Used

Approach

Insights

Recommendations

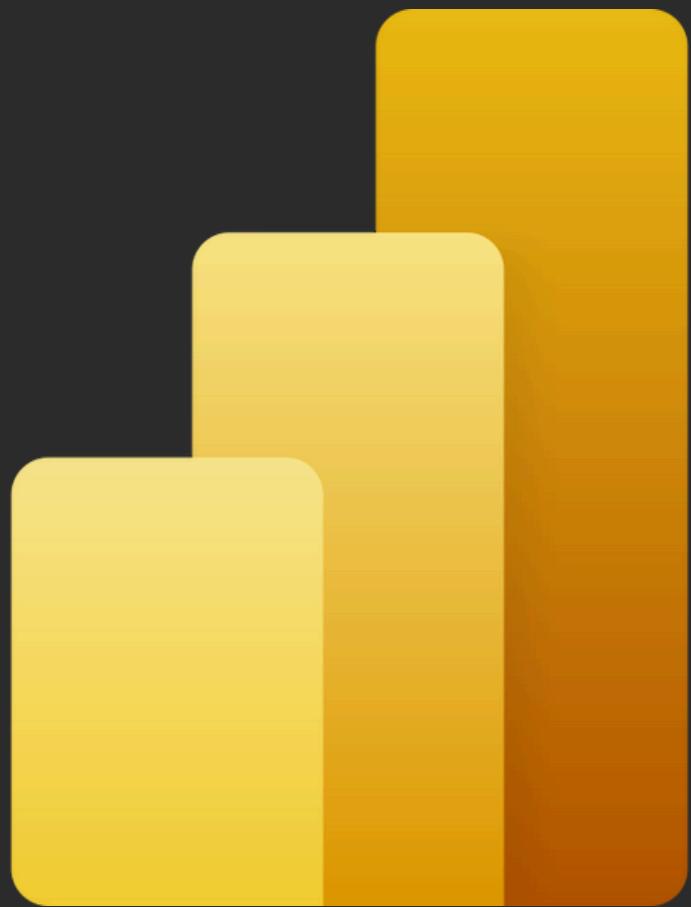
Questions



Tools Used



MS Excel



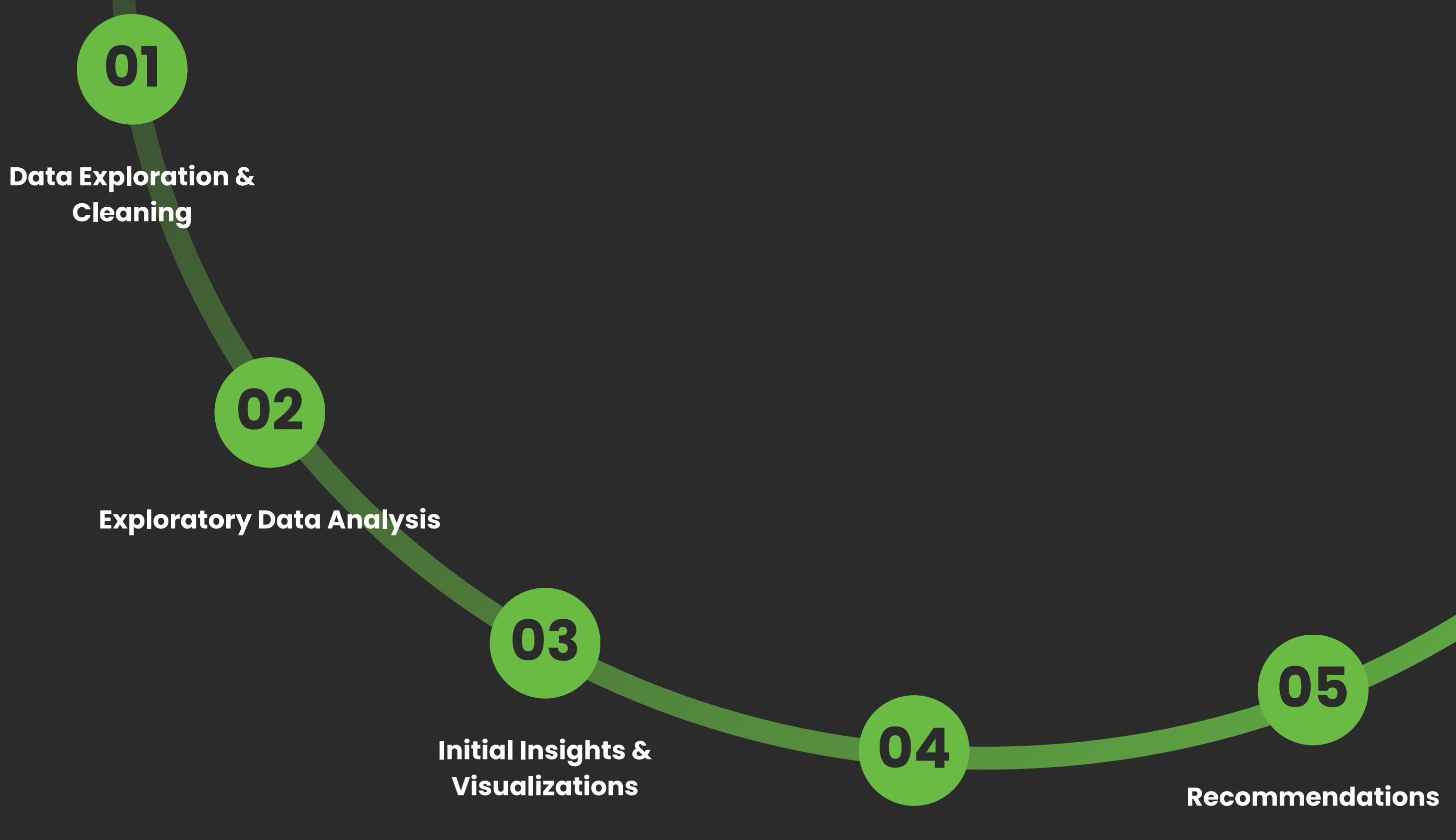
Power BI



Google Colab



Approach



Amazon Sales

Insights & Visuals

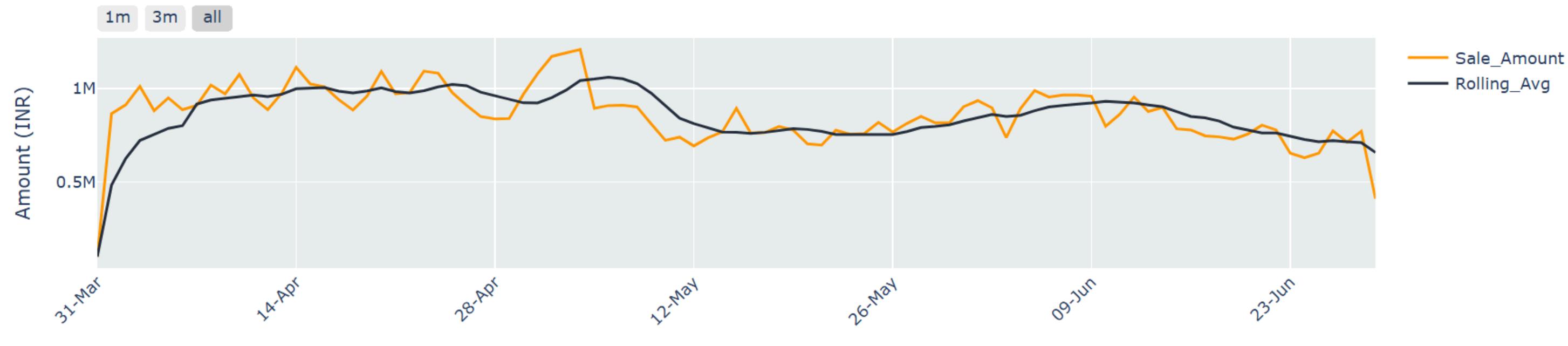
Total Orders
128,975

Total Revenue
₹ 71,673,394.00

Cancellation Rate
14.21%

Avg. Order Value
₹ 647.79

