



Sales Performance Analysis Report

D-mart's 2023 comprehensive sales review and strategic insights



Executive Summary

Strong Revenue

\$16.95M total sales with high
Average Order Value of
\$678.16

Critical Challenges

13% return rate and high
dependency on single
product category

Payment Issues

Cash on Delivery driving significant order cancellations

Strategic recommendations focus on optimizing payment mix, reducing returns, and diversifying revenue streams for sustainable growth.

Key Performance Indicators

\$16.95M

Total Sales

Strong revenue performance for fiscal year 2023

25K

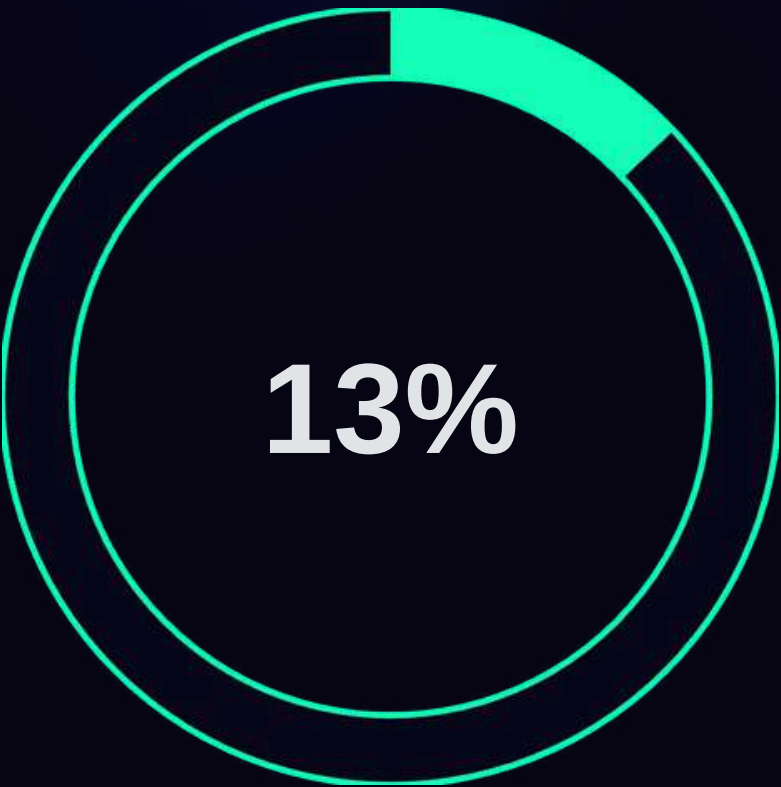
