

Performance Analysis of XYZ

1. Overview of XYZ's Performance as a Brand Partner

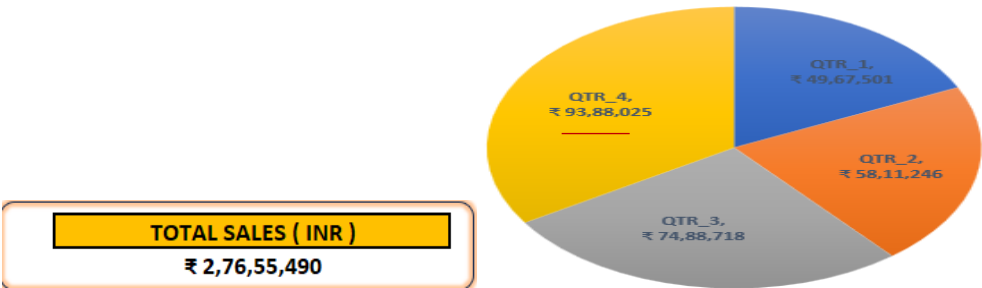
- XYZ has been a key brand partner, with a strategic focus on increasing its market presence and driving growth through multiple sales channels. The performance analysis will cover several aspects, including total sales, total units sold, and sales distribution across different sales channels. By evaluating performance across the Ekaya and Ensemble sales channels, as well as within Ekaya's individual locations, for that we will identify trends, strengths, and areas for improvement.

2. Key Metrics and Breakdown

a. Total Sales

- The total sales generated by XYZ during the period under review can be calculated by aggregating the sales from all channels and locations.

Analysis: XYZ's total sales is ₹ 2,76,55,490 & for Q4 was ₹ 93,88,025, this figure represents the cumulative income from all products sold, across all sales channels and locations.



b. Total Units Sold

- Total units sold would refer to the total number of products sold by XYZ across the entire period.
- This metric helps to understand the volume of products moving in the market, and can be correlated with sales to evaluate sales efficiency.

Analysis: XYZ sold 423 units in Q4, this would indicate the quantity of products sold.

Quarter_wise sales	Total_Qty
QTR_1	226
QTR_2	261
QTR_3	306
QTR_4	423

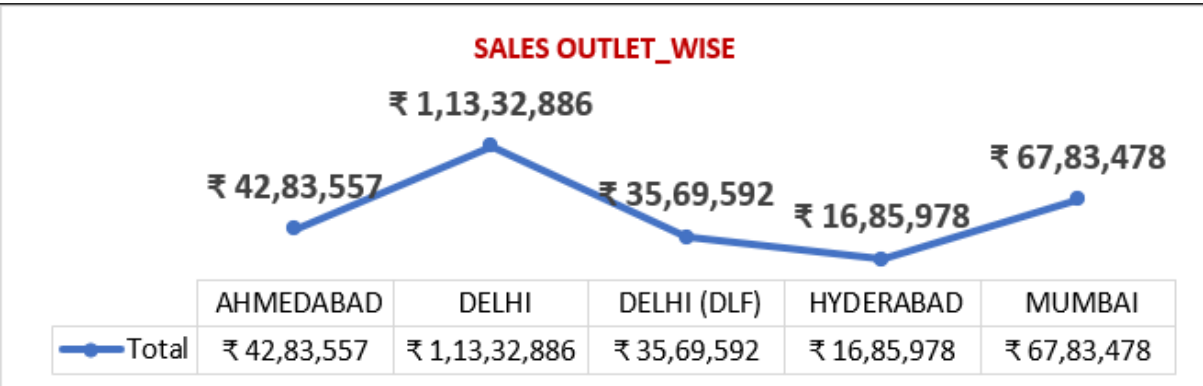
c. Sales Distribution by Sales Channel

- Ekaya vs. Ensemble:** The analysis of sales distribution between Ekaya and Ensemble will provide insight into the performance of each channel. Ekaya, potentially representing brick-and-mortar stores or a specific e-commerce platform, may have different sales dynamics compared to Ensemble, which could be an alternative distribution platform, online marketplace, or partnership.

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d. Sales Distribution by Ekaya’s Individual Locations

- Further segmentation within Ekaya’s sales performance could include the sales generated by each individual location. This helps assess which regions or stores are performing best and identify possible reasons for variations in sales (e.g., location demographics, local demand, pricing strategies).
- **Analysis:** Ekaya operates in five locations, and sales from XYZ for each location is:
- Ahmedabad: ₹ 42,83,557
- Delhi: ₹ 1,13,32,886
- Delhi (DLF): ₹ 35,69,592
- Hyderabad: ₹ 16,85,978
- Mumbai: ₹ 67,83,478
- The distribution would show that Delhi is the highest performer, contributing approx. 50% of the total Ekaya sales.



3. Sales Trends Over Time

- **Trends Over Time:** A time-series analysis is essential to identify trends, growth patterns, and seasonal variations in XYZ’s performance which involve tracking sales figures over specific periods (e.g., monthly, quarterly, or yearly) to spot any trends, such as:
 - **Seasonality:** Certain months might show higher sales due to holiday seasons or promotional events.
- Analysis: we can see from June→July & September → October there is a hike in sales

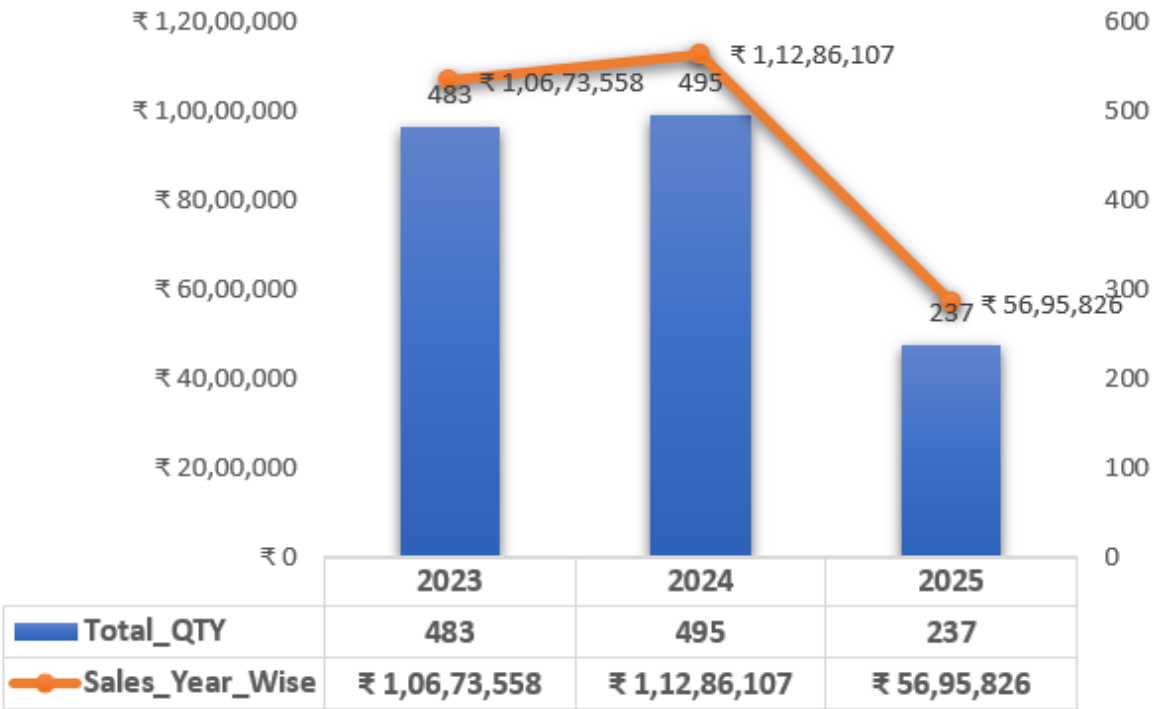


- **Growth:** A steady upward trajectory in sales over time could indicate growing brand awareness and demand.

