

Urban Mart - Sales Data Analysis Report

Time Period: Jan 1, 2024 – Mar 31, 2024

Prepared by: [Mansi Bhagvat Patil]


Tools Used: Excel.

1. Overview of Sales Data

Metric	Value
Total Sales Revenue	\$895,450
Total Orders	14,378
Total Customers	6,293
Avg Order Value	\$62.31
Highest Selling Day	March 15, 2024

2. Monthly Sales Overview

Month	Revenue	Orders	Avg Order Value
January	\$270,200	4,358	\$62.00
February	\$285,100	4,534	\$62.87
March	\$340,150	5,486	\$62.01

 *Insight:* March saw the highest sales—possible due to promotions or seasonal shopping.

3. Category-wise Performance

Category	Revenue	% of Total Sales
Groceries	\$420,300	47%
Household Supplies	\$300,500	34%

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Category	Revenue	% of Total Sales
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Small Electronics	\$174,650	19%
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💡 *Insight:* Groceries are the dominant revenue driver, with electronics contributing less but at a higher margin.

4. 🌐 Regional Sales Distribution

City/Region	Revenue	Orders
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New York	\$240,000	3,632
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Los Angeles	\$210,500	3,109
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Chicago	\$180,300	2,875
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Houston	\$160,200	2,423
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Other Regions	\$104,450	2,339
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📊 *Insight:* New York and LA remain the top markets.

5. 🕒 Sales by Time of Day

Time Range	Avg Orders/Day	Peak Hours Revenue
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Morning (6–12am)	40	\$85,000
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Afternoon (12–6pm)	75	\$155,300
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Evening (6–10pm)	95	\$200,200
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🕒 *Insight:* Evenings drive most sales — marketing can focus on this window.

6. 👤 Customer Demographics (if available)

Age Group	% of Sales
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18–25	12%
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26–35	36%
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Age Group % of Sales

36–50 34%

50+ 18%

 *Insight:* Young professionals (26–35) are the largest buyer group.


7. Returns & Refunds

Reason # of Returns % of Total Sales

Damaged Products 145 1.01%

Wrong Item 78 0.54%

Other 45 0.31%

 *Insight:* Return rate is low (<2%), which is good. Most issues stem from damage or fulfillment errors.

8. Visual Suggestions for Dashboard

- Bar chart for **monthly sales**
 - Pie chart for **category-wise revenue**
 - Heatmap for **time-of-day sales**
 - Map chart for **regional performance**
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9. Growth Opportunities

- Introduce a **loyalty program** for top customer segments.
- Increase visibility of **electronics** during peak hours.
- Consider **targeted ads** for cities like Houston with high growth potential.

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10. Conclusion

Urban Mart has demonstrated strong sales momentum, especially in groceries and household goods. With improved focus on high-performing customer groups and cities, there's opportunity for sustained growth in Q2.