📄 Retail Sales Dataset – Analytical Report

1. Dataset Overview

- Total Records: 1,000

- Total Features: 16

- Timeframe: 345 unique days in 2023

- Coverage: Multi-category products sold across 12 cities and 4 regions

- Data Quality: ☑ No missing values (clean dataset)

2. Customer Demographics

- Gender Split:

  - Female: 51.6%

  - Male: 48.4%
    → Balanced, slightly female-dominated.

- Age Distribution:

  - Range: 18 – 64 years

  - Average Age: 41 years

  - Peak segment: 30–50 years

📌 Insight: The customer base is mainly working professionals and families.

3. Product & Category Insights

- Categories: Clothing, Electronics, Furniture, Grocery

- Most Popular Category (by orders): Clothing (259 orders)

- Top Product (by frequency): Tablet (85 orders)

- Average Units Sold: 5 per order

- Price Range: ₹109 – ₹4,999

📌 Insight: Clothing is volume-driven; Electronics & Furniture bring higher value.

4. Sales & Profitability

- Revenue per Order:
    - Average: ₹11,596
    - Max: ₹42,732
- Profit per Order:
    - Average: ₹2,945
    - Max: ₹15,942
    - Average: Profit Margin: ~25%
- Discounts:
    - Average: 10%
    - Range: 0 – 20%

📌 Insight: Profitability is healthy, but discounts need optimization to prevent margin erosion.

5. Regional & City Distribution

- Regions Covered: North, South, East, West
- Top Region (by orders): North (27%)
- Top City: Delhi (99 orders)

📌 Insight: Strong performance in North India; scope to expand in South/East.

6. Recommendations

1. Customer Targeting
    - Run digital campaigns for professionals aged 30–50.

    ◦ Create gender-tailored promotions (e.g., lifestyle products for women, gadgets for men).

2. Product Strategy

    ◦ Use Clothing as an entry point (volume driver).

    ◦ Bundle Electronics + Furniture for higher-value sales.

    ◦ Explore seasonal campaigns (festivals, back-to-school, Diwali).

3. Pricing & Discounts

    ◦ Apply dynamic discounting: higher discounts on slow-moving items, minimal on high-demand products.

    ◦ Monitor discount vs. profit correlation to avoid revenue leakage.

4. Regional Expansion

    ◦ Invest in South & East India with local promotions.

    ◦ Partner with regional influencers to boost brand visibility.

5. Customer Retention

    ◦ Launch loyalty programs (points, cashback).

    ◦ Personalize offers using customer purchase history.

7. Conclusion

The dataset reveals a healthy sales performance with 25% average profit margins, strong customer engagement in North India, and balanced gender demographics.

- Clothing drives order volume, while Electronics and Furniture provide high revenue.

- Discount policies need refinement to maintain profitability.

- Expansion opportunities lie in the South and East regions, supported by targeted campaigns.

📌 Overall: With optimized discounting, regional expansion, and targeted marketing, the company can significantly increase revenue while sustaining profit margins.