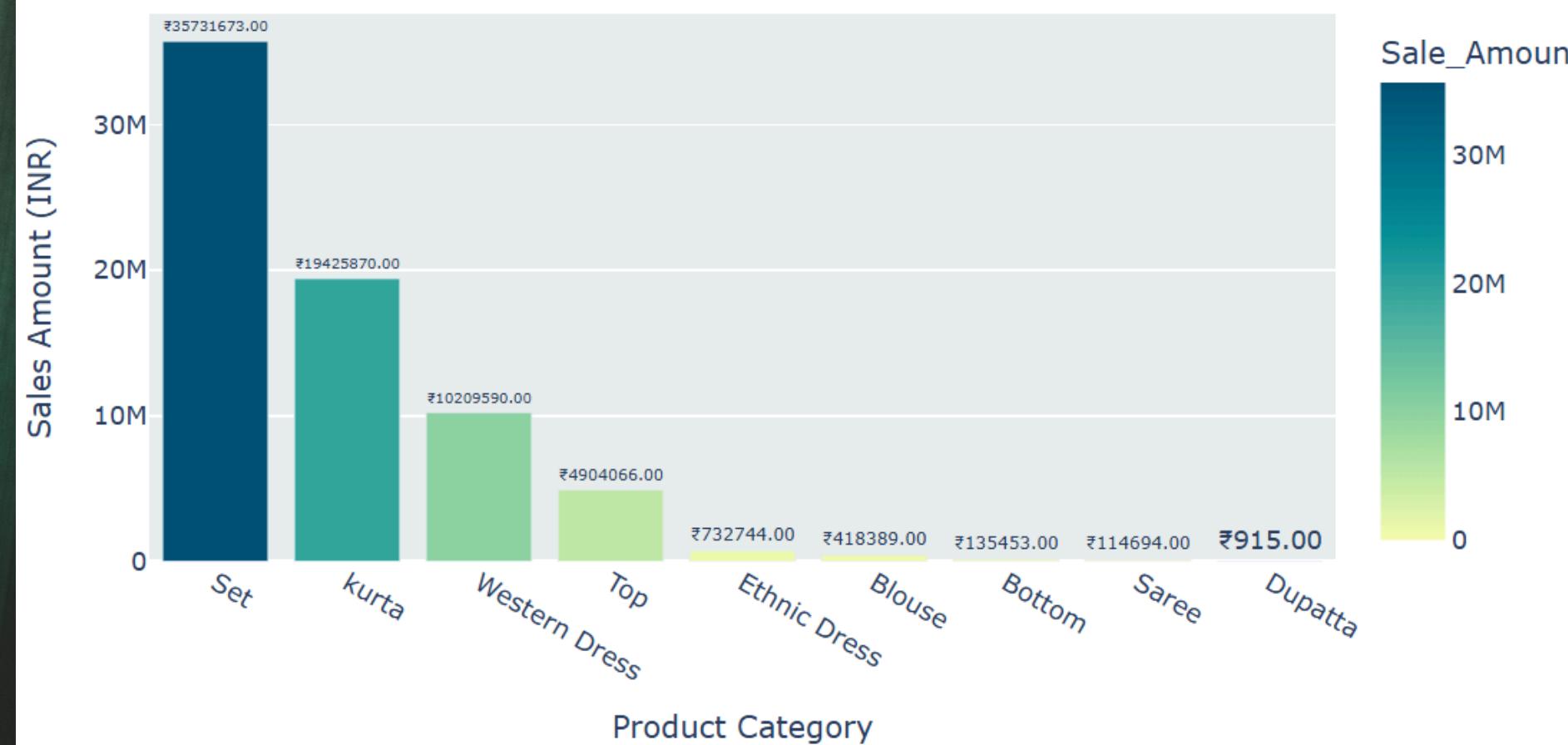
Daily Sales with 7-Day Moving Average



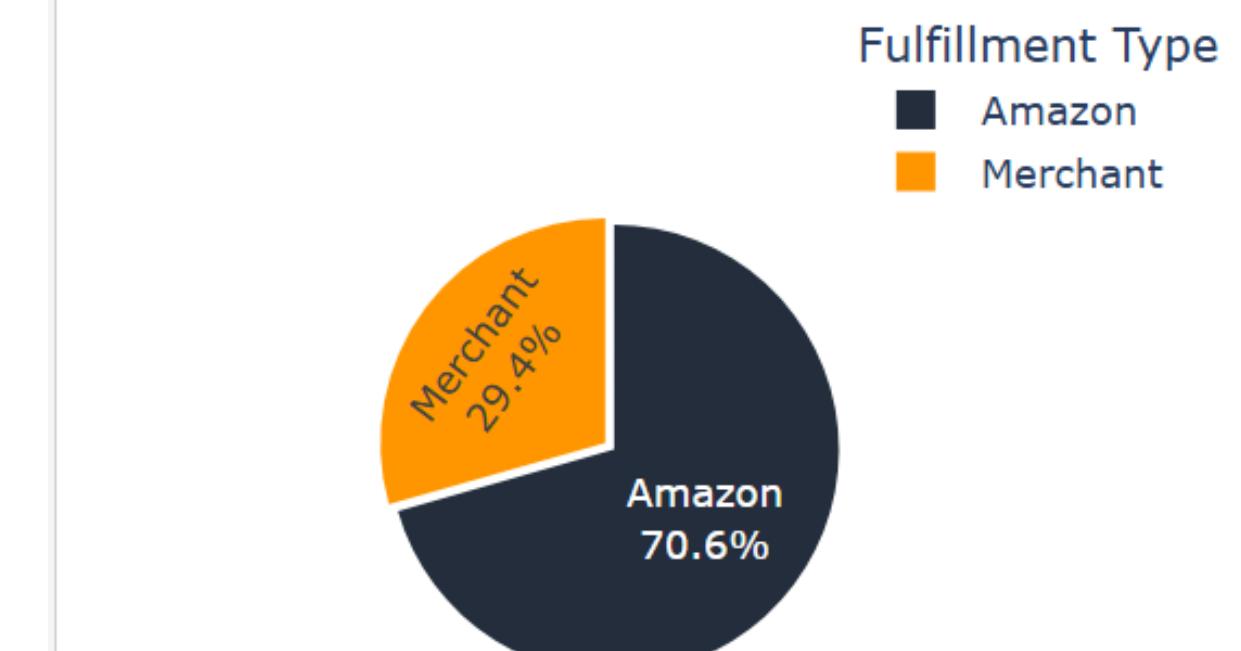
Amazon Sales

Insights & Visuals

Top Product Categories by Sales

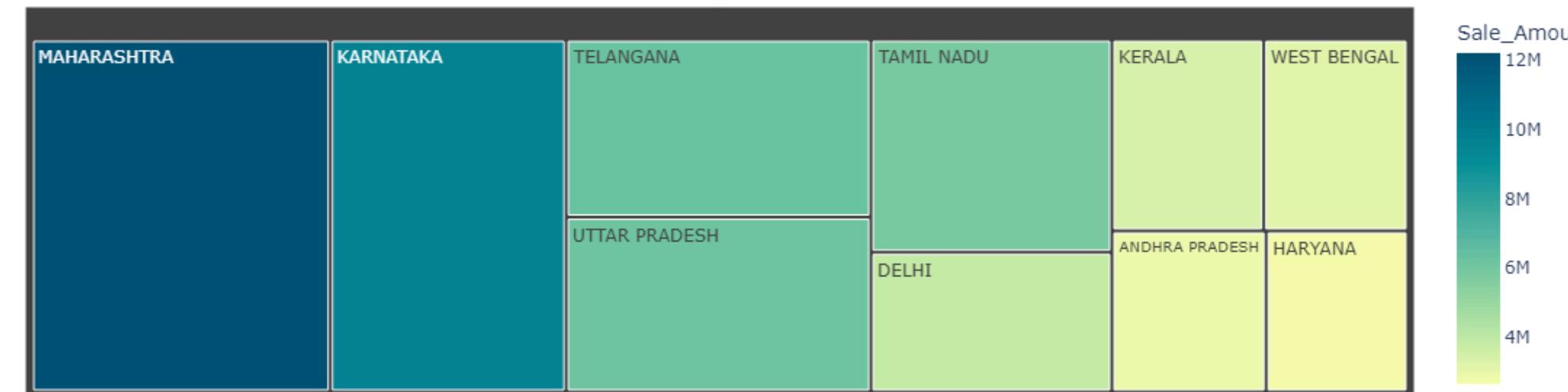


Sales by Fulfillment Type

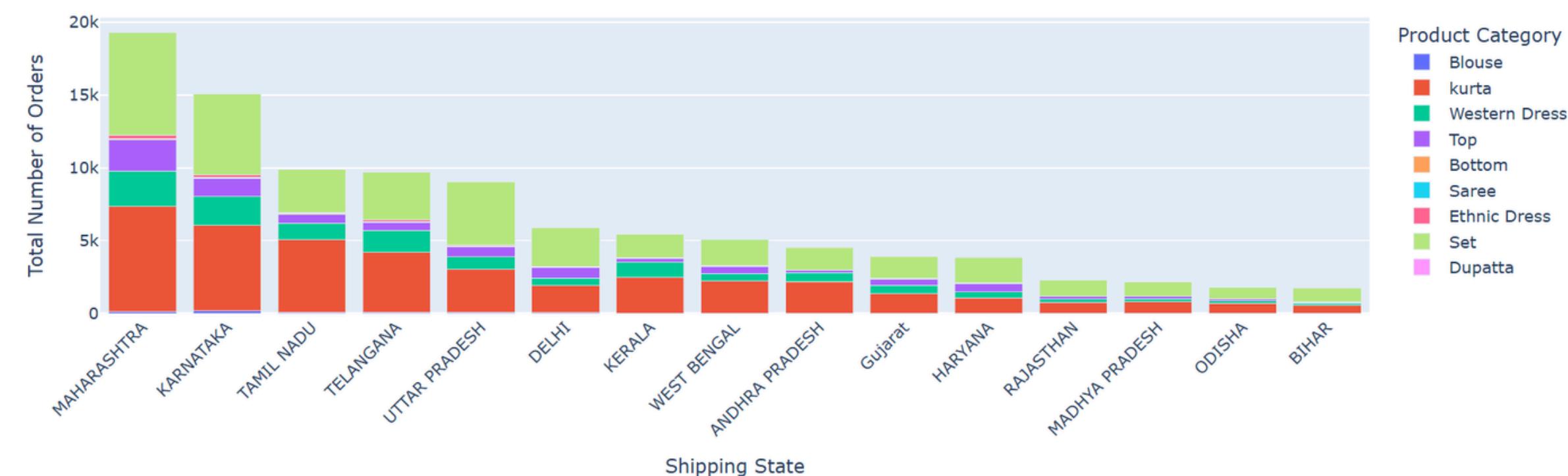


Amazon Sales Insights & Visuals

Top 10 States by Sales

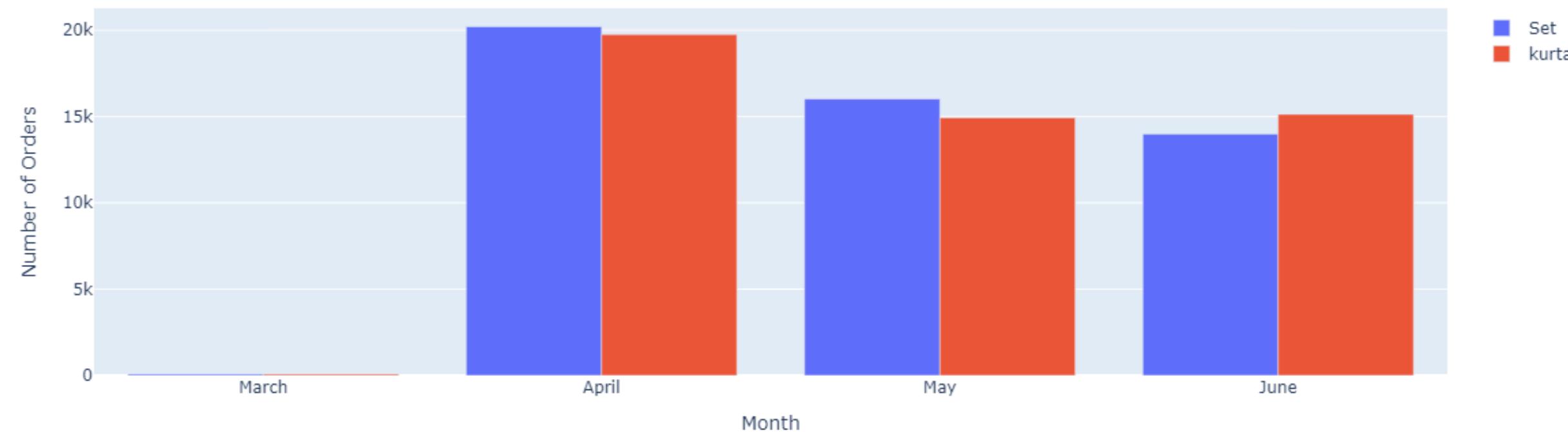