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- **Declines:** A drop in sales might indicate factors such as increased competition, supply chain issues, or consumer shifts.
- **Analysis:** total sales in year 2023 was ₹ 1,06,73,558 , 2024 grew to ₹ 1,12,86,107, but in 2025 there is a dip in sales, this indicates a positive trend & Negative trend in XYZ’s growth trajectory.

SALES GROW YEAR OVER YEAR



- **Visualizing Trends:** A graph showing yearly sales figures can provide a clear visual representation of growth and help pinpoint year with peak performance or declines, which would warrant further investigation into possible drivers behind those fluctuations. Like increased competition, supply chain issues, or consumer shifts.

4. Conclusion

- **Performance Assessment:** XYZ’s performance as a brand partner is analysed across different sales channels and locations, highlighting sales and units sold. Key insights such as channel performance as Delhi outlet has more sales which also include the area distribution, footfall in outlet, location-based success, and overall growth trends will help stakeholder for a strategic decision for other outlets.
- **Opportunities and Areas for Improvement:** By reviewing sales trends and location-specific performance, XYZ stakeholders can identify location like Ahmedabad, Delhi(DLF),Hyderabad require more attention, potential areas for growth, and best-performing channels. Additionally, understanding seasonal trends could help optimize marketing and sales strategies in the future.

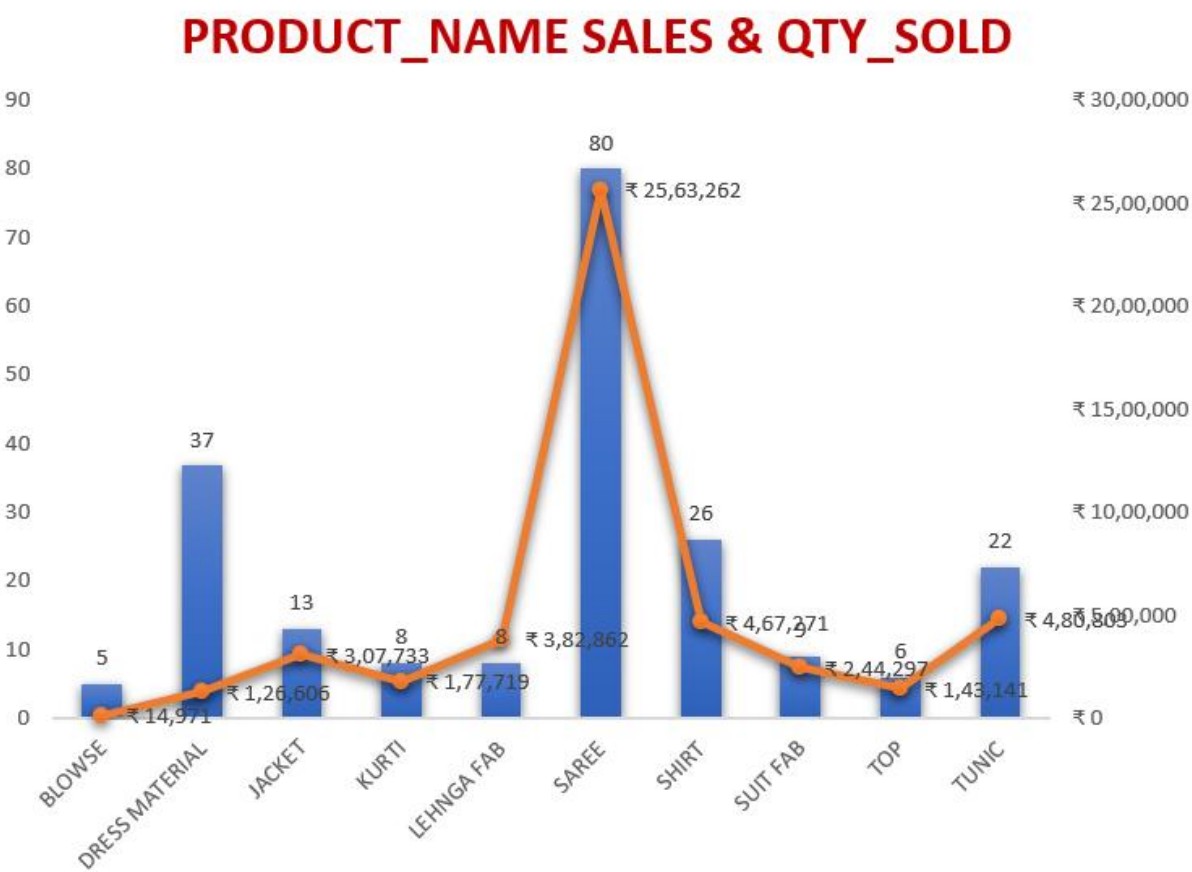
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Product Analysis: Fast-Selling vs. Slow-Moving Products

1. Identification of Fast-Selling Products

- Fast-selling products** are those that generate high sales volume and sales within a short period. These products exhibit strong demand and contribute significantly to overall performance.

Analysis: As Saree sold 80 QTY in 2024 in 3 Month (Oct , Nov , Dec) and generated ₹ 25,63,262 in sales, it can be categorized as fast-selling.



Insights:

