



Sales Performance Analysis

D-mart 2023 Report

Comprehensive analysis of D-mart's fiscal year 2023 performance, revealing \$16.95M in total sales with strategic opportunities for growth and optimization.

Executive Summary

D-mart achieved strong sales performance in 2023 with **\$16.95M in total revenue** and an impressive **\$678.16 average order value**.

However, critical challenges emerged: a **13% return rate** and heavy reliance on a single product category.

Cash on Delivery (COD) drives significant order cancellations, while one category dominates with **\$3.33M (19.74%)** of total sales.





Key Performance Indicators

\$16....

Total Sales

Strong revenue performance across all channels

25K

Total Orders

High volume indicating strong market presence

\$678...

Average Order Value

Healthy AOV from successful upselling strategies

13%

Return Rate

Critical metric impacting net profitability

Sales Trends Throughout 2023

Monthly sales data reveals significant fluctuations with notable peaks reaching **~\$1.5M** and a strong finish in December. These patterns suggest seasonal impacts and successful campaign timing.



Q1-Q2

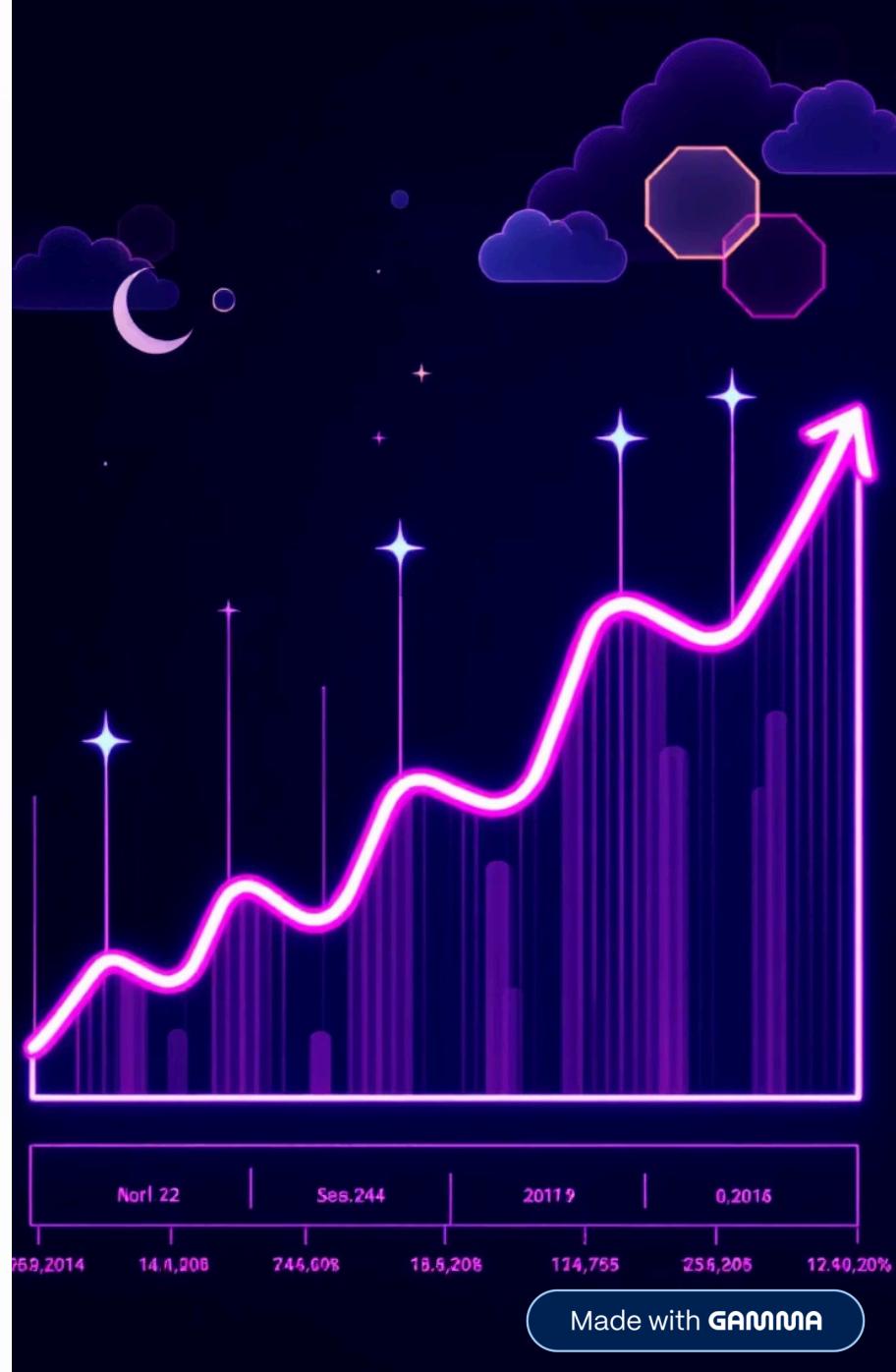
Initial growth with campaign-driven peaks

