



# 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**

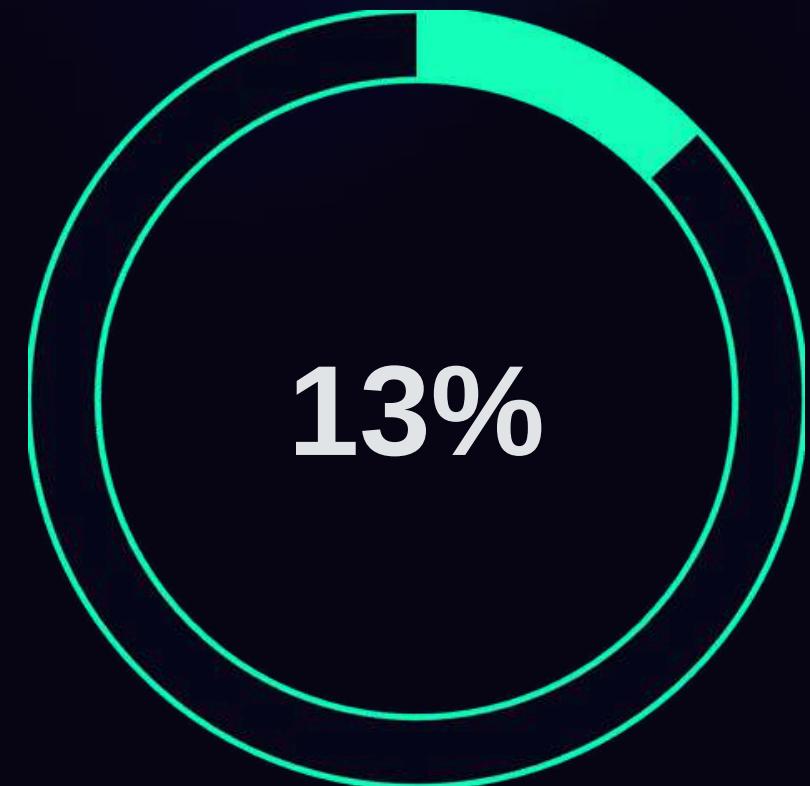
**Total Orders**

High volume of customer transactions

**\$678**

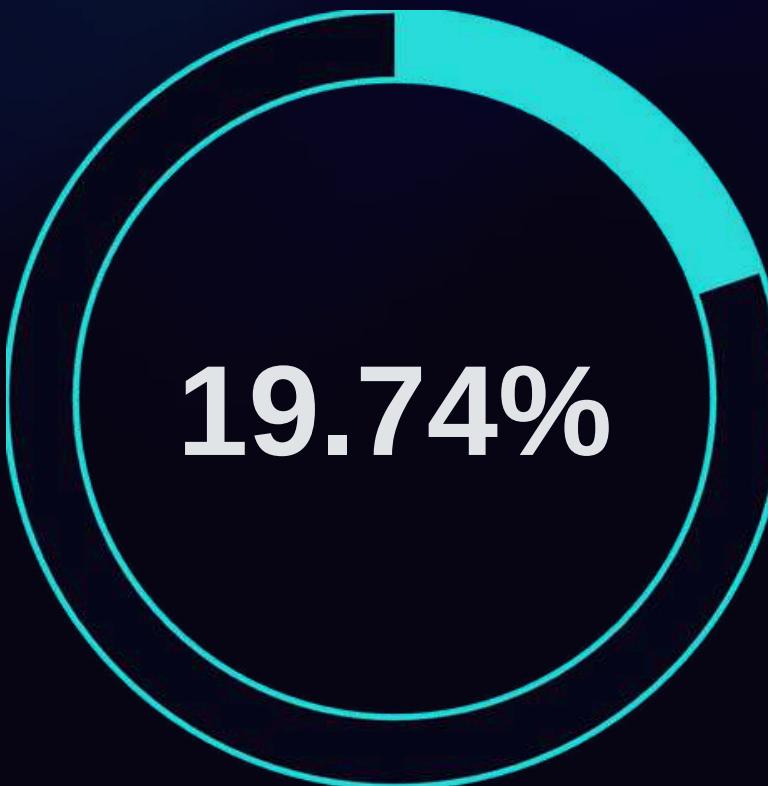
**Average Order Value**

Healthy basket