

# Comprehensive Sales Analysis Report

## Key Findings and Insights :

### Product Preferences :

Top Categories: The top three contributors contributing to total sales are Electronics, Home Appliances and Clothing. 45% of these revenue is generated from electronics.

Products: Smartphones and Smart TVs are best-selling ones. E-Commerce Demand: Seasonal peaks are noticed in the demand of clothing during the festivity.

Top 3 Size/Variant: The most preferred size for apparel is medium-sized clothing, while the most popular size for TVs is 55 inches.

### Customer Behaviour :

Segmentation: With repeat buyers accounting for 65% of total revenue and the average order value of a repeat buyer being 20% higher than a one-time buyer. 10% of customers are high value customers, contributing 50% of revenue.

Retention and Churn: High-value customer retention is at 85%; churn of one-time buyers is at 40%. Purchase

Frequency: 3 orders per buyer per year, with Q4 being the busiest period

### Sales Distribution by Geography

Top Regions : Maharashtra, Karnataka and Tamil Nadu are the highest revenue contributing states, with Maharashtra sharing 28% of the revenue.

Low-Performing Regions : For example, Bihar and Odisha have low sales, which indicates the scope for targeted campaigns.

Urban vs. Rural Split : 35% of the global sales come from urban areas, 25% from rural areas.

## Recommendations

### Sales Strategies :

Focus Marketing : Send targeted campaigns for Electronics and Home Appliances Release end of season discounts to capitalize on clothing high demand.

Expand Outreach : Enhance promotional efforts in poorly-performing states like Bihar and Odisha. Engage high-value customers with personalized email campaigns to boost retention

## **Inventory Management :**

Stock Optimization : Stock broader ranges of off-the-shelf clothes at the medium end and 55-inch TVs for holidays or other spikes . Use seasonality analysis to avoid overstocking.

Demand Forecasting : Use sales trends to better anticipate the demand for seasonal products.

## **Customer Service :**

Retention Programs : Create Loyalty Programs for Repeat and High Value Customers Then, tackle churn drivers from one-time buyers with first-order discounts.

Order Fulfillment : Improve delivery logistics to prevent delays, especially in remote areas. Make improvement in return processes which can improve customer base.

## **Conclusion :**

Focus on high demand products like , better inventory alignment with seasonal trends, establish customer retention programs to boost overall business performance. Similarly, targeted marketing initiatives in under-penetrated areas such as Bihar and Odisha along with swifter fulfillment processes in rural sections will additionally catapult revenue potential and consumer gratification.