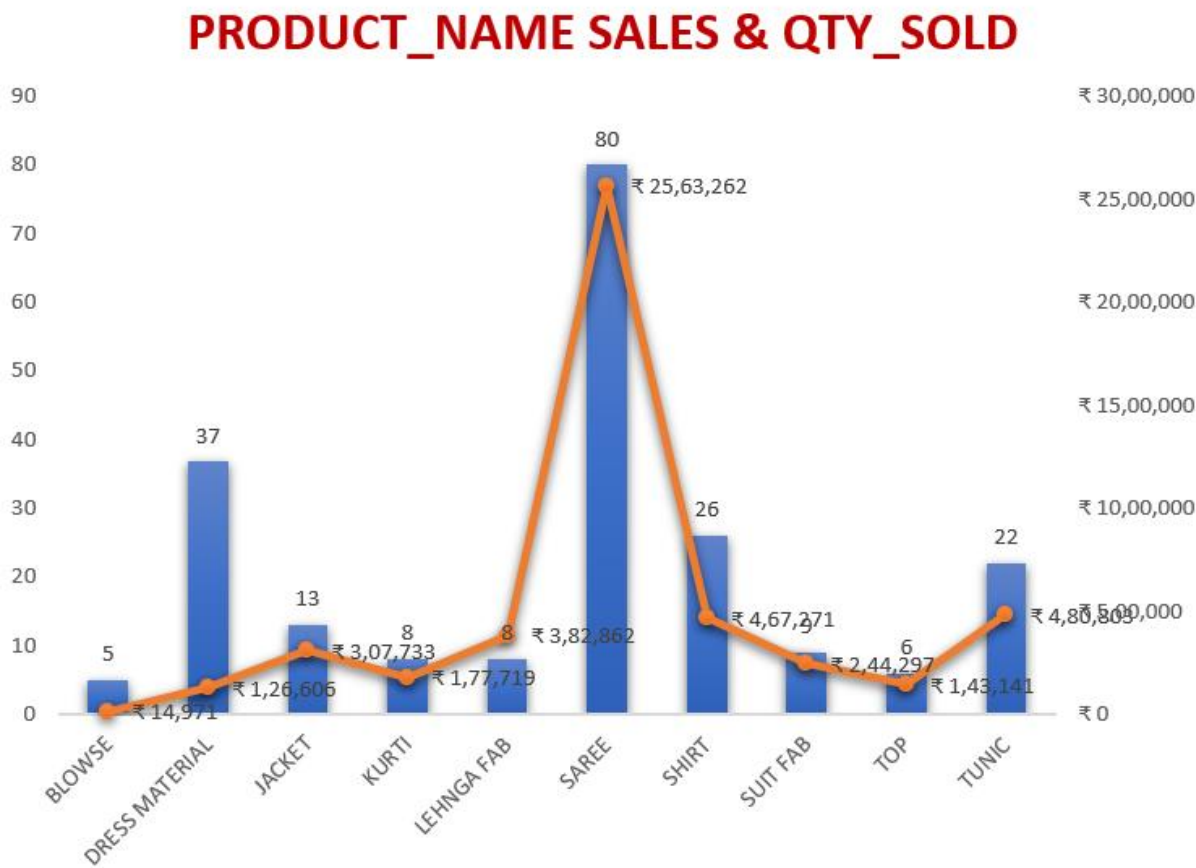
- High Demand:** Fast-selling products should be prioritized in marketing and promotions to maximize sales.
- Stock Management:** Ensure sufficient stock levels to meet demand and avoid stockouts.
- Expansion:** Consider introducing similar products or variations to capitalize on the demand.

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2. Identification of Slow-Moving Products

- Slow-moving products** are those that sell at a lower volume and generate less sales. These products often have limited demand or face challenges such as high competition, poor marketing, or pricing issues.

Analysis: A product (Blowse) that sold only 5 QTY over three months (Oct, Nov, Dec) 2024 and generated ₹ 14,971 in sales could be classified as slow-moving.



Insights:

- Examine Causes:** It could be due to poor visibility, high pricing, or customer preferences.
- Promotion Strategies:** Consider discounts, bundling with fast-sellers, or targeted marketing to boost sales.
- Product Rationalization:** If slow sales persist, consider discontinuing the product or adjusting the offering (e.g., pricing, features).

3. Actionable Recommendations

- For Fast-Selling Products:**
 - Scale up production and distribution to meet demand.

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- Invest in targeted marketing campaigns to further boost sales.
- Use positive sales data to expand similar product lines.
- **For Slow-Moving Products:**
 - Investigate customer feedback and market trends to identify potential issues.
 - Revise pricing strategies, consider promotional discounts, or reposition the product in the market.
 - If improvements are not realized, consider discontinuation or offering the product through alternative channels.

Conclusion:

By identifying fast-selling and slow-moving products, actionable insights can be derived to enhance inventory management, marketing strategies, and product offerings. Fast-sellers should be maximized, while slow-movers should be re-evaluated to either stimulate sales or phase them out.

Location Performance Analysis: XYZ's Products Across Ekaya's Locations

1. Evaluation of Location Performance

The performance of XYZ's products can be assessed by analysing total sales, units sold, and other relevant metrics across Ekaya's multiple locations. By comparing these factors, we can identify which locations are performing well and which may require attention.

2. Top-Performing Locations

- Locations contributing the most to XYZ's sales are key to understanding where the strongest market demand lies. These locations likely have a higher volume of sales, strong customer foot traffic, or more favourable market conditions.

Analysis: Delhi generates 40.98% of XYZ's total sales, while Hyderabad only contributes 6.10%, Delhi can be considered the top performer.

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Insights:

- **Strategic Focus:** Allocate more marketing efforts, stock, and resources to top-performing locations to sustain their success.
- **Replicate Success:** Identify the factors driving success in top locations (e.g., product mix, demographics, pricing) and apply them to other locations.

3. Underperforming Locations

- Locations with low sales or sales volumes need to be evaluated to uncover underlying issues, such as poor product fit, ineffective sales strategies, or local economic factors.

Analysis: As Hyderabad consistently generates lower sales compared to others, this might indicate issues like low customer engagement or product offerings not matching local preferences.



Insights:

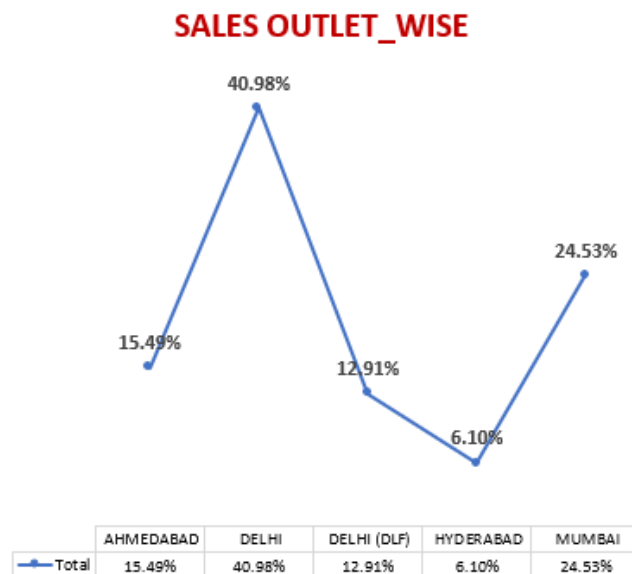
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- **Investigate Causes:** Assess the location's sales strategies, customer base, and competitive landscape to identify reasons for underperformance.
- **Revise Approach:** Consider adjusting product assortments, offering localized promotions, or retraining staff to better meet customer needs.

4. Location-Specific Trends or Preferences

- Certain locations may exhibit unique buying behaviours or preferences for specific products. Understanding these trends can help optimize product offerings.

Analysis: Delhi & Mumbai shows a preference for premium products while Hyderabad, Delhi (DLF), Ahmedabad Favors budget-friendly options, tailoring product assortments to these preferences can drive sales.



Insights:

- **Product Customization:** Offer products that cater specifically to the tastes and purchasing power of each location's customer base.
- **Targeted Marketing:** Tailor marketing campaigns to highlight the products that are in demand in specific locations.

Conclusion:

By analysing performance across Ekaya's locations, XYZ can optimize its operations by focusing on high-performing areas while addressing the challenges in underperforming locations. Location-specific trends can help fine-tune product assortments and marketing strategies, ultimately driving overall sales growth and customer satisfaction.

