



# Tech-Nova Sales Insights



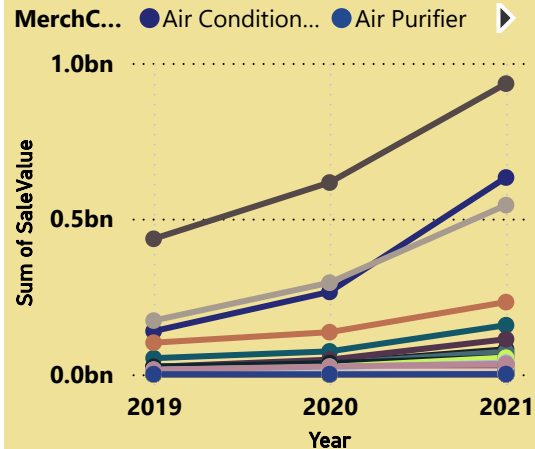
First chart represents sales trends evolved over different merchandise classes over the last year

Which product categories and classes are driving the most revenue is shown below in which Mobile Computing generates most of the Sales Value along all classes

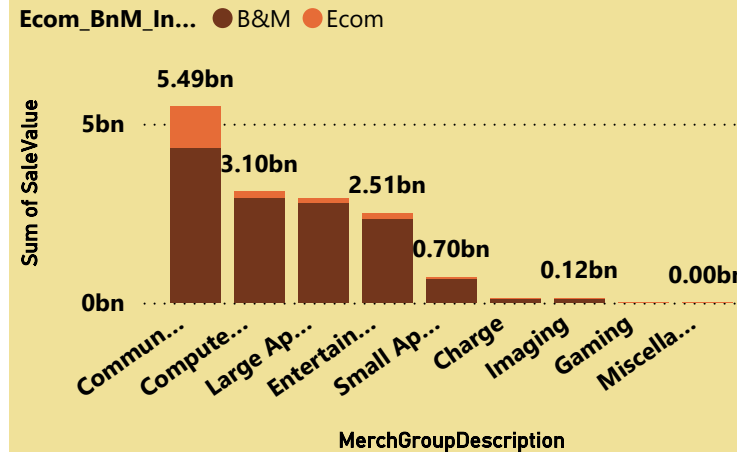
The top 10 items based on sale value purchased by customers in different states is shown in the Table format in which Maharashtra leads followed by Delhi by gaining the highest Sales Value in

Customer's purchase behavior pattern between E-commerce and Brick-and-Mortar stores is shown above in which majority of Sales Revenue is been generated by B&M stores across entire country

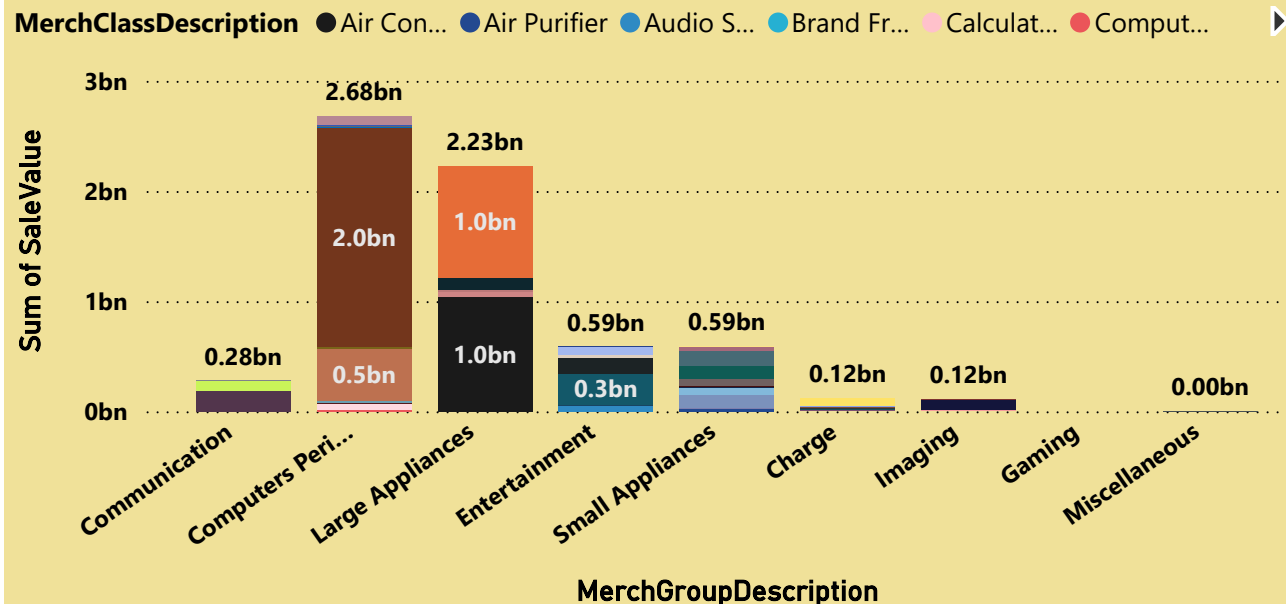
Sum of SaleValue by Year and MerchClassDescription



