Sales Analysis

By Manan Shah

Company Background

- **Founded in 2007** by Sachin Bansal and Binny Bansal, Flipkart started as an online bookstore and later expanded into various categories like electronics, fashion, home essentials, and more.
- **Headquartered in Bengaluru, India**, Flipkart is one of the leading e-commerce companies in the country, competing closely with Amazon India.
- In **2018, Walmart acquired a 77% stake in Flipkart** for $16 billion, marking one of the largest e-commerce deals globally.
- Flipkart owns several popular subsidiaries, including **Myntra** (fashion and lifestyle) and **PhonePe** (digital payments, now spun off), and it plays a major role in driving online shopping growth in India.

Problem Statement

- Flipkart company is facing operational challenges that are affecting its growth and customer satisfaction. Despite the growing demand in online retail, inefficiencies in logistics, high cancellation rates, suboptimal inventory management, and poor customer retention are hindering performance. The company lacks clarity on which fulfillment methods are more reliable, which products are in high demand or problematic, and how to effectively serve high-value customers. There is an urgent need to leverage data-driven insights to streamline operations, improve customer satisfaction, and boost overall profitability.

KPI’s

Key Performance Indicators

This dashboard presents four key performance indicators (KPIs) at the top:

•**Total Revenue**: ₹71,771,826.62 — This figure reflects the overall revenue generated.

•**Total Quantity**: 116,647 — This is the total number of items sold.

•**Average Order Value (AOV)**: ₹596.3 — This shows the average amount spent per order.

•**Canceled Orders**: 20,453 — Indicates the total number of canceled transactions.

These KPIs provide a quick snapshot of the business's sales performance.

Filters

The dashboard provides **four filters** to refine the data:

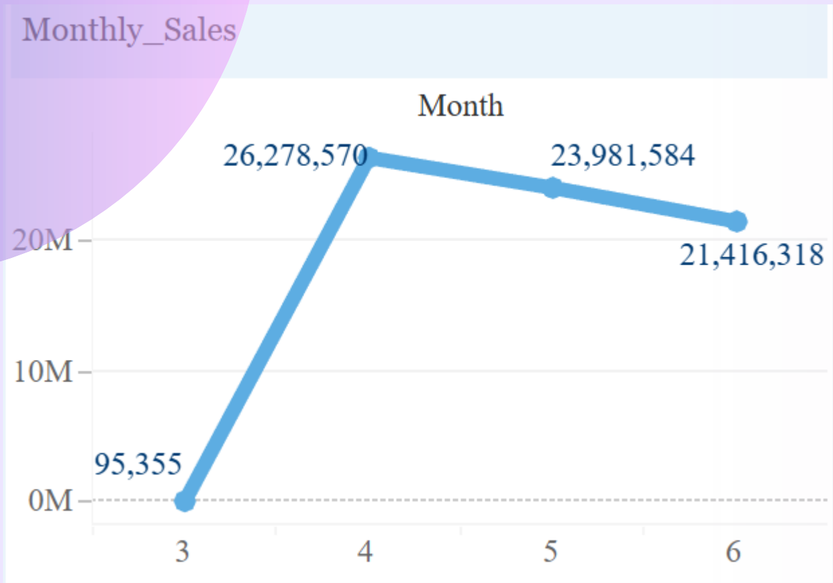
•**Size Filter**: Allows users to view performance metrics based on product size.