Colour Performance Analysis: XYZ's Product Colours

1. Analysis of Product Colour Performance

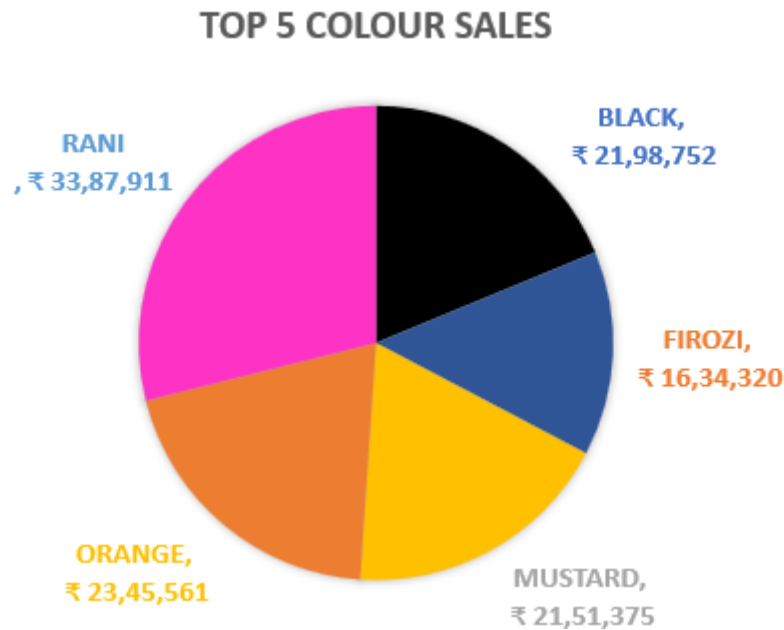
The performance of different product Colours can be assessed based on sales volume and sales generation. By evaluating how each Colour variant performs, XYZ can identify which Colours are resonating with customers and which may not be as popular.

Performance Analysis of XYZ

2. Top-Performing Colours

- **High Demand Colours:** Colours that consistently show high sales volumes and generate significant sales are considered top performers. These Colours align well with consumer preferences and trends.

Analysis: a product in "RANI" sold 140 units and generated ₹ 33,87,911 in sales, while "Orange" sold only 88 units, "RANI" would be the top performer.



Insights:

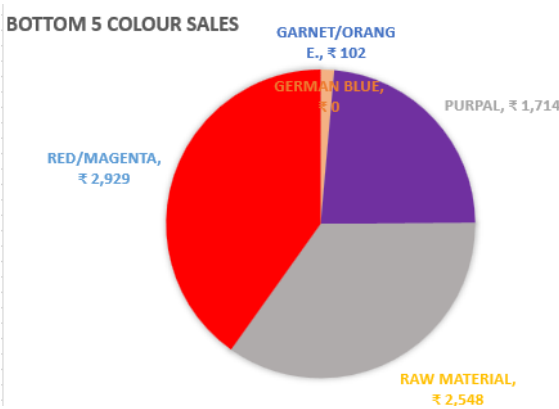
- **Focus Marketing:** Prioritize marketing efforts and visibility for high-performing Colours to maintain their popularity.
- **Stock Management:** Ensure top-performing Colours are always adequately stocked to meet demand and avoid stockouts.

3. Underperforming Colours

- **Low Demand Colours:** Colours that are underperforming in terms of sales and sales indicate a misalignment with customer preferences or seasonal trends. These Colours may have limited appeal or face stiff competition from other options.

Analysis: If "German Blue" has not sold a single units while other Colours like "Red/Magenta" or "Purpal" have sold some qty, it indicates underperformance for "German Blue."

Performance Analysis of XYZ



Insights:

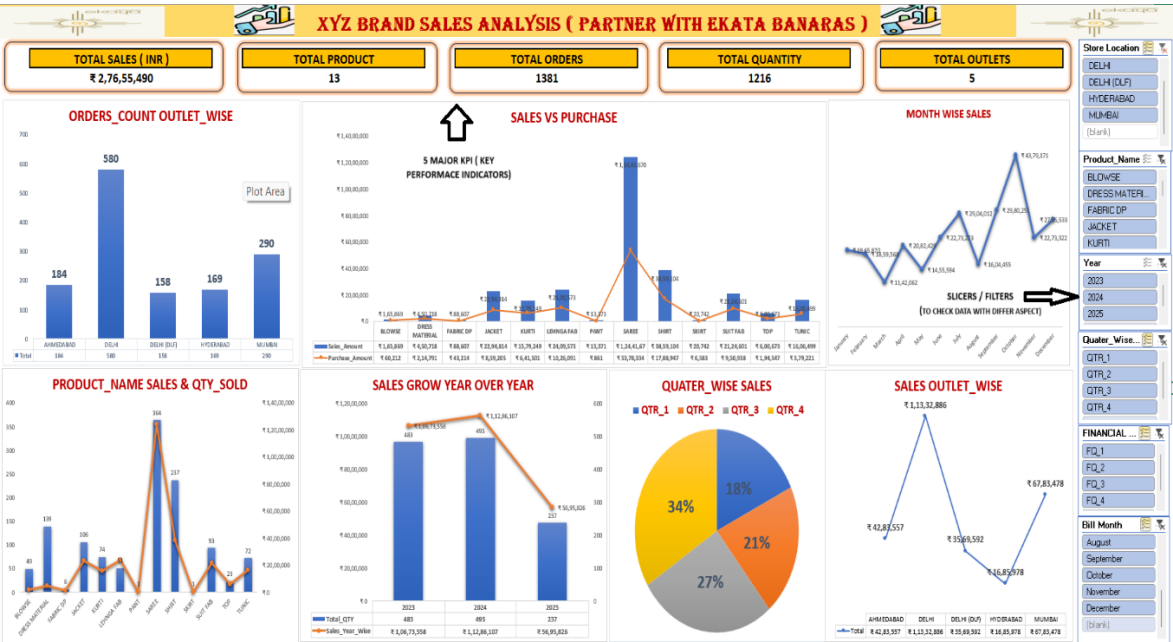
- **Reevaluate Offering:** Consider reducing stock or discontinuing underperforming Colours if sales remain low.
- **Promotional Efforts:** Experiment with promotions, such as discounts or bundling underperforming Colours with popular ones to boost sales.
- **Customer Feedback:** Gather insights from customers to understand why certain Colours are underperforming and adjust product offerings accordingly.

4. Conclusion

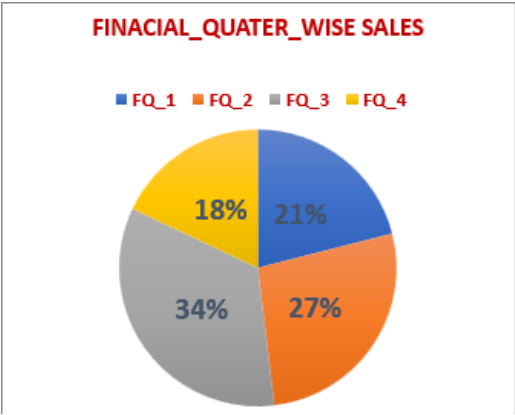
By analysing the sales performance of product Colours, XYZ can make informed decisions to focus on high-performing Colours while addressing or phasing out underperforming ones. Tailoring Colour offerings based on customer preferences can optimize sales and improve overall product performance.