Sum of SaleValue by MerchGroupDescription and Ecom\_BnM\_Indicator



Sum of SaleValue by MerchGroupDescription and MerchClassDescription



MerchClassDescription	StoreState	Sum of SaleValue
Smart Phones (OS Based)	Maharashtra	1,29,56,19,762.93
Smart Phones (OS Based)	Delhi NCR	80,10,22,814.28
Smart Phones (OS Based)	DEFAULT	79,38,74,564.59
Mobile Computing	Maharashtra	59,11,51,326.06
TV LCD	Maharashtra	58,62,02,338.68
Smart Phones (OS Based)	Gujarat	54,20,03,083.93
Smart Phones (OS Based)	Karnataka	38,82,63,867.19
Mobile Computing	Delhi NCR	30,57,45,729.39
Refrigerators	Maharashtra	29,86,10,248.35
TV LCD	Gujarat	28,72,90,580.35
Mobile Computing	Gujarat	25,18,20,001.66
Air Conditioners	Maharashtra	25,00,71,259.77
Mobile Computing	Karnataka	24,13,12,962.15
TV LCD	Delhi NCR	22,28,20,027.13
Refrigerators	Gujarat	21,30,07,089.09
Air Conditioners	Gujarat	21,16,48,834.52
Washing Machines	Maharashtra	20,33,50,716.17
TV LCD	Karnataka	20,31,75,135.82
Gaming Laptops	Maharashtra	15,94,68,983.60
Total		10,62,12,16,943.62



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Stores having the highest and lowest sales values over the past six months

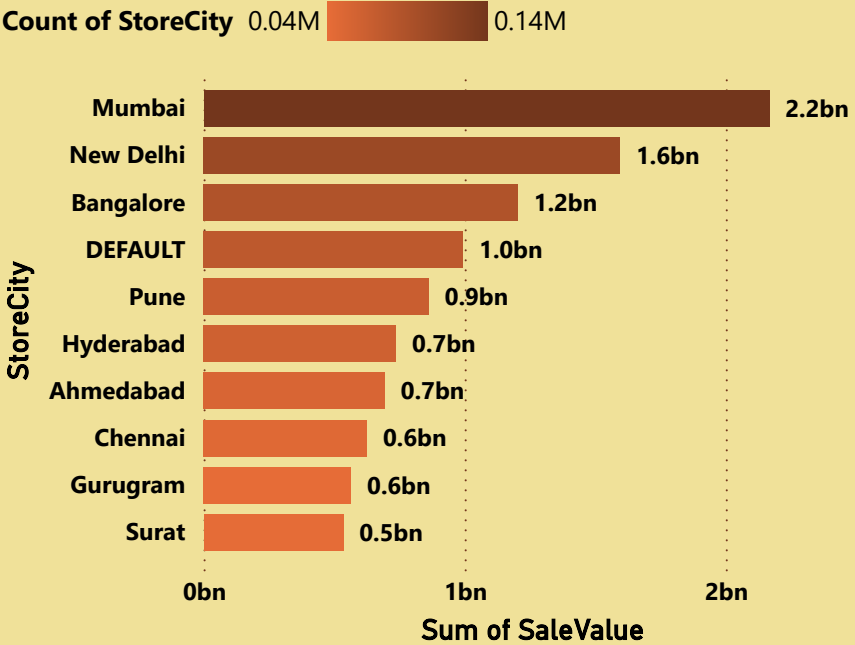
The average sale value and ordered quantity per store is highest in city Kurund followed by Mumbai, Nashik, Noida and Kolhapur.