Total Orders

High volume of customer transactions

\$678

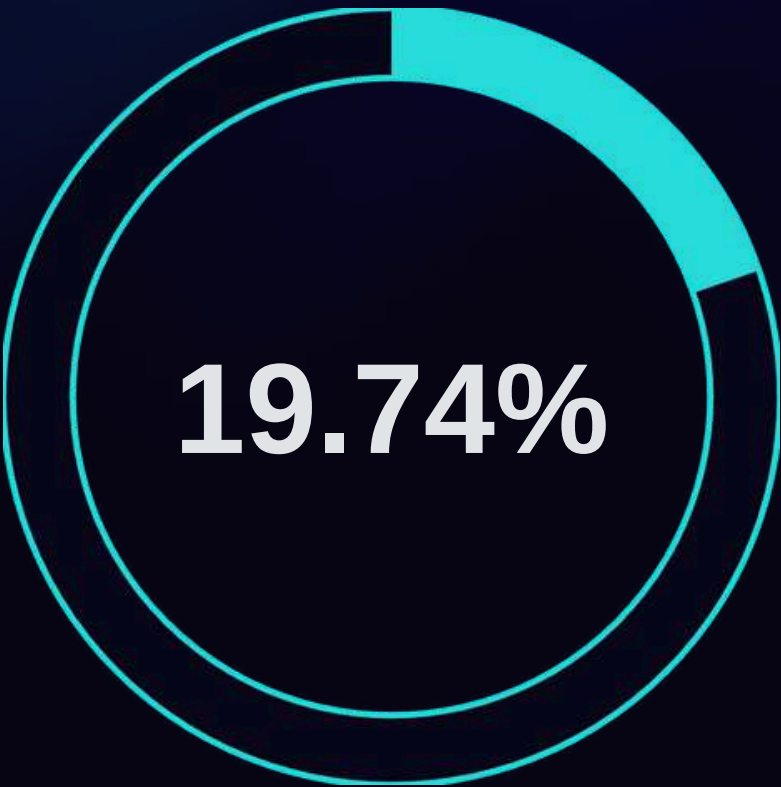
Average Order Value

Healthy basket size indicating successful
upselling



Return Rate

Critical metric impacting net profitability



Top Category Share

Single category dominance in revenue

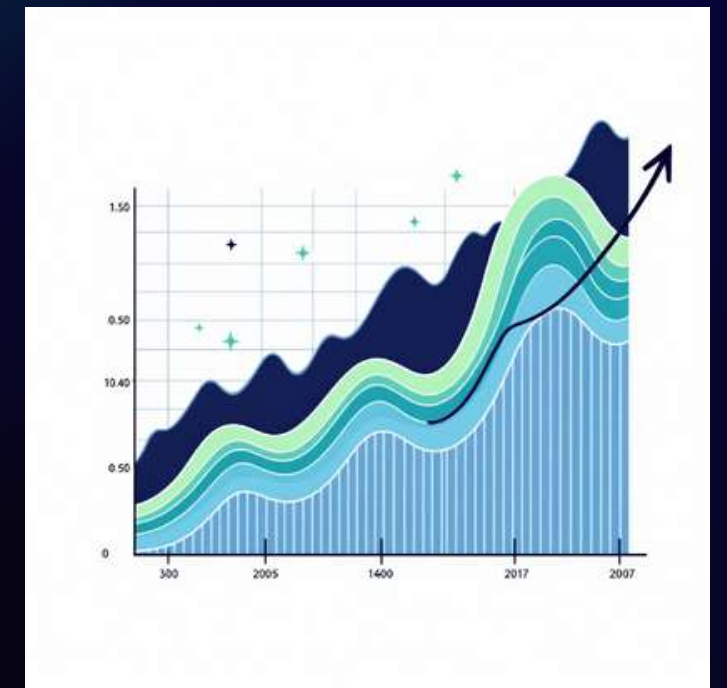


Monthly Sales Trends

Seasonal Fluctuations

Sales show significant variation throughout 2023, with notable peaks reaching ~\$1.5M and a strong December finish.

Fluctuations indicate potential seasonality or impact of specific sales campaigns requiring strategic planning.