Visual Reporting:

DASHBOARD FOR XYZ SALES ANALYSIS (PARTNER WITH EKAYA BANARAS)



Performance Analysis of XYZ



DRILL DOWN ANALYSIS FOR XYZ (PARTNER WITH EKAYA BANARAS)

Outlets_Names	Order Count	Outlets_Name	Sales_Amount	Outlets_Name	Qty_Sold
AHMEDABAD	184	AHMEDABAD	₹ 42,83,557	AHMEDABAD	166
DELHI	580	DELHI	₹ 1,13,32,886	DELHI	559
DELHI (DLF)	158	DELHI (DLF)	₹ 35,69,592	DELHI (DLF)	148
HYDERABAD	169	HYDERABAD	₹ 16,85,978	HYDERABAD	68
MUMBAI	290	MUMBAI	₹ 67,83,478	MUMBAI	275
		Grand Total	₹ 2,76,55,490	Grand Total	1216

Product_Name	Total_QTY	Sales_product_wise	Year_Wise	Total_QTY	Sales_Year_Wise
BLOWSE	49	₹ 1,65,869	2023	483	₹ 1,06,73,558
DRESS MATERIAL	139	₹ 4,50,718	2024	495	₹ 1,12,86,107
FABRIC DP	6	₹ 88,607	2025	237	₹ 56,95,826
JACKET	106	₹ 22,94,814	Grand Total	1216	₹ 2,76,55,490
KURTI	74	₹ 15,79,249			
LEHNGA FAB	51	₹ 24,09,573	Year_Wise	Order Count	
PANT	1	₹ 13,371	2023	505	
SAREE	364	₹ 1,24,41,670	2024	494	
SHIRT	237	₹ 38,59,104	2025	382	
SKIRT	1	₹ 20,742	Grand Total	1381	
SUIT FAB	93	₹ 21,24,601			
TOP	23	₹ 6,00,673			
TUNIC	72	₹ 16,06,499			

Quarter_wise sales	Sales	Sales	Product_Name	Sales_Amount	Purchase_Amount
QTR_1	₹ 49,67,501	₹ 2,76,55,490	BLOWSE	₹ 1,65,869	₹ 60,212
QTR_2	₹ 58,11,246		DRESS MATERIAL	₹ 4,50,718	₹ 2,14,791
QTR_3	₹ 74,88,718	Count of Uniq_id_Trans	FABRIC DP	₹ 88,607	₹ 43,214
QTR_4	₹ 93,88,025	1381	JACKET	₹ 22,94,814	₹ 8,59,205
Grand Total	₹ 2,76,55,490	Sum of Qty	KURTI	₹ 15,79,249	₹ 6,41,501
		1216	LEHNGA FAB	₹ 24,09,573	₹ 10,26,091
Finacial_Quarter_wise sales	Sales		PANT	₹ 13,371	₹ 861
FQ_1	₹ 58,11,246	13	SAREE	₹ 1,24,41,670	₹ 53,78,334
FQ_2	₹ 74,88,718	5	SHIRT	₹ 38,59,104	₹ 17,08,947
FQ_3	₹ 93,88,025		SKIRT	₹ 20,742	₹ 6,583
FQ_4	₹ 49,67,501		SUIT FAB	₹ 21,24,601	₹ 9,50,938
Grand Total	₹ 2,76,55,490		TOP	₹ 6,00,673	₹ 1,94,547
			TUNIC	₹ 16,06,499	₹ 5,79,221
			Grand Total	₹ 2,76,55,490	₹ 1,16,64,443

Year_Wise	Total_QTY	Sales_Year_Wise	Purchase_Amount
2023	483	₹ 1,06,73,558	₹ 47,09,850
2024	495	₹ 1,12,86,107	₹ 45,76,124
2025	237	₹ 56,95,826	₹ 23,78,469
Grand Total	1216	₹ 2,76,55,490	₹ 1,16,64,443

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Store Location	Product Name	Year	Quarter_Wise_Sales	Bill Month	FINANCIAL QTR
AHMEDABAD	BLOWSE	2023	QTR_1	January	Q1_1
DELHI	DRESS MATERIAL	2024	QTR_2	February	Q1_2
DELHI (DLI)	FABRIC DP	2025	QTR_3	March	Q1_3
HYDERABAD	JACKET		QTR_4	April	Q1_4
MUMBAI	KURTI			May	
	LEHNGA FAB			June	
	PANT			July	
	SAREE			August	
	SHIRT			September	
	SKIRT			October	
	SUIT FAB			November	
	TOP			December	

Month_wise sales	Sales
January	₹ 19,65,870
February	₹ 18,59,568
March	₹ 11,42,062
April	₹ 20,82,429
May	₹ 14,55,594
June	₹ 22,73,223
July	₹ 29,04,012
August	₹ 16,04,455
September	₹ 29,80,251
October	₹ 43,79,171
November	₹ 22,73,322
December	₹ 27,35,533
Grand Total	₹ 2,76,55,490

Month_wise sales	Sum of Sales Amount	Sum of Qty
GARNET/ORANGE	₹ 102	0
GERMAN BLUE	₹ 0	0
PURPAL	₹ 1,714	2
RAW MATERIAL	₹ 2,548	1
RED/MAGENTA	₹ 2,929	1
Grand Total	₹ 7,293	4

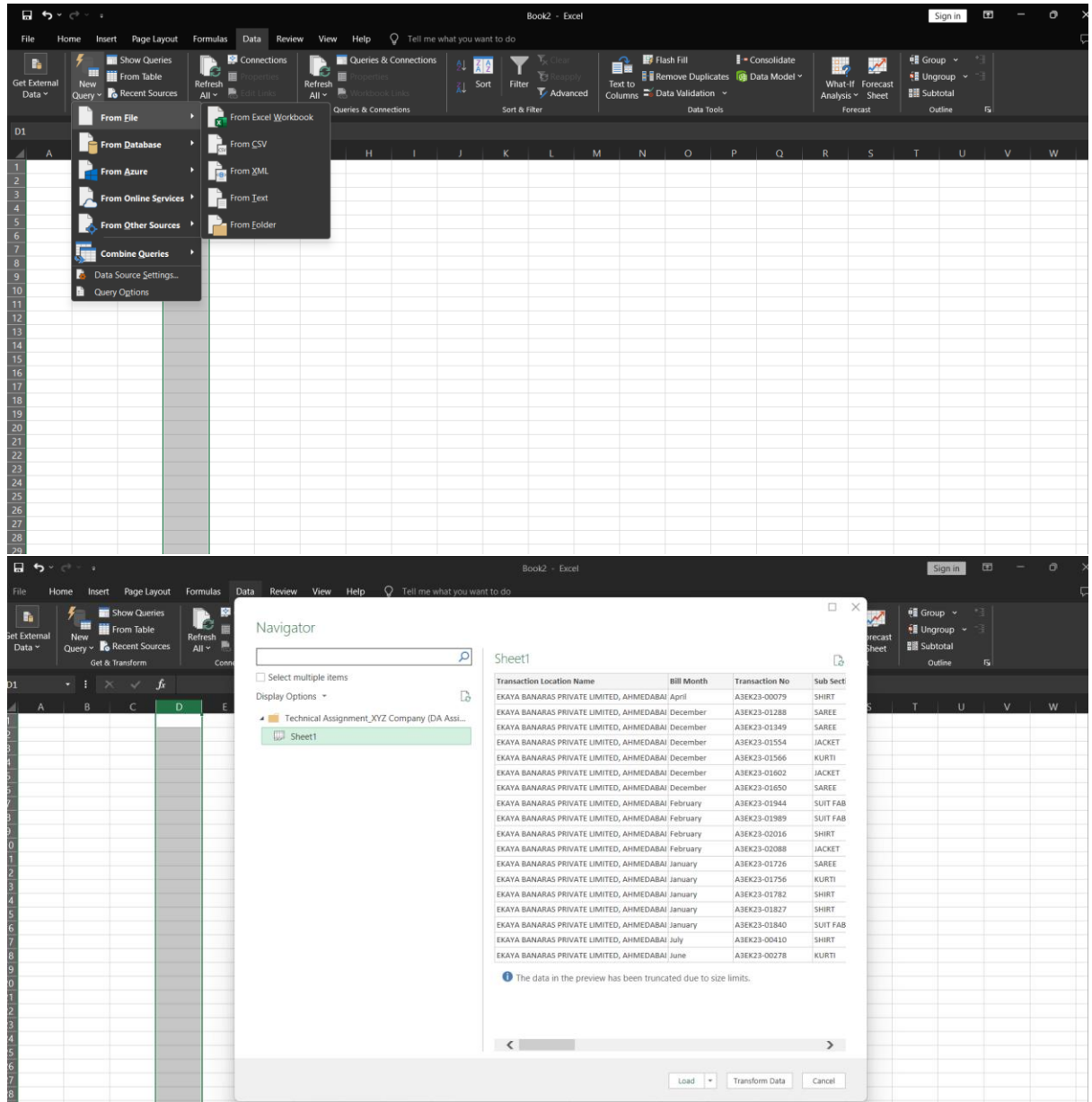
Top 5 Color	Sales	Total_Qty
RANI	₹ 33,87,911	140
ORANGE	₹ 23,45,561	88
BLACK	₹ 21,98,792	115
MUSTARD	₹ 21,51,375	91
FIROZI	₹ 16,54,320	53