The sales performance between different sales channels is shown in which Retail stores leads with the maximum amount of Sales Revenue generated across every city

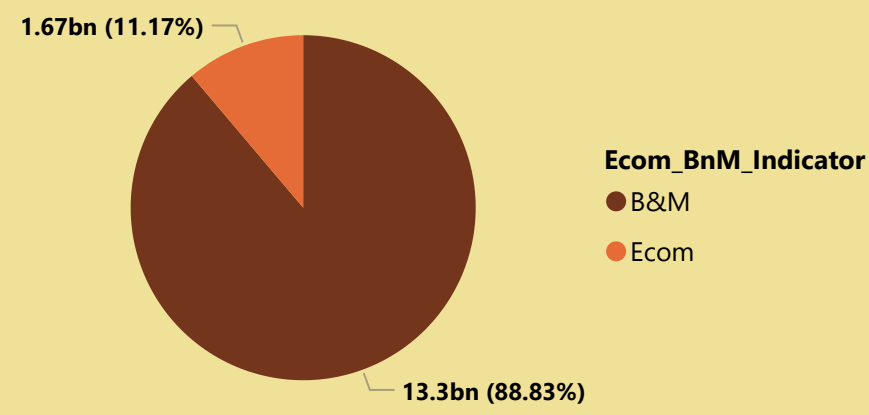
88.83% of total sales is contributed by Brick-and-Mortar stores and remaining is contributed by E-commerce.

Sales value and ordered quantities are highest towards the end of the year. Sales Value and Order Quantity have drastically increased from 2020 to

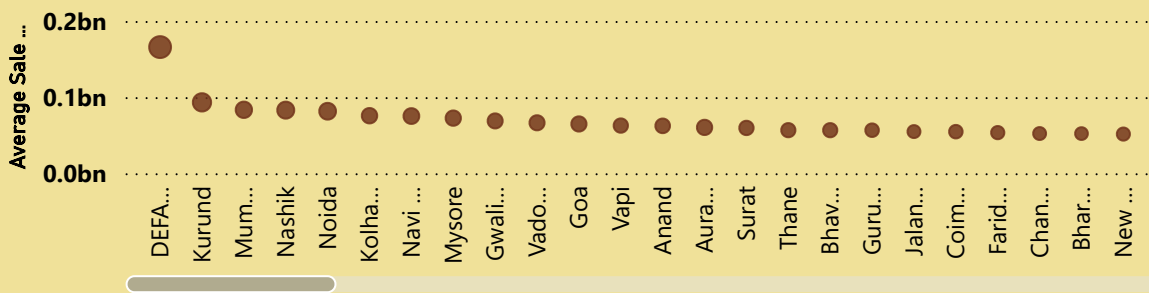
Sum of SaleValue by StoreCity



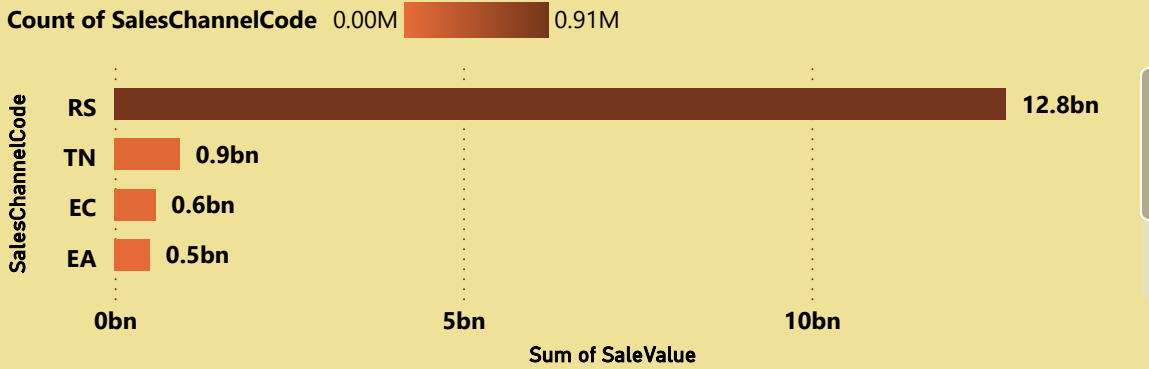
Sum of SaleValue by Ecom\_BnM\_Indicator



Average Sale Value per Store and Average Ordered Quantity per Store by StoreCity



Sum of SaleValue by SalesChannelCode



Sum of SaleValue and Sum of OrderedQuantity by Year

