



RETAIL SALES ANALYSIS

Mission, Objectives and KPIs

Mission: Understand customer behavior, evaluate highest and lowest sold item and boost the profits for that item in countries which have high demand

Objectives:

1. **Understand Customers:** Group customers based on the items sold highest to lowest by their age, gender, and location
2. **Track Revenue:** Evaluate the monthly profits for the products being sold during 2015-16, to better track sales for highest and lowest sold items
3. **Analyze in demand countries:** Evaluate the countries which have the highest profits for the highest sold items and the quantity to boost sales in home country and track inventory margins

KPIs:

1. Track Monthly Sales and Revenue Growth for Top and Bottom Sellers
2. Understand Where the Highest Selling Items Are in Demand
3. Analyze customer demographics and the most sold and profitable items

Profit v/s Revenue Analysis

Sub Category

All

620K

Total Revenue

Bike Racks

First Sub Category

19K

Total Profit

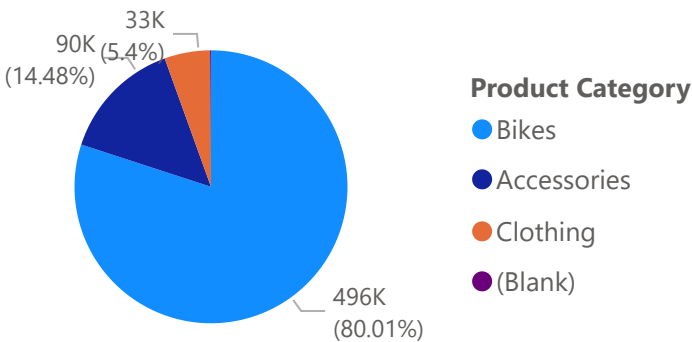
Vests