Error Identification and Resolution:

Error identification with the help of power query in excel which I have used for data cleaning and the resolution listed below:

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Step 1: Connect the dataset for extract , transform , load with power query or power editor:



Step 2:

- Check with data type of all the columns use detect data type option for correcting all data types.
- As the outlet area name is merged with ekaya it will huge while doing analysis so we need to get the outlet location name with the help separating location with the help of delimiter option.
- Removed the unwanted columns i.e. duplicate date as we already have date, month and unique invoice number.
- Removed all null values and columns with the help of removed blank rows and columns.
- Extract year from transaction and add prefix to the year.
- Extract store code from transaction.
- Used conditional statement for calculating QTR wise details through month.

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- Used conditional statement for calculating Financial_QTR wise details through month.
- Then close and load the power pivot.

Power Query Editor - Ekaaya Data Model (Cleaning) - Power Query Editor

Formula Bar: = Table.ReorderColumns(*Added Conditional Column1,{"Transaction Location Name", "Store location", "Bill

Table Columns:

Transaction Location Name	Store Location	Bill Month	Quarter_Wise_Sales	FINANCIAL_QTR	Store Code	Uniq_Id_Trans
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	April	QTR_2	FQ_1	A3	00079
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	December	QTR_4	FQ_3	A3	01288
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	December	QTR_4	FQ_3	A3	01349
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	December	QTR_4	FQ_3	A3	01354
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	December	QTR_4	FQ_3	A3	01566
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	December	QTR_4	FQ_3	A3	01602
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	December	QTR_4	FQ_3	A3	01650
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	February	QTR_1	FQ_4	A3	01944
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	February	QTR_1	FQ_4	A3	01989
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	February	QTR_1	FQ_4	A3	02016
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	February	QTR_1	FQ_4	A3	02088
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	January	QTR_1	FQ_4	A3	01726
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	January	QTR_1	FQ_4	A3	01756
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	January	QTR_1	FQ_4	A3	01782
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	January	QTR_1	FQ_4	A3	01827
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	January	QTR_1	FQ_4	A3	01840
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	July	QTR_3	FQ_2	A3	00410
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	June	QTR_2	FQ_1	A3	00278
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	May	QTR_2	FQ_1	A3	00183
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	November	QTR_4	FQ_3	A3	01124
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	November	QTR_4	FQ_3	A3	01203
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	November	QTR_4	FQ_3	A3	01203
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	November	QTR_4	FQ_3	A3	01247
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	November	QTR_4	FQ_3	A3	01248
EKAYA BANARAS PRIVATE LIMITED, DELHI	DELHI	April	QTR_2	FQ_1	D1	0000030
EKAYA BANARAS PRIVATE LIMITED, DELHI	DELHI	April	QTR_2	FQ_1	D1	0000057
EKAYA BANARAS PRIVATE LIMITED, DELHI	DELHI	April	QTR_2	FQ_1	D1	00112

XYZ sales dashboard - Excel

Table Columns:

