

Electro Volt Retail Analytics: Q4 Sales & Discounts Impact

Total Revenue
907.75K

Total Transactions
576

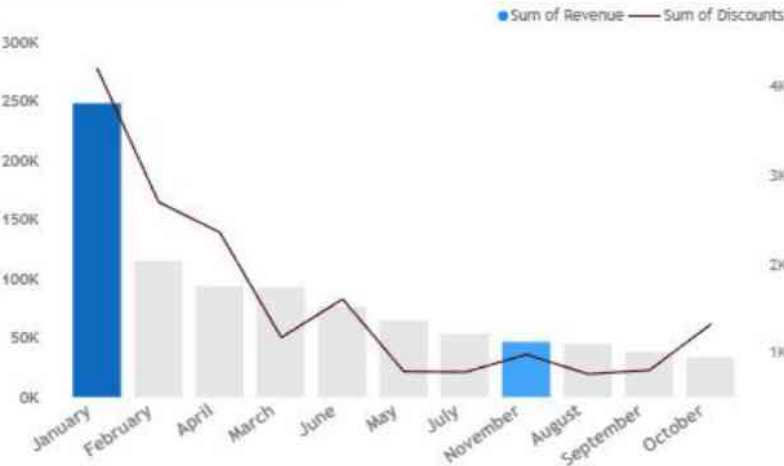
AOV
1.58K

Month

- April
- August
- February
- January
- July
- June
- March
- May
- November
- October
- September

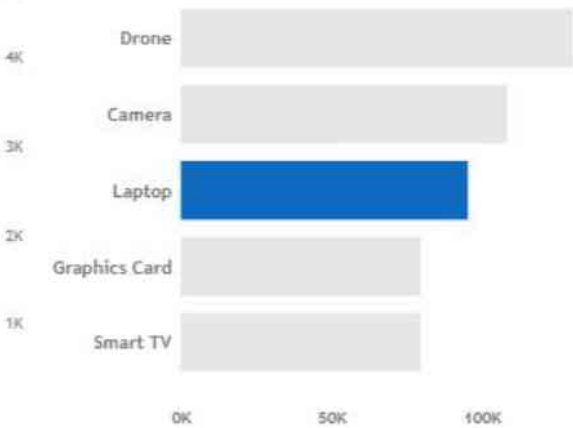
location
All

Revenue & Discount



Revenue in **January** without **discounts** was at peak whereas in **November** with **discounts** was not at peak. Our Customers seems like they prefer quality over savings.

Top 5 Products



In top 5 products **Laptop** was the only old stock but it's on 3rd ranked as it is making revenue competing with new arrivals.

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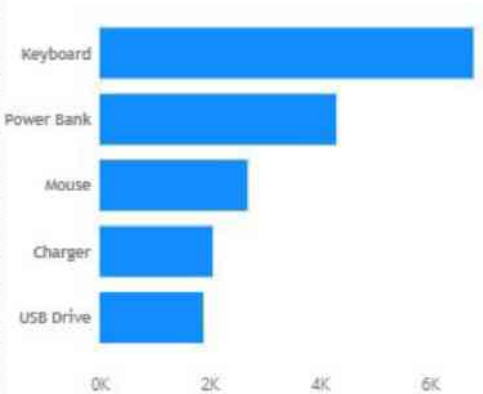
Month

April	August	February	January	July	June	March	May	November	October	September
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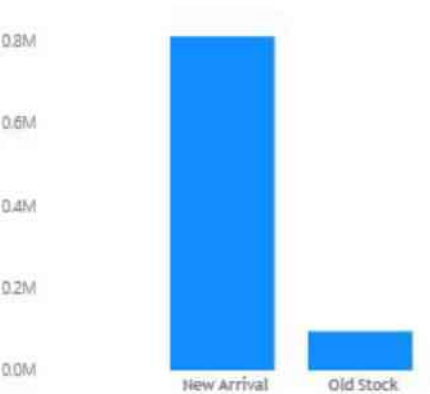
location

All

Bottom Products



Revenue by Product's Age



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location

All

Revenue by Channels



Physical location was making high revenue expect Mobile App and Website had discount of 5% on "Smartphones" but both shows balance in revenue.

Website & Mobile App Discounts



Mobile App are highly used as compared to websites which shows trust and loyalty as compared to "Website" which is a good sign.

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Revenue by Order Status

order_status	Mobile App	Phone	Physical	Social Media	Website	Total
In Process	20.05K	47.35K	44.77K	41.69K	29.94K	183.80K
Delivered	35.55K	38.27K	77.01K	42.40K	39.71K	232.94K
Canceled	47.14K	46.34K	45.40K	46.48K	53.99K	239.35K
On Hold	73.51K	34.35K	42.24K	52.34K	49.24K	251.67K
Total	176.24K	166.31K	209.42K	182.90K	172.88K	907.75K

Potential Revenue Loss
491.02K

Due to Stock-out on the 2nd day of sales Orders are *On-Hold* with **73.51k** of revenue by "Mobile App" and **53.99k** of revenue by "Website". The Potential Revenue Loss we faced is of **491.02k of 907.75k**