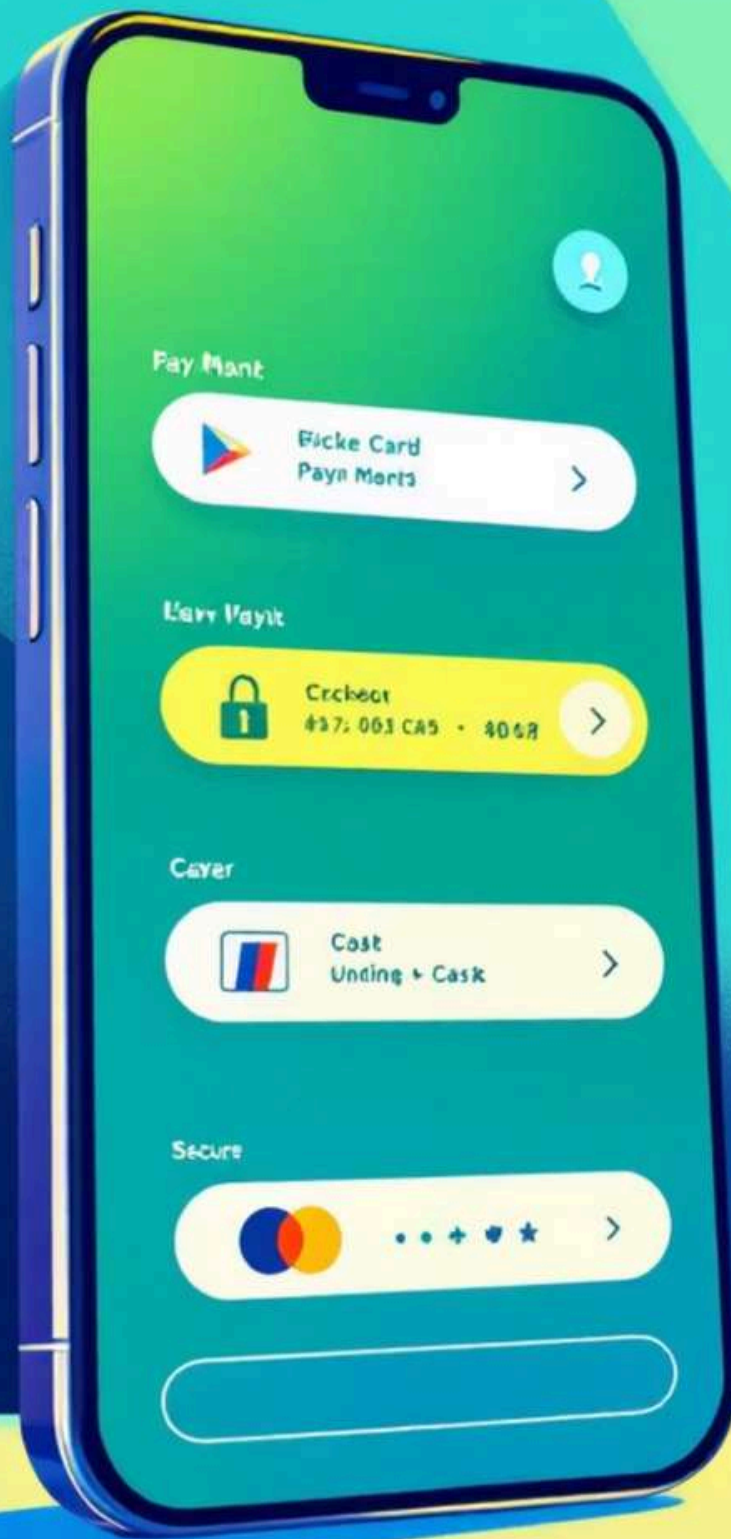
Payment Method Impact

Cash on Delivery Risk

COD associated with substantial number of cancelled orders, indicating lower customer commitment and higher cancellation risk.

Digital Payment Success

UPI, Credit, and Debit cards show higher proportion of successful orders, demonstrating stronger purchase intent.





Category Performance Analysis



Top Category

\$3.33M revenue from dominant category



Other Categories

Remaining sales distributed across portfolio

Heavy Reliance Risk

Single category dominance poses significant risk if demand falls. Diversification needed to ensure sustainable revenue streams.

SWOT Analysis

Strengths

- Strong \$16.95M sales volume
- High AOV of \$678.16
- Clear dominant product category

Weaknesses

- 13% return rate impacting profitability
- Over-reliance on single category
- High COD cancellations

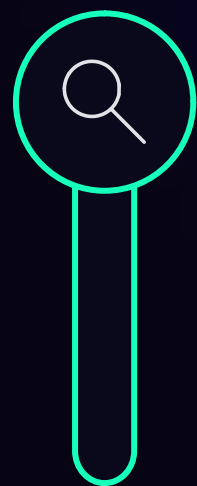
Opportunities

- Optimize payment methods
- Category diversification
- Return rate reduction initiatives

Threats

- Intense retail competition
- Market volatility
- Operational inefficiencies from returns

Strategic Recommendations



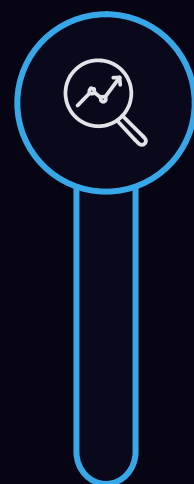
Investigate Return Causes

Launch initiative to identify primary return reasons: product quality, inaccurate descriptions, sizing issues. Implement corrective measures.



Shift to Digital Payments

Introduce COD convenience fee or "Extra 5% off on Prepaid Orders" campaign to reduce cancellations and secure orders.



Leverage Top Category

Use dominant category as hero product in marketing. Create bundled offers with lower-performing categories to increase visibility.