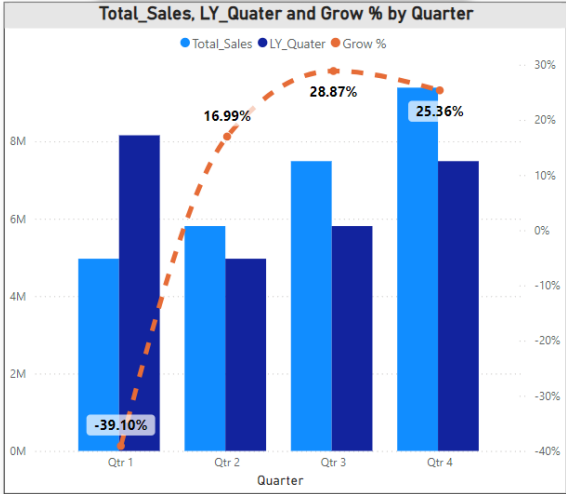
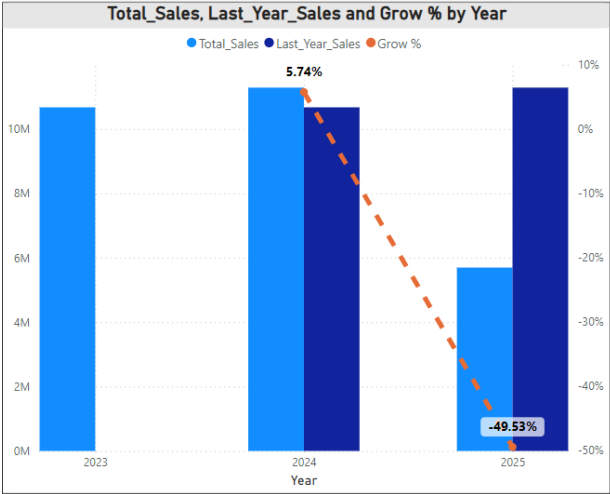
Transaction Location Name	Store Location	Bill Month	Quarter_Wise_Sales	FINANCIAL_QTR	Store Code	Uniq_Id_Trans	Year	Transaction No	Product_Name	Article No	Style Name Name	Product_Color	Item Code	Client Name
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	April	QTR_2	FQ_1	A3	00079	2023	A3EK23-00079	SHIRT	S121137223-SR	ARRH-33	RANI	721013446	ABC
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	December	QTR_4	FQ_3	A3	01288	2023	A3EK23-01288	SAREE	ST2013152-SA	ARRH	DARK GREY	722007682	ABC
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	December	QTR_4	FQ_3	A3	01349	2023	A3EK23-01349	SAREE	ST2013152-SA	ARRH	TUSSER/RANI	722009708	ABC
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	December	QTR_4	FQ_3	A3	01554	2023	A3EK23-01554	JACKET	S121140398-JA	ARRH-29	SEA GREEN	722014733	ABC
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	December	QTR_4	FQ_3	A3	01566	2023	A3EK23-01566	KURTI	S121140224-KU	ARRH-42	YELLOW	722014737	ABC
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	December	QTR_4	FQ_3	A3	01602	2023	A3EK23-01602	JACKET	S121139370-JA	ARRH-26	PISTA	722014738	ABC
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	December	QTR_4	FQ_3	A3	01650	2023	A3EK23-01650	SAREE	S12114202-SA	ARRH	RANI	722010939	ABC
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	February	QTR_1	FQ_4	A3	01944	2023	A3EK23-01944	SUIT FAB	CO22140055-SU	ARRH-29	PISTA	722016545	ABC
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	February	QTR_1	FQ_4	A3	01989	2023	A3EK23-01989	SUIT FAB	S121140607-SU	ARRH-49	TUSSAR	722016546	ABC
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	February	QTR_1	FQ_4	A3	02016	2023	A3EK23-02016	SHIRT	KO22138819-SR	ARRH-6	RANI	722018045	ABC
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	February	QTR_1	FQ_4	A3	02088	2023	A3EK23-02088	JACKET	S121139370-JA	ARRH-38	BLACK	722016544	ABC
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	January	QTR_1	FQ_4	A3	01726	2023	A3EK23-01726	SAREE	ST115537-SA	ARRH	PISTA	722010946	ABC
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	January	QTR_1	FQ_4	A3	01756	2023	A3EK23-01756	KURTI	S121139831-KU	ARRH-14	RED/MUSTURED	722016541	ABC
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	January	QTR_1	FQ_4	A3	01782	2023	A3EK23-01782	SHIRT	KO22138819-SR	ARRH-6	RANI	722014739	ABC
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	January	QTR_1	FQ_4	A3	01827	2023	A3EK23-01827	SHIRT	S121139346-SR	ARRH-24	TUSSAR	722016542	ABC
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	January	QTR_1	FQ_4	A3	01840	2023	A3EK23-01840	SUIT FAB	KO2013783-SU	ARRH	GAZARI	721002199	ABC
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	July	QTR_3	FQ_2	A3	00410	2023	A3EK23-00410	SHIRT	KO22138819-SR	ARRH-12	SEA GREEN	722004200	ABC
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	June	QTR_2	FQ_1	A3	00278	2023	A3EK23-00278	KURTI	KO2013676-KU	ARRH-14	MUSTARD-RANI	721011941	ABC
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	May	QTR_2	FQ_1	A3	00183	2023	A3EK23-00183	SHIRT	S118129786-SR	ARRH-12	SEA GREEN	621092125	ABC
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	November	QTR_4	FQ_3	A3	01124	2023	A3EK23-01124	KURTI	S12015782-KU	ARRH-2	YELLOW	721011850	ABC
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	November	QTR_4	FQ_3	A3	01203	2023	A3EK23-01203	BLOWSE	RG2013594-BL	ARRH	ORANGE	722011818	ABC
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	November	QTR_4	FQ_3	A3	01203	2023	A3EK23-01203	LEHNGA FAB	RG2013594-LE	ARRH	ORANGE	722011811	ABC
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	November	QTR_4	FQ_3	A3	01247	2023	A3EK23-01247	SUIT FAB	KO2013783-SU	ARRH-10	RUST	721013326	ABC
EKAYA BANARAS PRIVATE LIMITED, AHMEDABAD	AHMEDABAD	November	QTR_4	FQ_3	A3	01248	2023	A3EK23-01248	KURTI	KO22138820-KU	ARRH-14	MULTI	722006697	ABC
EKAYA BANARAS PRIVATE LIMITED, DELHI	DELHI	April	QTR_2	FQ_1	D1	0000030	2023	D1EK-0000030	SHIRT	KO2013982-SR	ARRH-6	RANI	721013443	ABC
EKAYA BANARAS PRIVATE LIMITED, DELHI	DELHI	April	QTR_2	FQ_1	D1	0000057	2023	D1EK-0000057	SHIRT	S121137223-SR	ARRH-32	LEMON	721013445	ABC
EKAYA BANARAS PRIVATE LIMITED, DELHI	DELHI	April	QTR_2	FQ_1	D1	00112	2023	D1EK23-00112	SHIRT	S120136156-SR	ARRH-3	MUSATRO	721012897	ABC
EKAYA BANARAS PRIVATE LIMITED, DELHI	DELHI	April	QTR_2	FQ_1	D1	00447	2023	D1EK23-00447	JACKET	S12115409-JA	ARRH-27	GARNET	721013340	ABC
EKAYA BANARAS PRIVATE LIMITED, DELHI	DELHI	April	QTR_2	FQ_1	D1	00451	2023	D1EK23-00451	SHIRT	S118129786-SR	ARRH-25	PINK	722000029	ABC
EKAYA BANARAS PRIVATE LIMITED, DELHI	DELHI	April	QTR_2	FQ_1	D1	00466	2023	D1EK23-00466	SHIRT	S121137223-SR	ARRH-12	SEA GREEN	721009794	ABC
EKAYA BANARAS PRIVATE LIMITED, DELHI	DELHI	August	QTR_3	FQ_2	D1	02099	2023	D1EK23-02099	SHIRT	T119134273-SR	ARRH-24	SILVER	2201148	ABC
EKAYA BANARAS PRIVATE LIMITED, DELHI	DELHI	August	QTR_3	FQ_2	D1	02101	2023	D1EK23-02101	SHIRT	S121137223-SR	ARRH-33	RANI	2201142	ABC
EKAYA BANARAS PRIVATE LIMITED, DELHI	DELHI	August	QTR_3	FQ_2	D1	02122	2023	D1EK23-02122	SHIRT	KO19134209-SR	ARRH-12	SEA GREEN	2201133	ABC
EKAYA BANARAS PRIVATE LIMITED, DELHI	DELHI	August	QTR_3	FQ_2	D1	02233	2023	D1EK23-02233	DRESS MATERIAL	ST18132519-DM	ARRH	GARNET/ORANGE	721013474	ABC
EKAYA BANARAS PRIVATE LIMITED, DELHI	DELHI	August	QTR_3	FQ_2	D1	02267	2023	D1EK23-02267	SHIRT	S118129786-SR	ARRH-25	PICH	2201130	ABC
EKAYA BANARAS PRIVATE LIMITED, DELHI	DELHI	August	QTR_3	FQ_2	D1	02359	2023	D1EK23-02359	SHIRT	S118129786-SR	ARRH-3	MUSATRO	2201226	ABC
EKAYA BANARAS PRIVATE LIMITED, DELHI	DELHI	August	QTR_3	FQ_2	D1	02360	2023	D1EK23-02360	SHIRT	S118129786-SR	ARRH-6	RANI	2201105	ABC
EKAYA BANARAS PRIVATE LIMITED, DELHI	DELHI	December	QTR_4	FQ_3	D1	04198	2023	D1EK23-04198	JACKET	S12115409-JA	ARRH-27	GAZARI	2201297	ABC
EKAYA BANARAS PRIVATE LIMITED, DELHI	DELHI	December	QTR_4	FQ_3	D1	04382	2023	D1EK23-04382	KURTI	CO22138820-KU	ARRH-42	ORANGE	2201442	ABC