Stacked Bar Chart of Orders by Category per State (Top 15 States)



Amazon Sales Insights & Visuals

Number of Orders for Top 2 Product Categories per Month



Festive Boost in April

Festivals like Gudi Padwa and Ugadi drive a sharp rise in ethnic wear purchases, especially in Maharashtra and Karnataka

Wedding & Event Season (Apr-Jun)

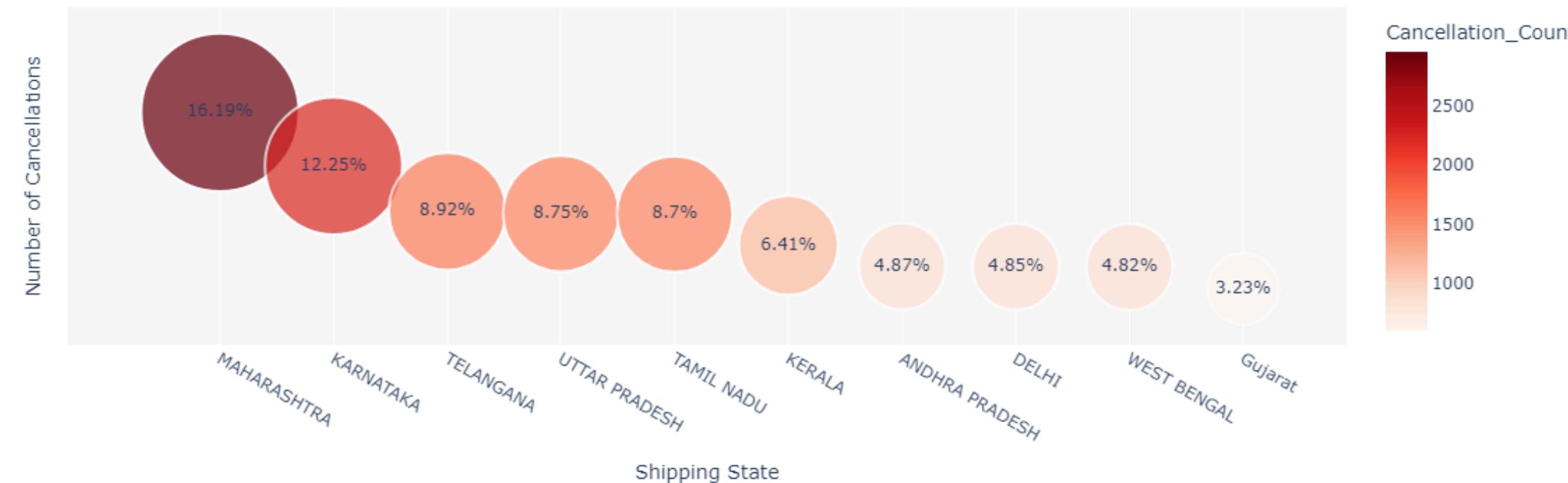