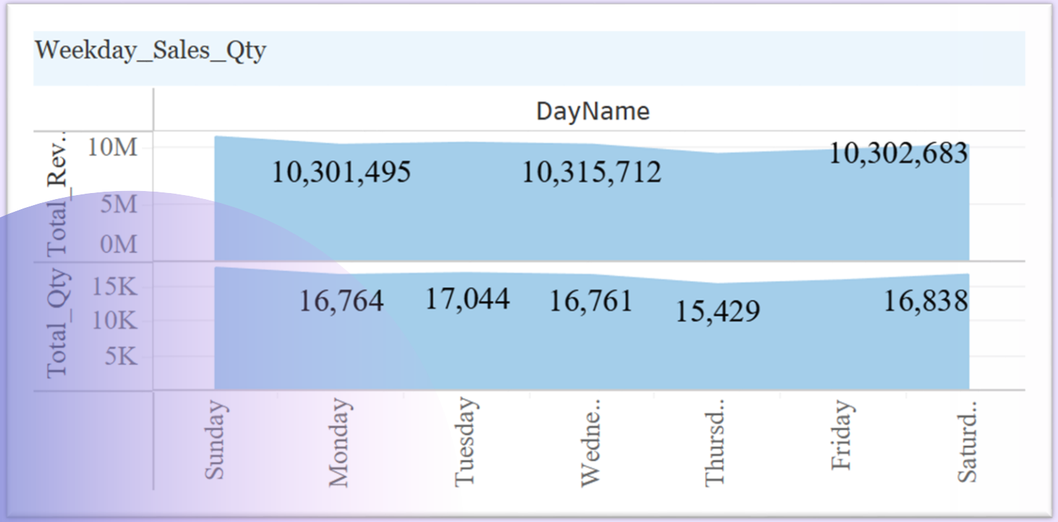
•**Month Filter**: Filters data by specific months to enable time-based analysis.

•**Category Filter**: Enables users to analyze data for specific product categories.

•**Fulfillment Filter**: Lets users distinguish between sales fulfilled by Amazon vs. merchant partners.

These filters offer dynamic control over the data being visualized and help in drawing targeted insights.





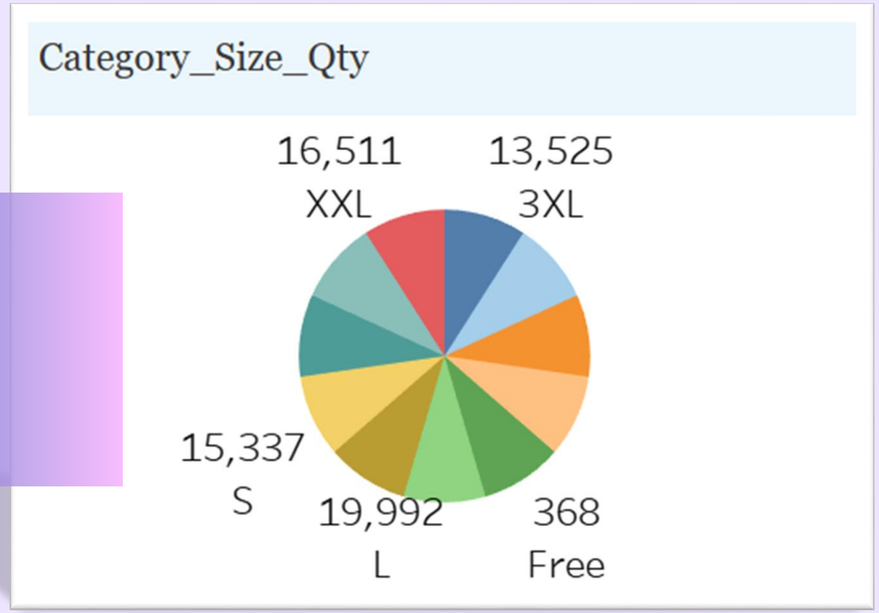
Charts

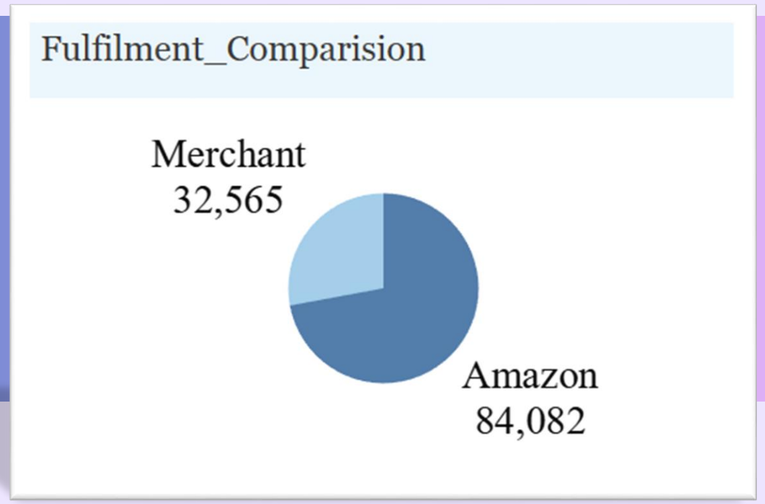
Monthly Sales (Line Chart)