size indicating successful upselling



**Return Rate**

Critical metric impacting net profitability



**Top Category Share**

Single category dominance in revenue

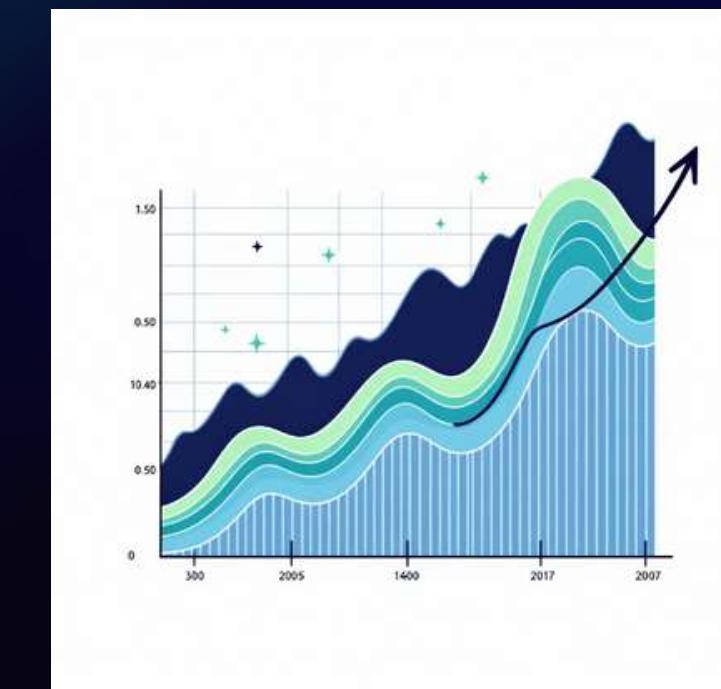


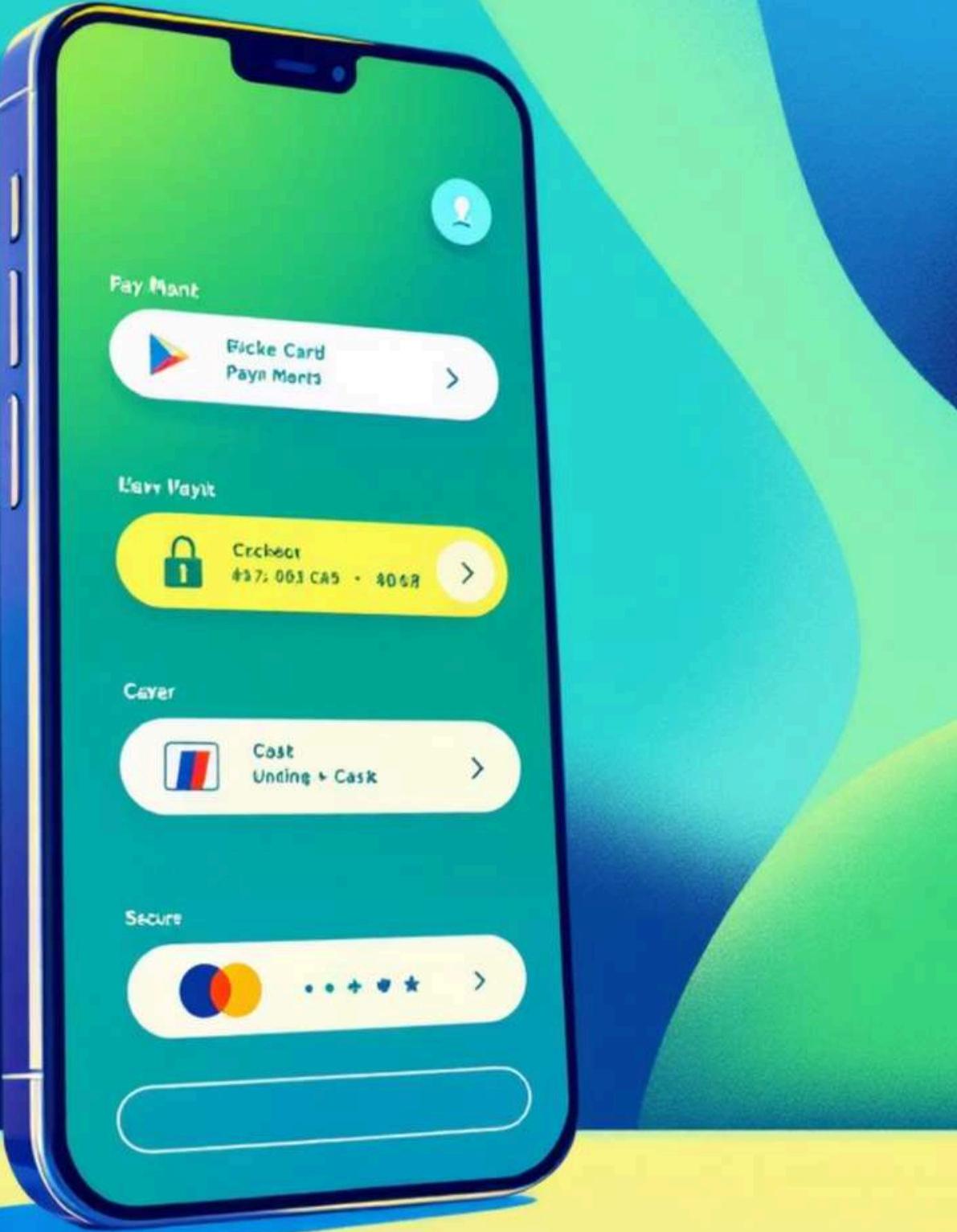
# Monthly Sales Trends

## 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

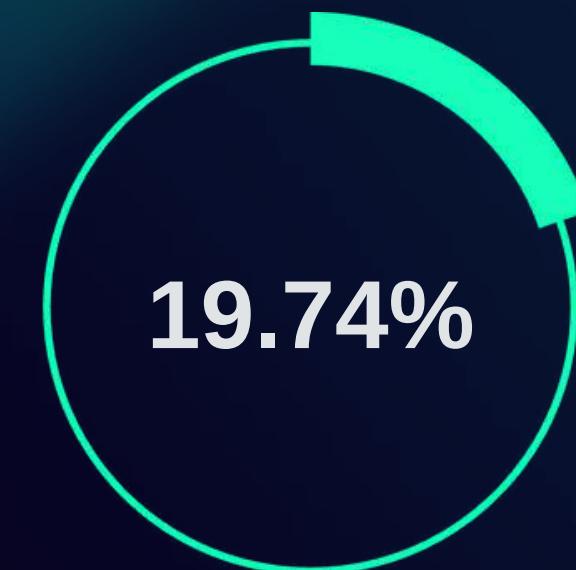
COD associated with substantial number of cancelled orders, indicating lower customer commitment and higher cancellation risk.