Continued demand through May and June due to summer weddings, functions, and family gatherings

Seasonal Fashion Shift

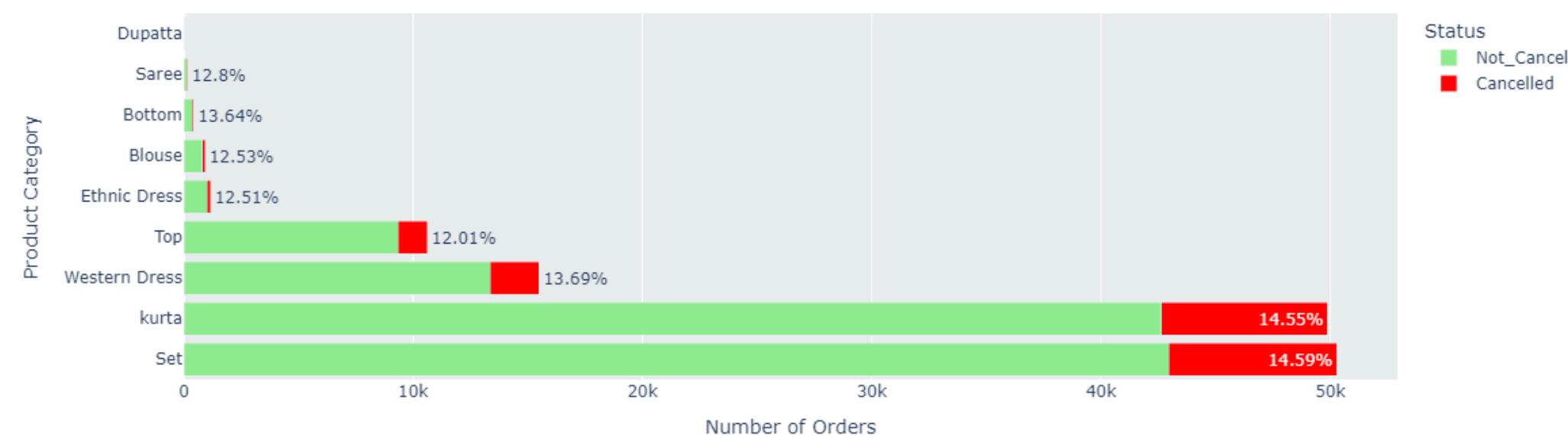
Hot weather increases preference for lightweight, breathable kurtas, making them a summer wardrobe staple

Amazon Sales Insights & Visuals

Top 10 States by Order Cancellation (Bubble Chart with %)



Cancelled vs Not Cancelled Orders by Category (Volume)