Implementation Priorities



Reduce Returns

Improve product imaging, detailed specs, stricter vendor quality agreements



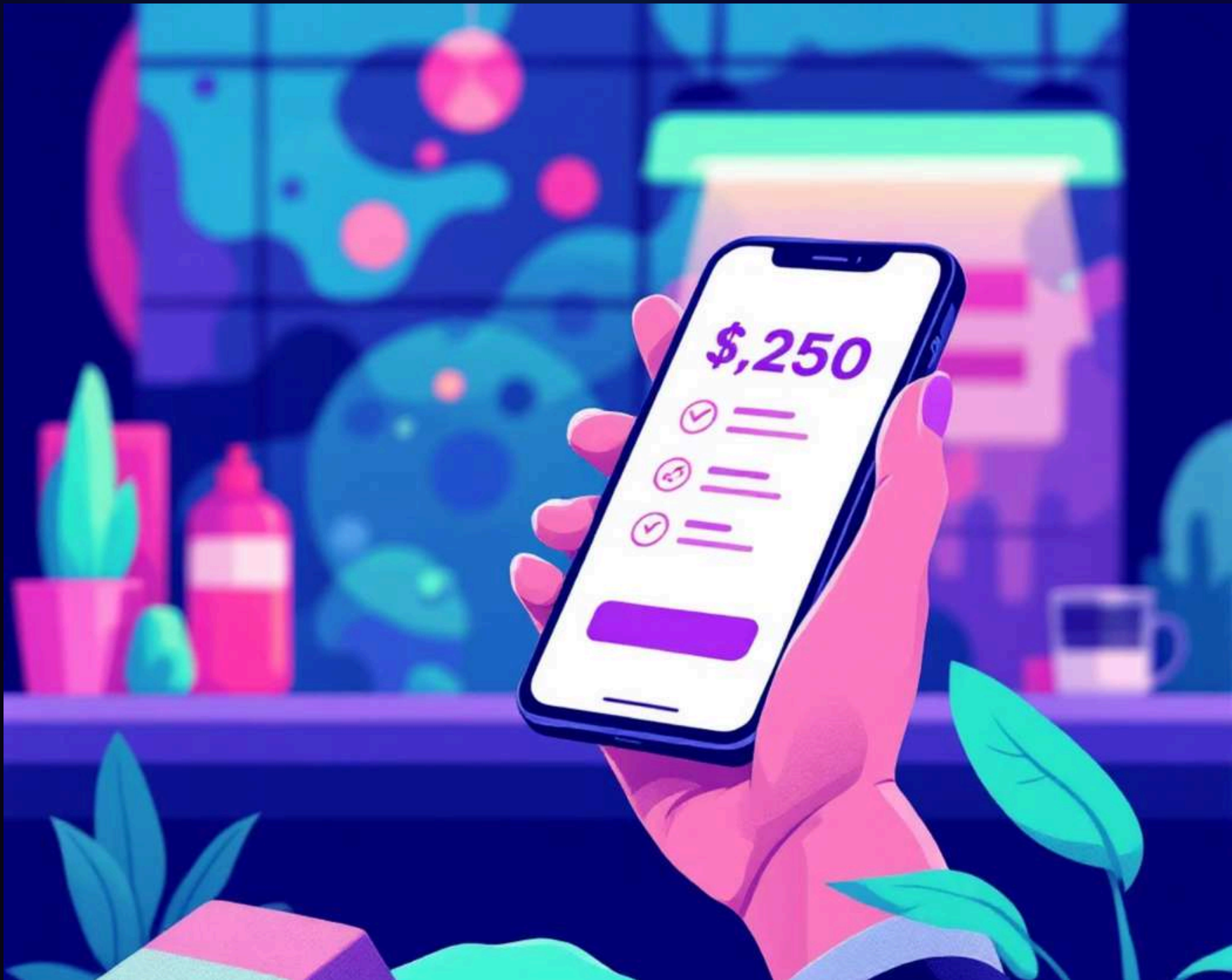
Payment Optimization

Incentivize digital payments through discounts and loyalty points



Diversify Revenue

Cross-sell and promote underperforming categories





Path Forward

D-mart has demonstrated strong 2023 performance with \$16.95M in sales and healthy order values. Success requires addressing the 13% return rate, reducing COD cancellations, and diversifying beyond single-category dependence.



Immediate Action

Launch return reduction and payment optimization initiatives



Enhanced Analytics

Segment data by state and demographics for targeted insights



Sustainable Growth

Build diversified revenue streams for long-term success