- Displays the sales revenue over different months.
- A noticeable spike is observed in April with ₹26,278,570 in revenue, followed by a slight decline in the following months.

Weekly Sales Analysis (Bar Chart)

- Shows the sales quantity and revenue by day of the week.
- Monday and Wednesday see the highest revenue, around ₹10.3M, while quantity remains consistent across all days.



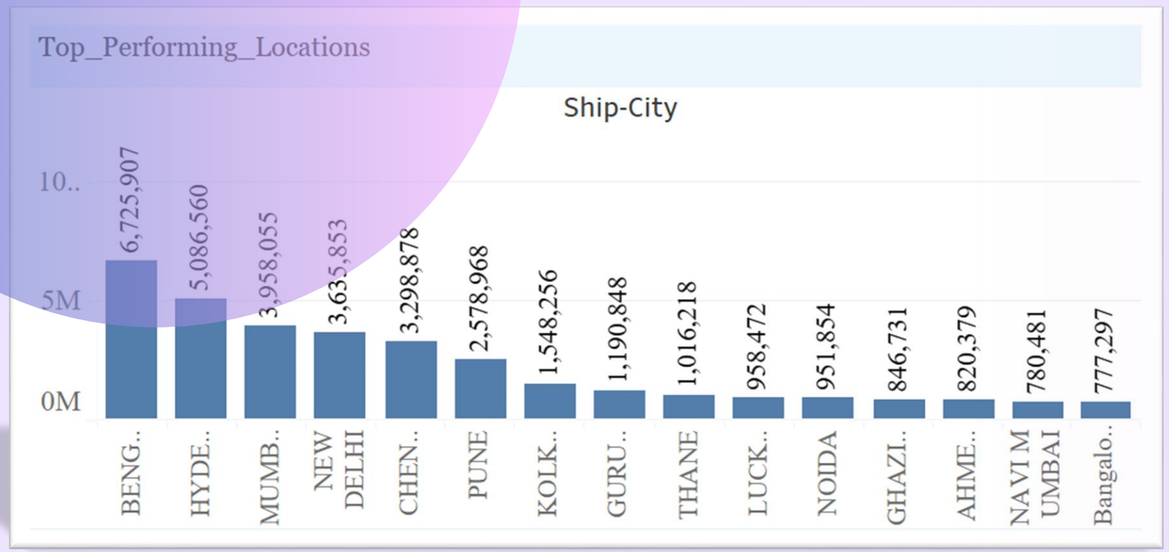


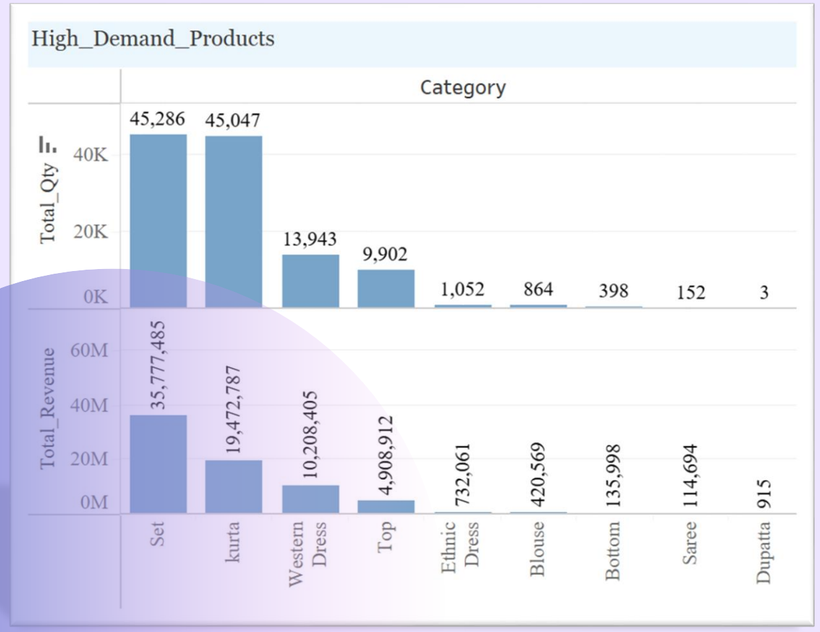
Category Size Quantity (Pie Chart)