Sales & Stock Insights

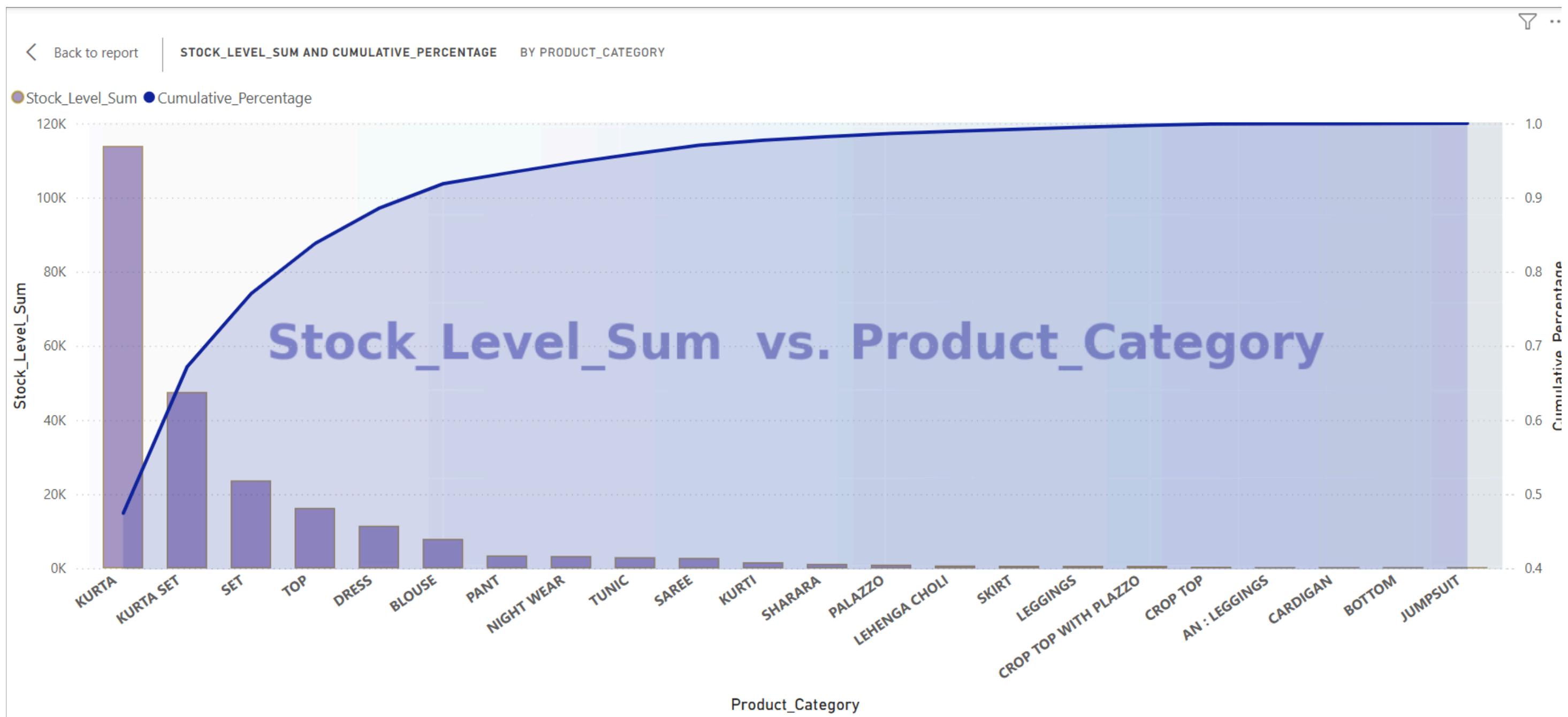
Inventory Composition

- **Total stock:** 242,386 units across 21 categories
- **Top category:** KURTA (47% of total stock)
- Top 5 designs hold 7% of inventory (17,000+ units)

Size & Color Distribution

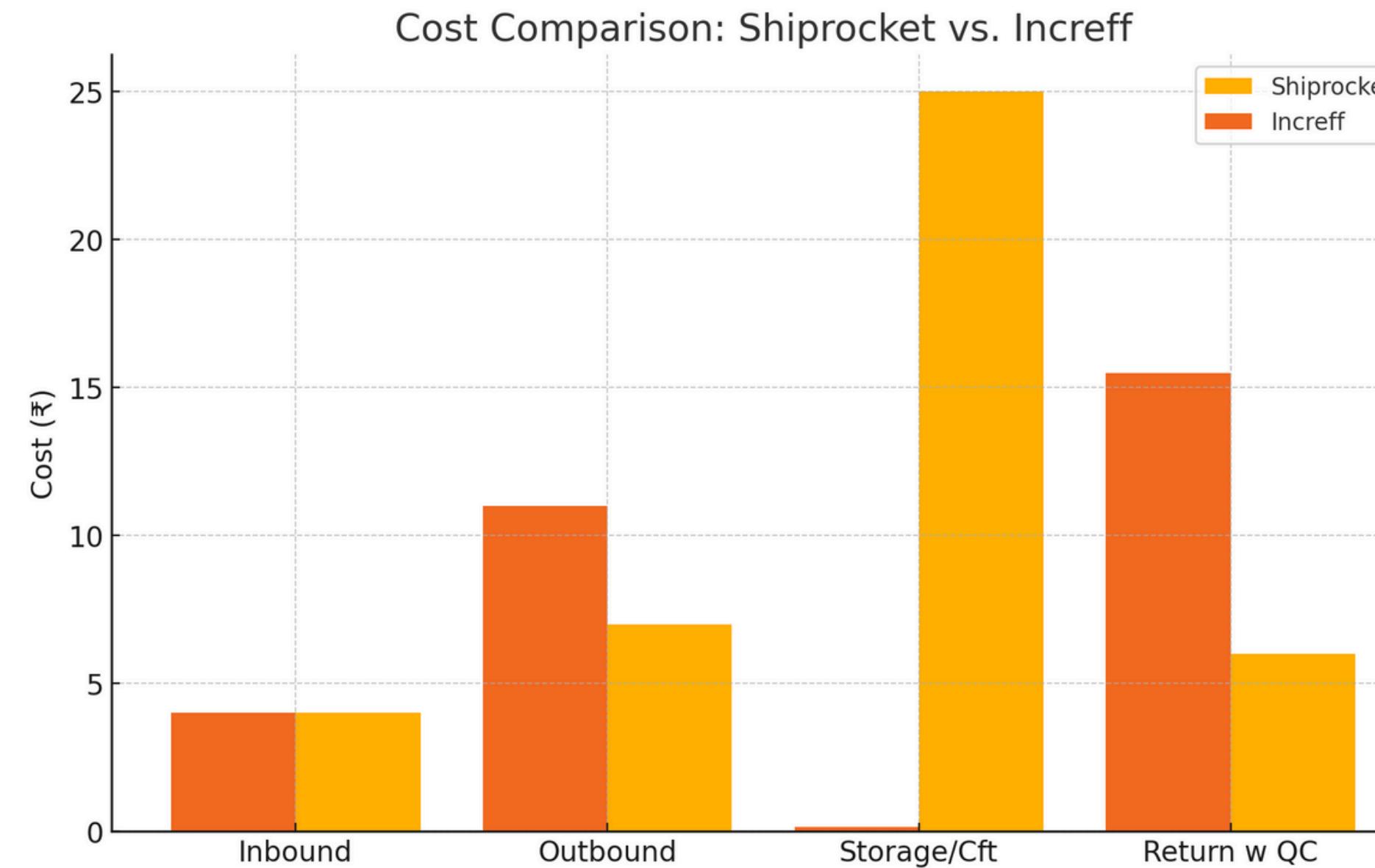
- Smaller sizes (XS, S, M) dominate (47% of stock)
- Balanced color spread led by **Black**, **Pink**, and **Blue**