Some observation on YOY (year on year) || MOM (month on month) || QoQ (Quarter on Quarter) using Dax on power BI tool:

Performance Analysis of XYZ

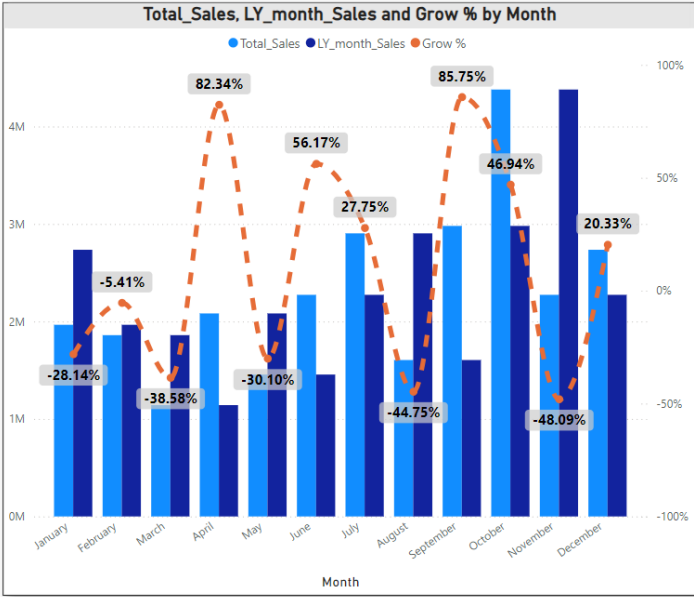
Year	Total_Sales	Last_Year_Sales	Grow %
2023	10.7M		
2024	11.3M	10.67M	↑ 5.74%
2025	5.7M	11.29M	↓ -49.53%
Total	27.7M	21.96M	25.94%

Quarter	Total_Sales	LY_Quarter	Grow %
Qtr 1	5.0M	8.2M	↓ -39.10%
Qtr 2	5.8M	5.0M	↑ 16.99%
Qtr 3	7.5M	5.8M	↑ 28.87%
Qtr 4	9.4M	7.5M	↑ 25.36%
Total	27.7M	26.4M	4.66%



Analysis: As we see above in first graph i.e. year on year grow % sales we can see growth compared to 2023 XYZ has posted growth 5.74% on 2024 but after that in 2025 degrowth of -49.53%.

Month	Total_Sales	LY_month_Sales	Grow %
January	2.0M	2.7M	↓ -28.1%
February	1.9M	2.0M	↓ -5.4%
March	1.1M	1.9M	↓ -38.6%
April	2.1M	1.1M	↑ 82.3%
May	1.5M	2.1M	↓ -30.1%
June	2.3M	1.5M	↑ 56.2%
July	2.9M	2.3M	↑ 27.7%
August	1.6M	2.9M	↓ -44.8%
September	3.0M	1.6M	↑ 85.7%
October	4.4M	3.0M	↑ 46.9%
November	2.3M	4.4M	↓ -48.1%
December	2.7M	2.3M	↑ 20.3%
Total	27.7M	27.7M	-0.0%



Analysis: As we see above in first graph i.e. month on month grow % on sales we can see growth in month of April , June , July , September ,October and December ,this might be month we did promotion , marketing.

Summarizing Recommendations to Improve XYZ's Performance Across Locations and Sales Channels (as we discussed above)

1. Optimize Stock and Resource Allocation by Location

Performance Analysis of XYZ

- **Key Insight:** Some locations are significantly outperforming others in terms of sales and units sold. These high-performing locations should receive prioritized stock allocation, marketing resources, and exclusive promotions.
- **Recommendation:**
 - **Focus on Top Locations:** Increase inventory, tailor marketing efforts, and ensure stock levels are high in top-performing locations to maintain growth.
 - **Revitalize Underperforming Locations:** Investigate reasons for underperformance in specific locations (e.g., low customer engagement, unsuitable product assortments). Consider adjusting product offerings, implementing localized promotions, or enhancing staff training to boost performance in these areas.

2. Enhance Sales Channel Strategy (Ekaya vs. Ensemble)

- **Key Insight:** Performance across sales channels (e.g., Ekaya vs. Ensemble) shows distinct sales generation, with one channel potentially outpacing the other. Understanding the unique strengths of each channel is critical.
- **Recommendation:**
 - **Capitalize on High-Performing Channels:** Focus more marketing and promotional efforts on the channel that generates the highest sales, while ensuring that the lower-performing channel is not neglected. Consider exploring cross-channel strategies, such as special promotions exclusive to Ensemble or bundling offers across both channels to boost synergy.
 - **Experiment with New Sales Models:** Introduce exclusive offers for online or in-store purchases, integrating both channels to encourage multi-channel shopping and increase overall sales.

3. Target Product Colour Preferences

- **Key Insight:** Certain product colours are underperforming while others have high sales potential. Understanding consumer colour preferences at each location can guide product assortment and promotional strategies.
- **Recommendation:**
 - **Promote High-Performing Colours:** Focus marketing and in-store displays on colours that are consistently top sellers to boost their visibility.
 - **Reevaluate Underperforming Colours:** Reduce inventory or discontinue underperforming colours, and consider running targeted discounts or bundling strategies to clear stock. Alternatively, explore rebranding or repositioning these colours based on customer feedback.

4. Leverage Data for Dynamic Pricing and Promotions

Performance Analysis of XYZ

- **Key Insight:** Sales data suggests there are opportunities to increase sales through dynamic pricing strategies based on demand and seasonality.
- **Recommendation:**
 - **Implement Dynamic Pricing:** Use sales trends and demand patterns to adjust pricing in real time across different locations or sales channels, ensuring competitive pricing without sacrificing margins.
 - **Seasonal Promotions:** Introduce seasonal discounts, flash sales, or limited-time offers to boost sales during slow periods and take advantage of high-demand seasons.

5. Customer Engagement and Feedback

- **Key Insight:** There may be gaps in understanding why certain products or locations underperform, which can be addressed through customer engagement.
- **Recommendation:**
 - **Collect Customer Feedback:** Use surveys, reviews, and social media insights to gather direct feedback on product preferences, colours, and location-specific trends. This will help identify unmet needs and refine product offerings.
 - **Loyalty Programs:** Introduce or expand customer loyalty programs that reward repeat purchases, encourage word-of-mouth marketing, and improve customer retention across both locations and sales channels.

6. Monitor Performance Regularly and Adapt

- **Key Insight:** Consistent monitoring of sales and performance metrics across different locations and channels reveals trends that can be acted upon to continuously improve.
- **Recommendation:**
 - **Regular Performance Audits:** Implement regular performance reviews (monthly or quarterly) to track sales, units sold, and customer preferences. Adjust strategies based on real-time data to stay agile and responsive to market demands.
 - **A/B Testing:** Regularly experiment with new strategies—whether in pricing, product offerings, or marketing campaigns—and test their effectiveness across locations and channels to determine the best approach.

Conclusion:

By aligning resources with top-performing locations, optimizing the product mix (especially colour preferences), enhancing multi-channel strategies, and regularly collecting customer feedback, XYZ can significantly improve its performance. These data-driven recommendations offer actionable steps to boost sales, improve customer satisfaction, and maximize sales across all locations and sales channels.