Last Sub Category

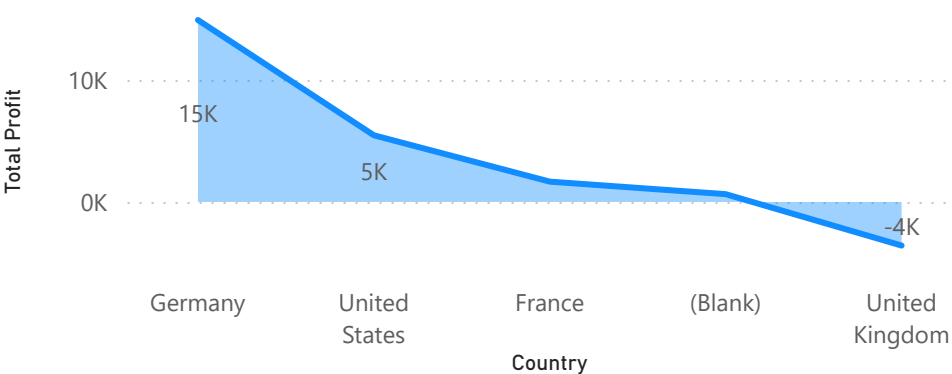
1127

Total Sales Quantity

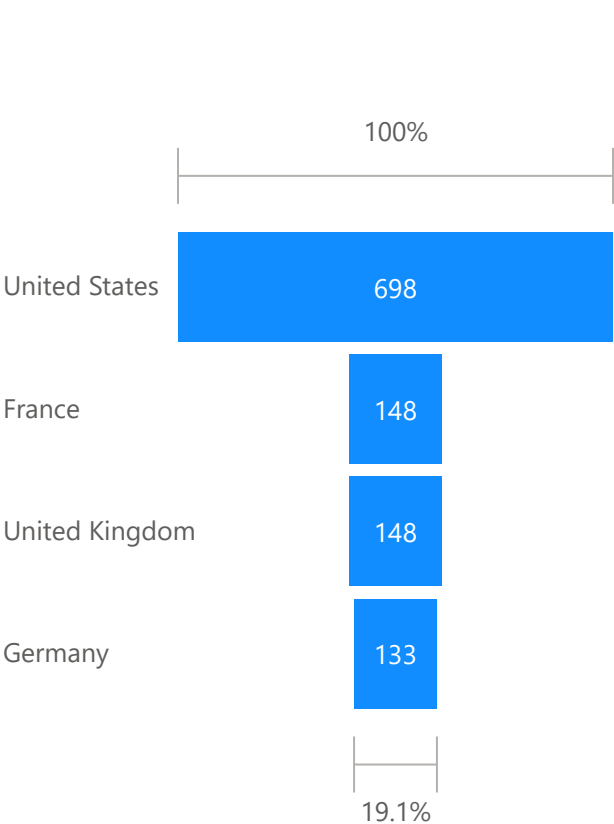
Total Revenue by Product Category



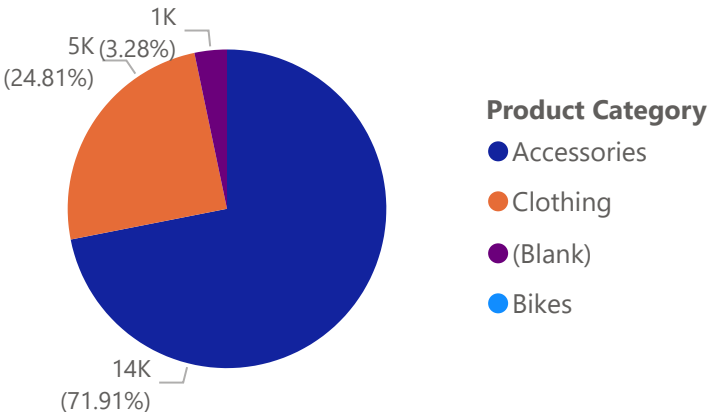
Total Profit by Country



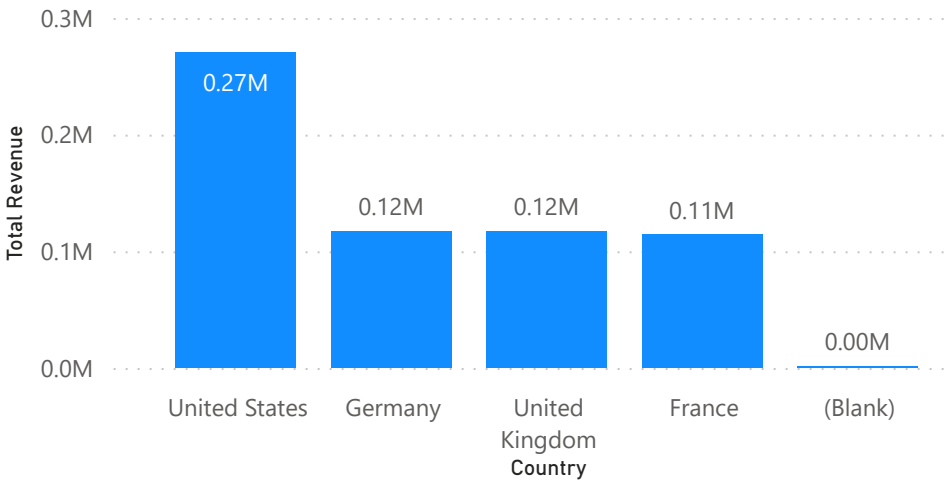
Total Sales Quantity by Country



Total Profit by Product Category



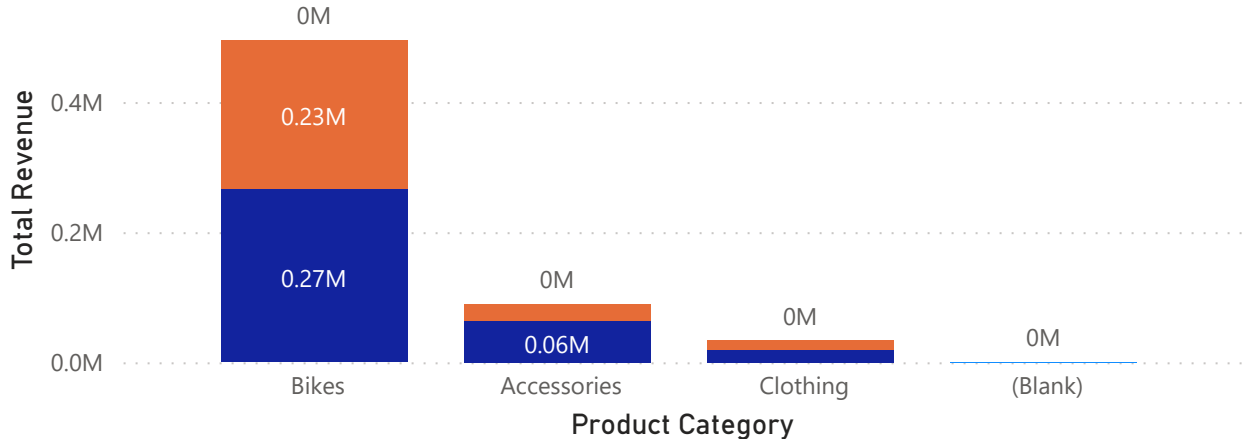
Total Revenue by Country



Customer Demographics Analysis

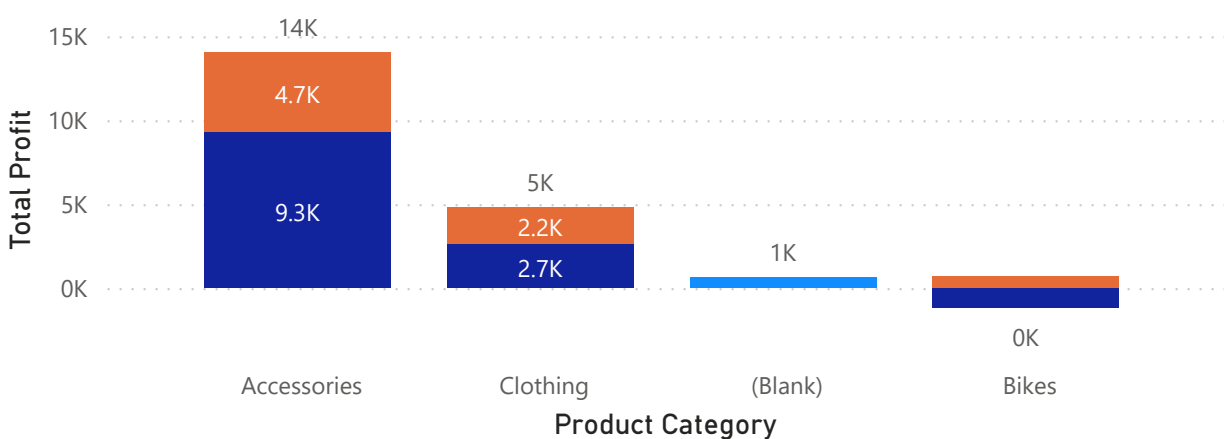
Total Revenue by Product Category and Customer Gender