Sales & Stock Insights



Cloud Warehouse

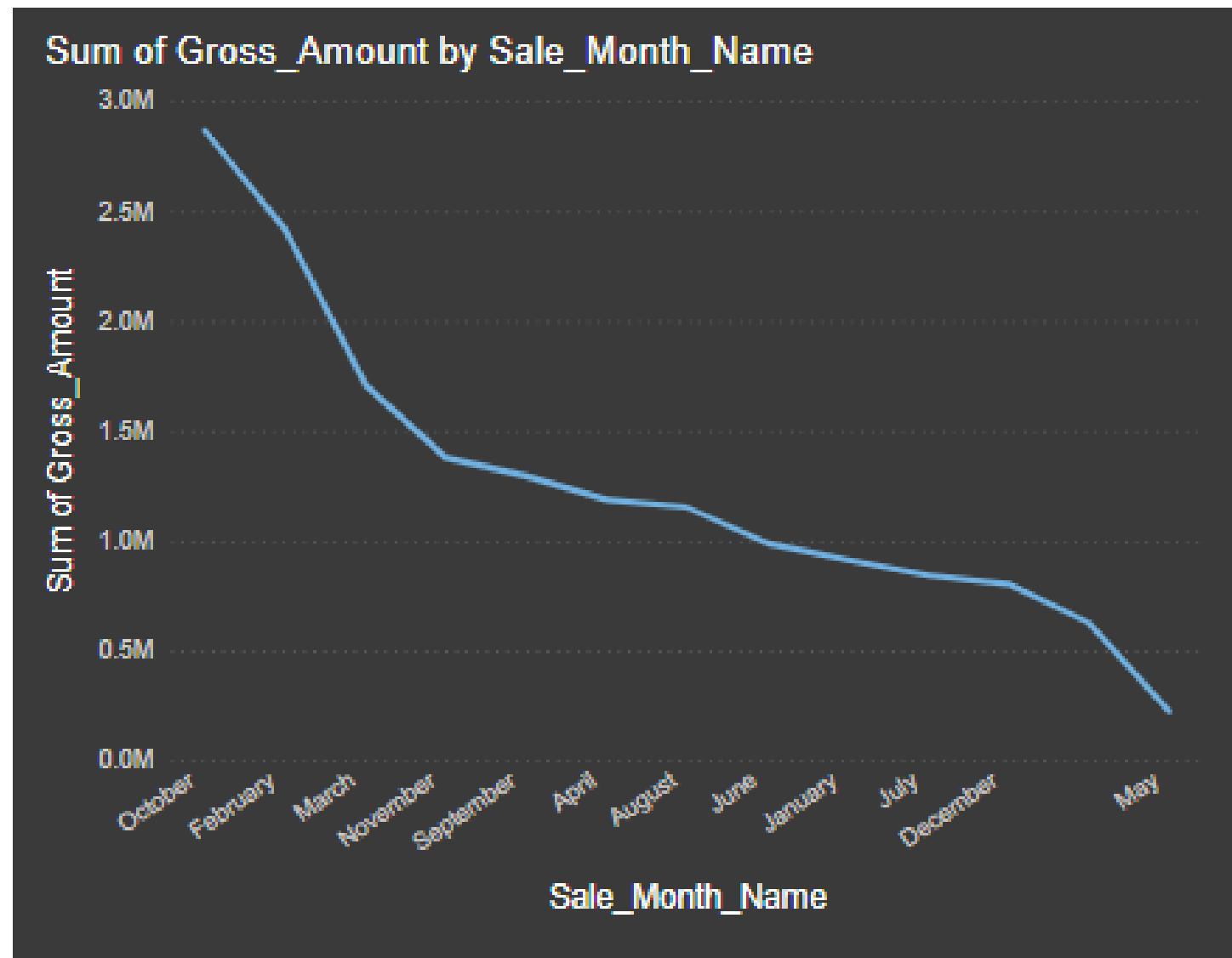
Insights



- **Balancing Cost vs. Process Depth is crucial**
- **Storage Duration is a major factor in deciding total cost**
- **Operational Complexity (QC, daily throughput) may favor INCREFF despite higher outbound/return fees.**

