

RETAIL SALES & CUSTOMER BEHAVIOR ANALYSIS

1

TOTAL REVENUE



TOTAL REVENUE STANDS AT ₹138.02M, REFLECTING STRONG SALES ACROSS STORES AND PRODUCT CATEGORIES.

2

AVG ORDER VALUE



AVERAGE ORDER VALUE IS ₹2,760.44, INDICATING STABLE AND CONSISTENT CUSTOMER PURCHASING BEHAVIOR.

3

TOP CUSTOMER IMPACT



TOP CUSTOMERS LIKE JERRY HOPKINS (₹34.5K), LINDA HILL (₹33.9K), AND OSCAR RIVERA (₹31.7K) A SIGNIFICANT SHARE OF REVENUE

4

CUSTOMER SEGMENTS



LOYAL CUSTOMERS LEAD (₹14.16M), FOLLOWED BY BUDGET SHOPPERS (₹14.05M) AND REGULAR CUSTOMERS (₹13.89M).

5

TOP BRAND SELLING



SAMSUNG (₹9.43M), NIKE (₹9.39M), AND PUMA (₹9.28M) ARE THE TOP-SELLING BRANDS BY REVENUE.

6

PRODUCT PERFORMANCE



RUNNING SHOES (₹26.46L), YOGA MAT (₹24.88L), AND TENNIS RACKET (₹20.39L) DOMINATE REVENUE AMONG TOP PRODUCTS.

7

STORE PERFORMANCE



MEGAMART LEADS AVG REVENUE (₹2,840), FOLLOWED BY NOVAMART (₹2,819) AND ELECTROPOINT (₹2,817).

8

STORE TYPE CONTRIBUTION



SUPERMARKETS LEAD REVENUE (₹48.2M), FOLLOWED BY SMALL STORES (₹46.4M) AND LARGE MALLS (₹43.4M).

9

CAMPAIGN EFFECTIVENESS



GREEN WEEKEND DEALS (ROI ₹2,490.41), INSTANT GRATIFICATION SALE (₹1,589.02) DELIVER STRONG ROI.

10

TIME & TREND INSIGHTS



FRIDAY (₹20.28M), WEDNESDAY (₹20.01M), AND THURSDAY (₹19.96M) ARE THE STRONGEST REVENUE DAYS.

CREATE LOYALTY PROGRAMS FOR TOP CUSTOMERS.

EXPAND SPORTS PRODUCT CATEGORIES.

PLAN BIGGER CAMPAIGNS FOR WEDNESDAYS AND THURSDAYS TO BOOST FRIDAY SALES.