- Represents sales quantity across different sizes.
- Sizes like XXL, S, and L are the top-selling categories, with XXL leading at 16,511 units.

Fulfilment Comparison (Pie Chart)

- Compares order fulfillment between Amazon and Merchant.
- Amazon fulfills the majority with 84,082 orders, while Merchants fulfill 32,565.



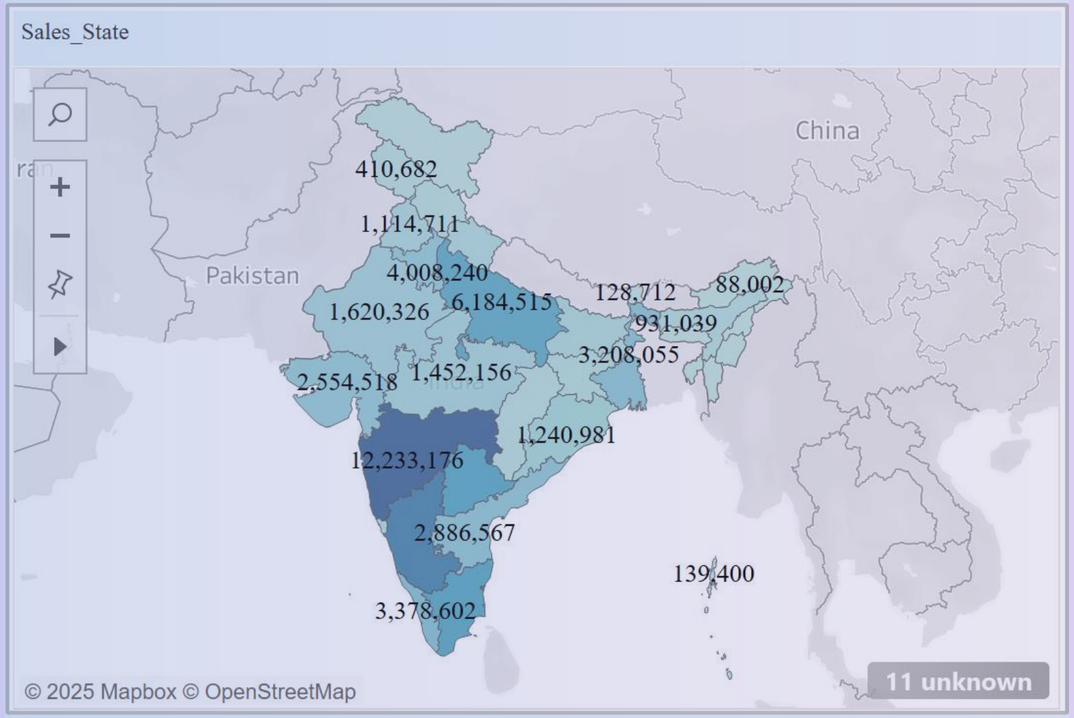


Top Performing Locations (Bar Chart)

- Bengaluru leads with ₹6.7M in revenue, followed by Hyderabad and Mumbai.
- Indicates that Tier-1 cities contribute the most to revenue.