International sales

Insights

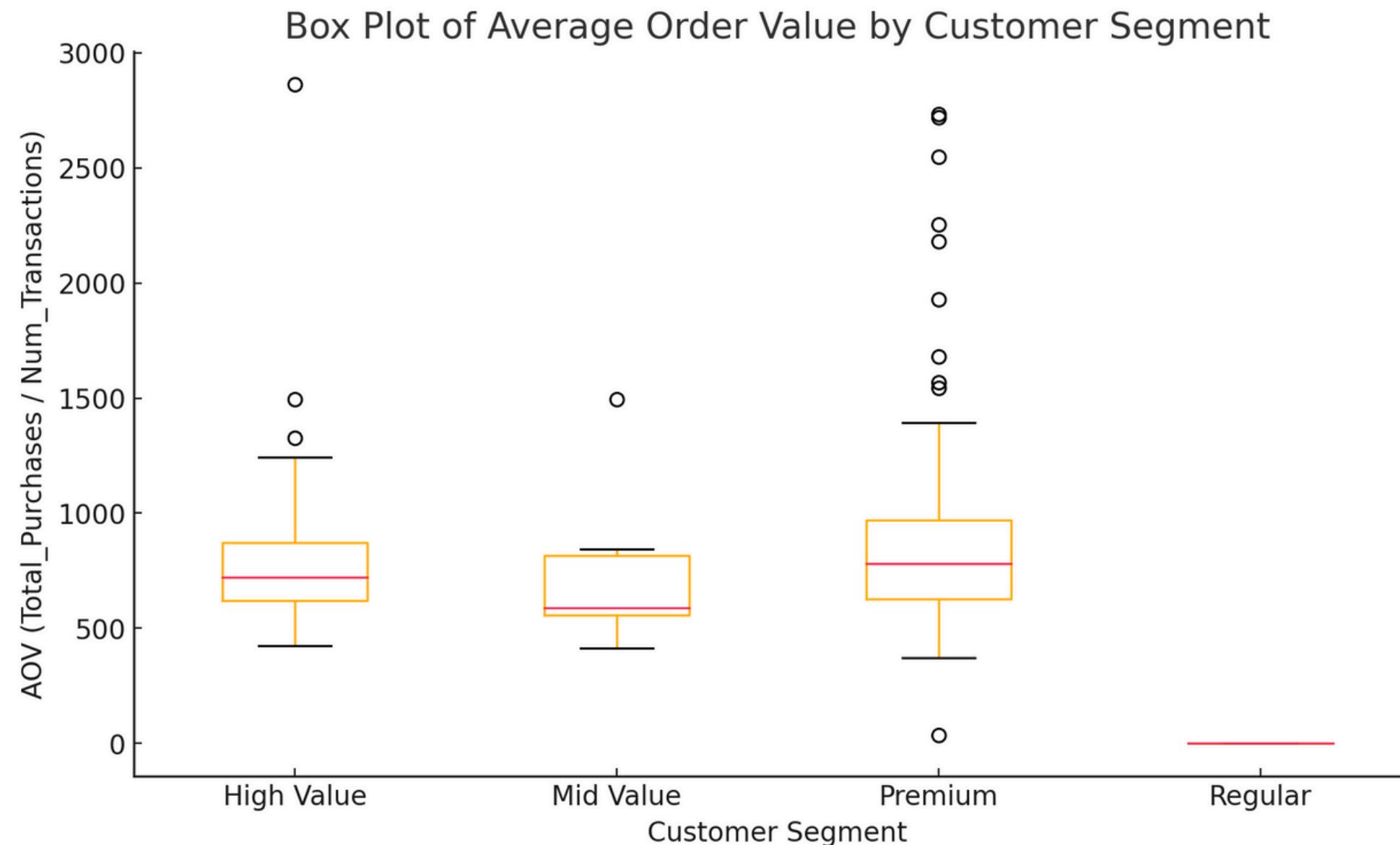


- Data Volume Decrease- TPA fell by 28%: partial to 28% Customer Contribution Shift
- Major clients may have reduced order volumes. Shorter Reporting Window in (Jan-May)
- External Factors Market slowdown; inventory issues, or supply chain disruptions

Sales (Gross Amount) declined by over 20% from 2021 to 2022. A key reason is partial year data for 2022 (Jan-May only), along with potential volume drops from major clients. Normalization needed for a true YoY comparison.

International sales

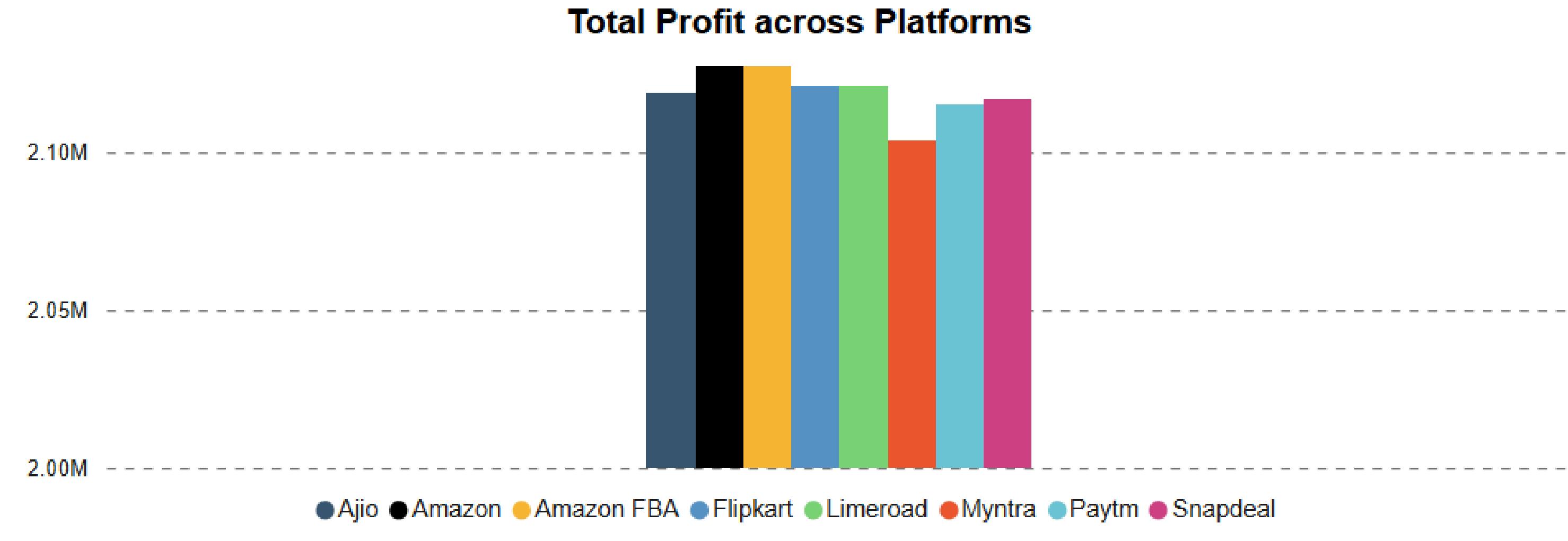
Insights



AOV = Total_Purchases / #Transactions for each customer

Profit & Loss

Insights & Visuals

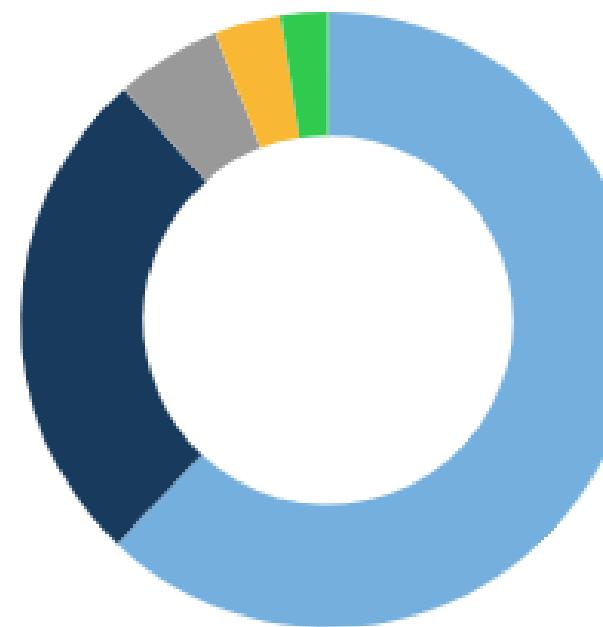


Total profit across all platforms is roughly the same.
With **Amazon** bringing home the highest and **Myntra**, the lowest.

