

Quickcart

**Store Analysis
using Excel**



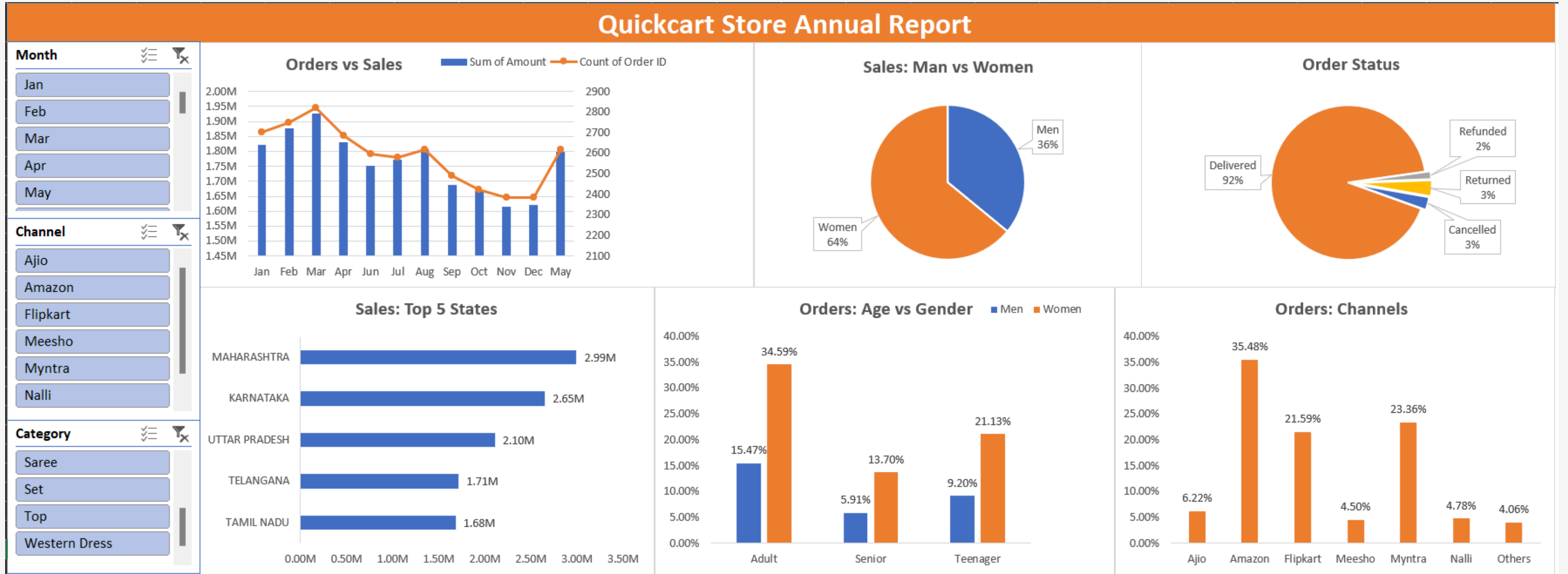
Overview

The dataset represents transactional data from "**Quickcart**," a multi-channel retail business operating across platforms like Myntra, Ajio, and Amazon. It includes details on customer demographics, order status, product categories, and financial data. The analysis focuses on uncovering trends in sales, customer preferences, and performance across different channels.

Objective

- **Understand Sales Performance:** Analyze revenue, order volumes, and channel-wise contributions.
- **Customer Insights:** Identify customer demographics, preferences, and buying patterns.
- **Category Analysis:** Determine the best-performing product categories and sizes.
- **Geographical Trends:** Evaluate sales distribution across cities and states.
- **Recommendations:** Provide actionable insights to optimize sales strategies and improve customer satisfaction.

Dashboard



Insights

1.Orders vs. Sales Trends:

- Peak sales occurred in February, with a gradual decline in subsequent months until May showed a slight recovery.
- There is a strong correlation between the number of orders and total sales.

2. Sales Distribution by Gender:

Women contribute significantly more (64%) to sales compared to men (36%).

3. Top 5 Performing States:

Maharashtra is the leading state, generating nearly 3M in sales, followed by Karnataka and Uttar Pradesh.

Insights

4. Order Status:

A majority (92%) of orders are successfully delivered, with only 8% experiencing issues (cancellations, refunds, or returns).

5. Age Group Performance:

Adults dominate the order demographics, with women accounting for 34.59%, while teenagers contribute moderately (21.13%).

6. Sales Channels:

Amazon is the most effective sales channel (35.48%), followed by Myntra (23.36%) and Flipkart (21.59%).

Recommendations

1.Target High-Performing States:

Focus marketing and promotional efforts in Maharashtra, Karnataka, and Uttar Pradesh to sustain and grow their contributions.

2. Enhance Women-Focused Campaigns:

Develop women-centric offers and promotions, given their dominant contribution to sales.

3. Reduce Order Issues:

Investigate the root causes of cancellations, returns, and refunds to improve the order success rate.

Recommendations

4. Boost Teenager Engagement:

Create product bundles or targeted campaigns to increase sales among teenagers, leveraging their growing purchasing power.

5. Optimize Sales Channels:

Invest in exclusive promotions and better user experience on Amazon and Myntra, while exploring growth opportunities on smaller platforms like Ajio and Flipkart.

6. Seasonal Strategy:

Plan promotional activities for off-peak months (e.g., March–April) to stabilize the sales curve and maintain consistent revenue.

Conclusion

The analysis of Quickcart Store's data provides valuable insights into customer demographics, sales trends, and channel performance. Women, particularly adults, are the primary drivers of sales, with Amazon emerging as the most effective channel. Maharashtra leads in revenue generation, emphasizing the need to focus on top-performing states.

While the majority of orders are delivered successfully, addressing issues like cancellations and returns can further enhance customer satisfaction. To achieve sustained growth, the store should leverage its strong performance in key segments while developing strategies to engage underperforming demographics and channels. This data-driven approach will help optimize marketing efforts, improve operational efficiency, and boost overall profitability.

Thank You