High Demand Products (Bar Chart)

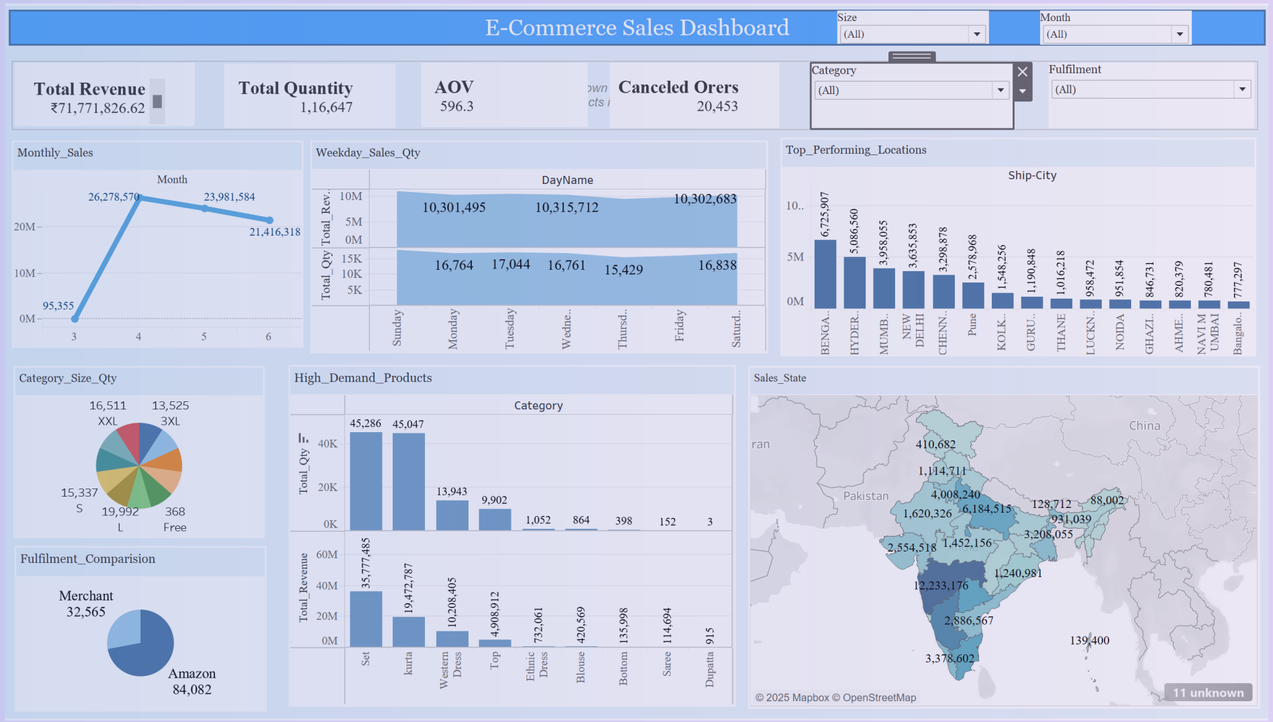
- Kurta and Set are top products with over 45,000 units sold.
- These also correspond to high revenue segments (₹35.7M and ₹19.4M respectively).



Sales State

- Southern and Western states like Maharashtra, Karnataka, and Tamil Nadu have the highest contribution.
- Visualizing the data on the map helps identify strong markets and regional opportunities.

Dashboard Preview



Conclusion

- The sales performance is strong, with high revenue driven by a few key product categories and regions.
- Amazon is the dominant fulfillment partner, and large sizes (like XXL) show higher demand.
- Weekday sales are stable, suggesting consistent customer engagement.
- Filters provide flexibility to analyze data across dimensions like size, category, month, and fulfillment.
- Recommendations include focusing on high-performing cities and optimizing inventory for popular sizes and categories.

Recommendation

Fulfilment Optimization

- Stock more of high demand SKU/Category.
- Prioritize fulfilment via more reliable methods.

Customer and Market Growth

- Offer better services to B2B customers.
- Target high revenue cities and reward retained customers.

Product Analysis

- Analyse high cancelation products/categories

Thank You.

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