## Digital Payment Success

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

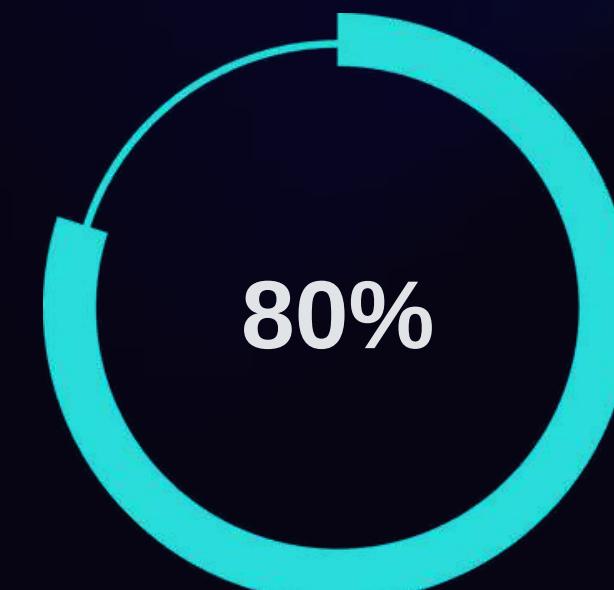


# Category Performance Analysis



**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

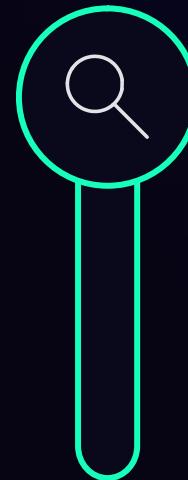
## Opportunities

- 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



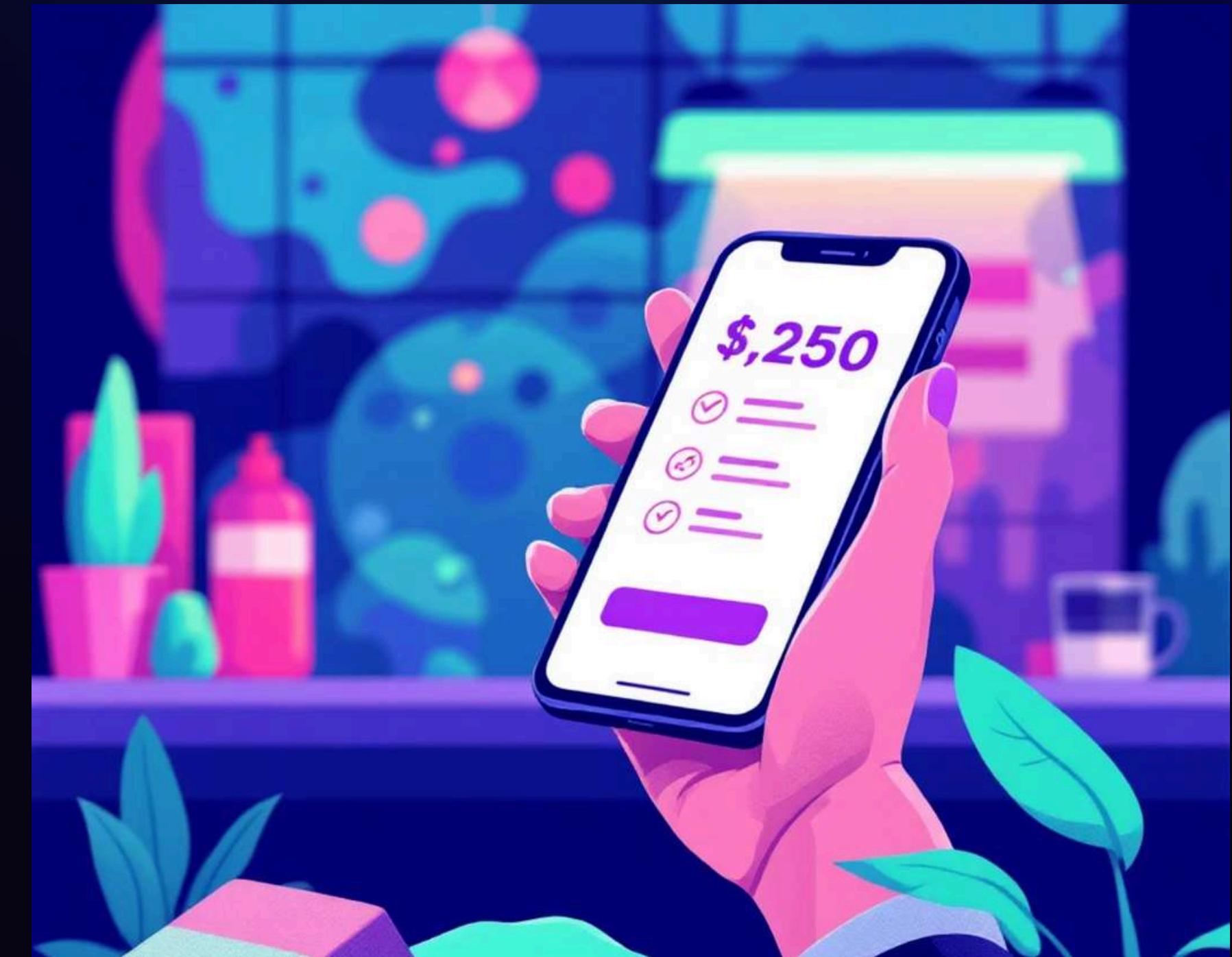
## Payment Optimization

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