Mid-Year

Notable dip indicating seasonal slowdown

Q4 Recovery

Strong December performance closing the year



Payment Method Impact on Order Status



Critical Finding: COD Drives Cancellations

Cash on Delivery orders show substantially higher cancellation rates compared to digital payment methods. UPI, Credit, and Debit cards demonstrate higher order completion success.

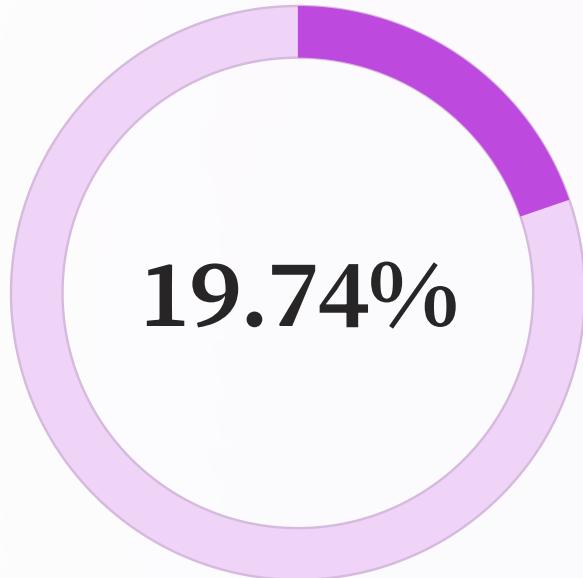
COD Risk

Less committed customers, higher cancellation overhead

Digital Success

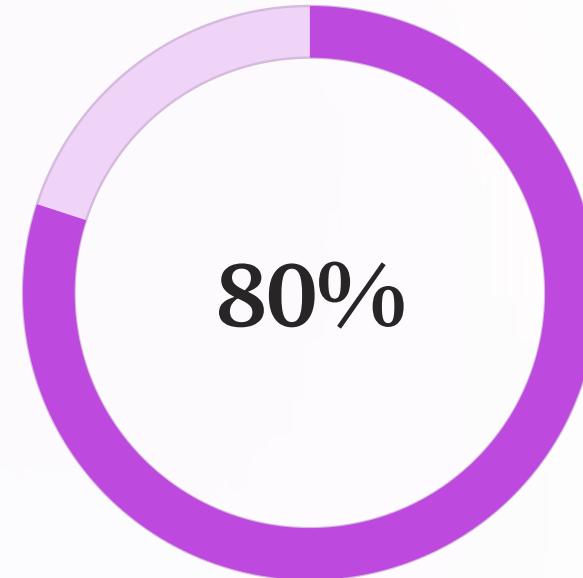
Prepaid orders show stronger completion rates

Category Performance Analysis



Top Category Dominance

Single category contributes \$3.33M in sales



Remaining Categories

Distributed across multiple product lines

- **Risk Alert:** Heavy reliance on a single category poses vulnerability if demand shifts. Diversification is critical for sustainable growth.

SWOT Analysis

Strengths

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

Weaknesses

- 13% return rate impacting profit
- Over-reliance on one category
- High COD cancellations

Opportunities

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

Threats

- Intense retail competition
- Market volatility
- Operational inefficiencies



Strategic Recommendations



Address High Return Rate

Investigate root causes: product quality, descriptions, sizing.

Implement improved imaging, detailed specs, and stricter vendor quality agreements.



Mitigate COD Cancellations

Introduce convenience fees for COD or offer "Extra 5% off on Prepaid Orders" to encourage digital payments and secure orders.



Leverage Top Category

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

Data Enhancement Opportunities

Deeper Analysis Needed

Current dashboard provides strong foundation but would benefit from enhanced granularity for more targeted decision-making.