Profit & Loss

Insights & Visuals

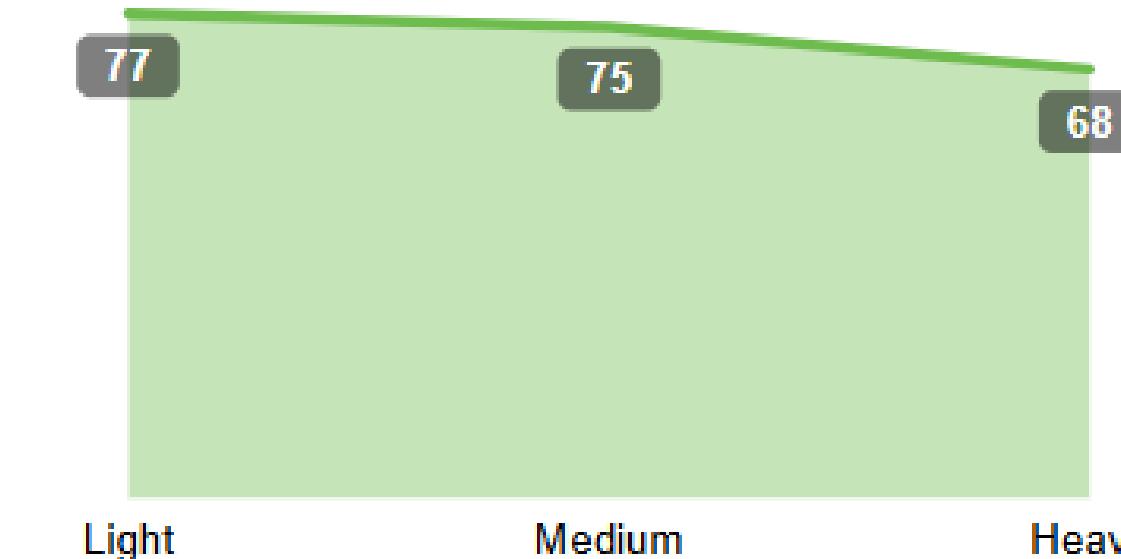
Categories



● Kurta ● Kurta Set ● Unknown ● Tops ● Gown

Tops & Gowns have the highest MRP to Cost ratio, yet their contribution to product list is the lowest

Weight - Profit Efficiency



On average **lighter** items are more **profitable**, probably due to low shipping costs



Amazon Sales

Drive sales in Maharashtra and Karnataka by targeting April to June with separate campaigns for festive kurtas and coordinated ethnic sets, aligned with regional festivals, weddings, and summer trends

01

International Sales

Establishing formal VIP tiers within your Premium segment based on spending levels by building early-access programs

02

03

04

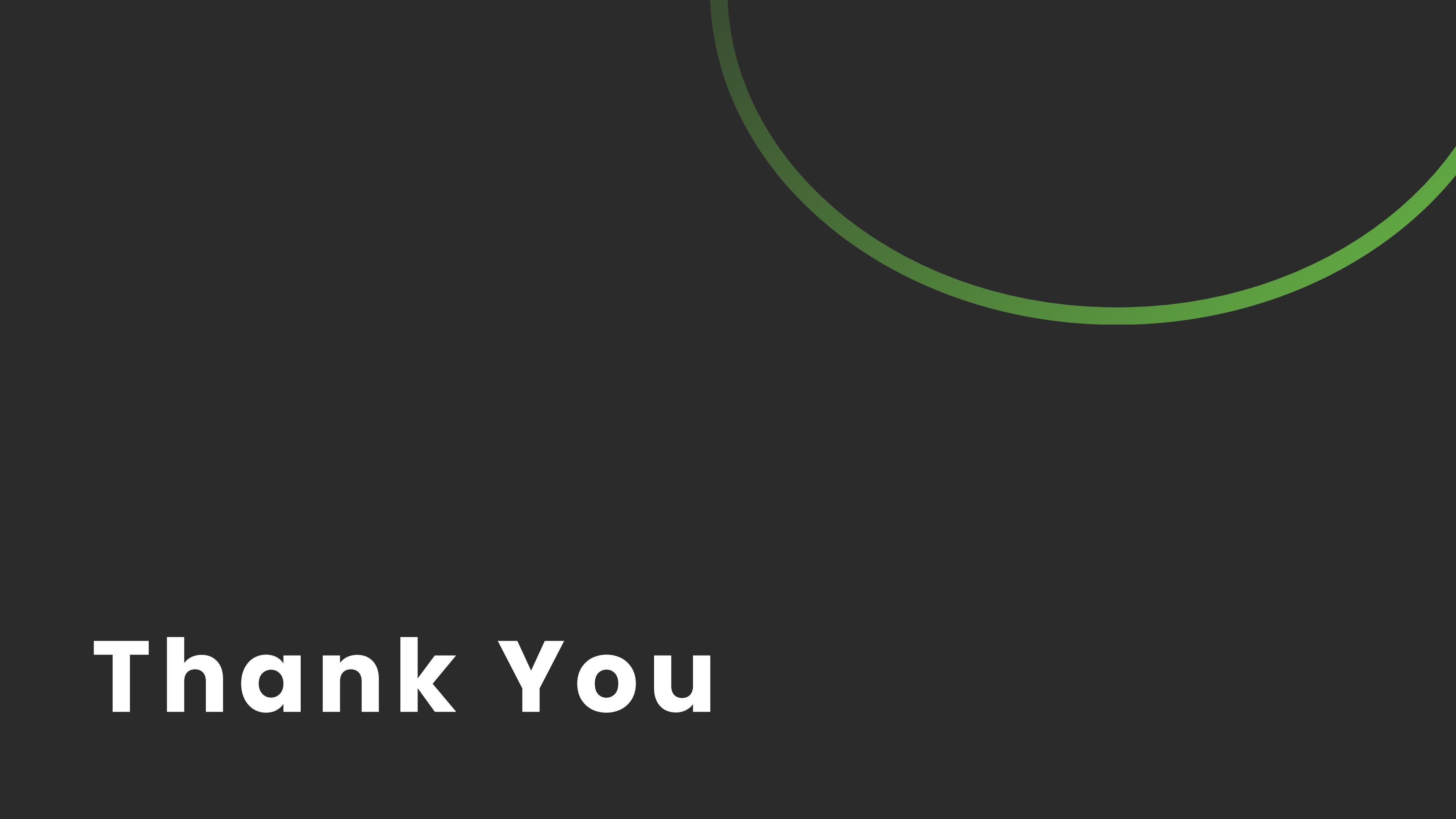
Sales & Stock

Inventory Optimization: Address low-stock/high-demand items; reduce allocation for slow-moving categories and larger sizes

Profit & Loss

Inventory portfolio for Tops & Gowns could be expanded, since they have the highest MRP/Cost ratio

Recommendations



Thank You