Customer Gender (Blank) F M

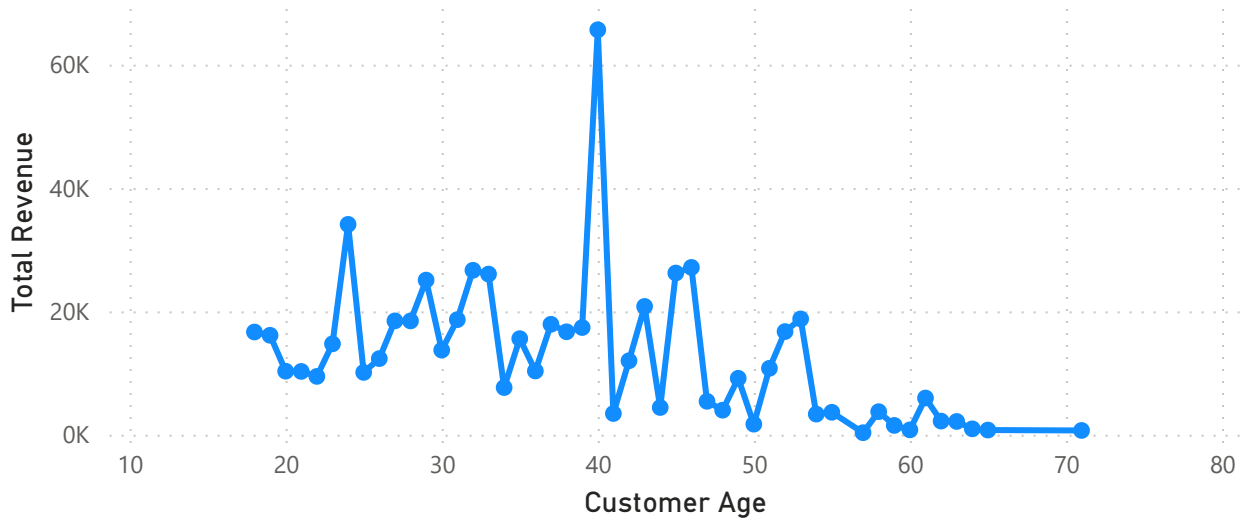


Total Profit by Product Category and Customer Gender

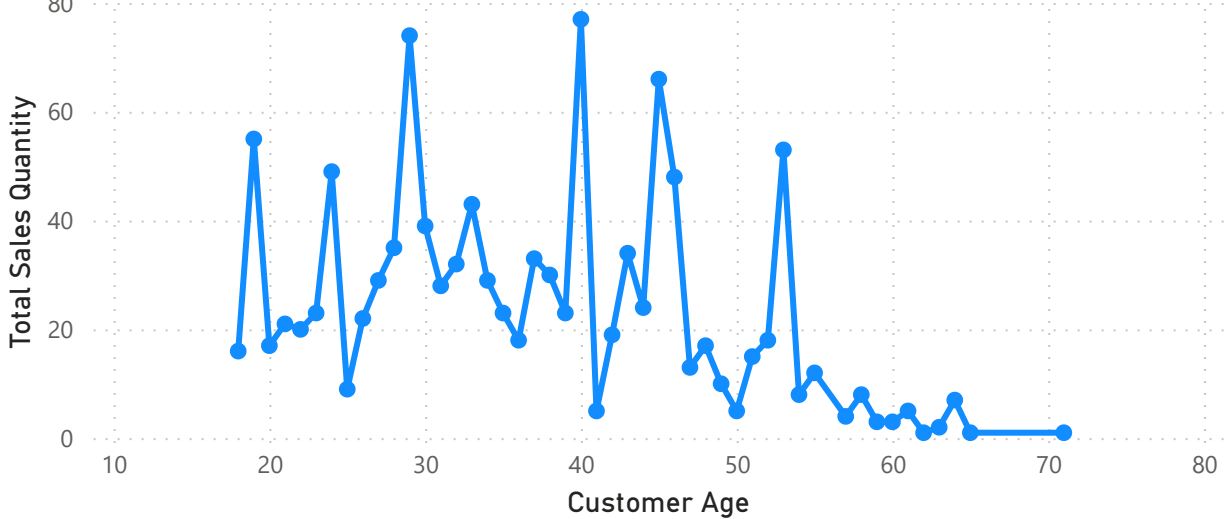
Customer Gender (Blank) F M



Total Revenue by Customer Age



Total Sales Quantity by Customer Age



Conclusion

Based on the findings, the revenue and profits are conversely related, the most profitable product category is Accessories and highest revenue is derived from Bikes. Moreover, the customers between the age gap of 35-40 years drive the highest revenue and sales quantity for all products. Also, for countries USA shows the highest purchasing power and revenue, but Germany has the highest profits for related products. Conversely, the lowest profitable products are the bikes and lowest revenue is generated from clothing

Recommendation

The recommendation for this analysis will be to focus on the profitable products to increase market standing and boost marketing initiatives for products that have lowest revenue for increasing business development overseas. Once the market size for low revenue products increase, it can drive higher profitability in due course of time.