01

Geographic Segmentation

Analyze sales by state for localized insights

02

Customer Demographics

Segment by age, income, and preferences

03

Targeted Marketing

Enable region-specific campaigns and inventory management



Conclusion: Path Forward

D-mart has demonstrated strong sales performance in 2023, but sustainable growth requires addressing critical operational challenges and diversifying revenue streams.



Immediate Priority

Reduce 13% return rate through quality improvements



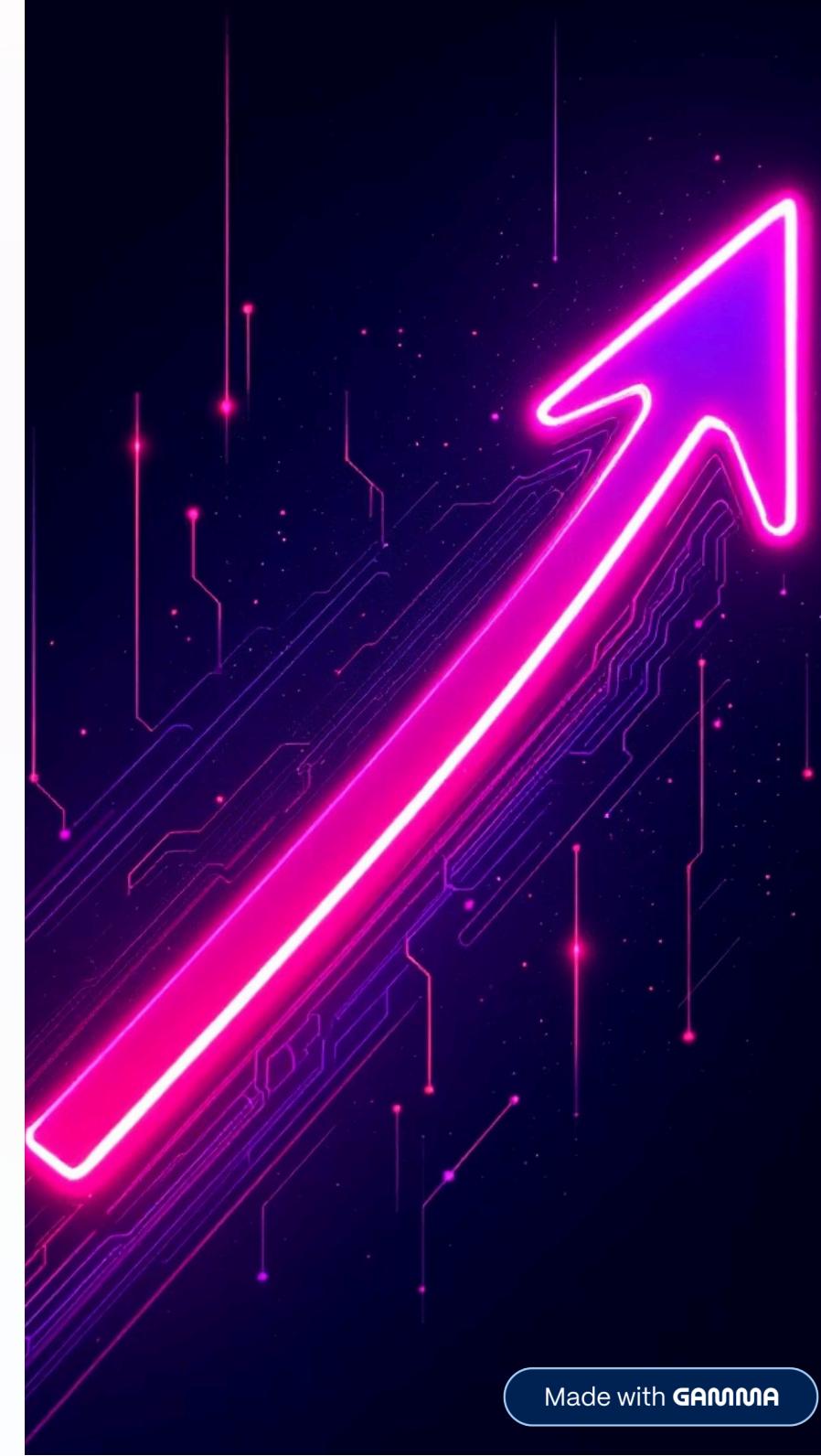
Payment Optimization

Shift customers from COD to digital payments



Revenue Diversification

Reduce dependency on single category



Project Repository: github.com/KumarBoste/Dmart_Analysis_Project

Made with **GAMMA**