Sales Performance Analysis Report

1. Executive Summary

The business generated a total revenue of **₹3,520,984** from **1,000 orders** across **100 unique customers**, resulting in an **average order value (AOV)** of **₹3,520.98**.

Sales are driven primarily by **Colours, Soft Toys, and Sweets**, with strong contributions from specific high-performing cities such as **Imphal, Kavali, and Dhanbad**. Seasonal spikes are evident, particularly during **August, March, and February**, likely due to occasion-based purchasing.

2. Key Performance Indicators (KPIs)

KPI	Value
Total Revenue	₹3,520,984
Total Orders	1,000
Total Unique Customers	100
Average Order Value (AOV)	₹3,520.98

3. Product Category Insights

Top 5 Categories by Revenue:

Rank	Category	Revenue (₹)
1	Colours	1,005,645
2	Soft Toys	740,831
3	Sweets	733,842
4	Cake	329,862
5	Raksha Bandhan	297,372

Insight: Colours alone account for **~28.6%** of total revenue, suggesting strong demand for customizable or festive gift items.

4. Geographical Insights

Top 5 Cities by Revenue:

Rank	City	Revenue (₹)
1	Imphal	125,854
2	Kavali	109,979
3	Dhanbad	93,813
4	North Dumdum	81,663
5	Haridwar	80,733

Insight: These cities contribute significantly despite not being major metropolitan hubs, suggesting strong penetration in Tier-2/3 markets.

5. Monthly Sales Trends

Revenue by Month (₹):

- **High-performing months:** August (₹737,389), March (₹511,823), February (₹704,509)

- **Low-performing months:** January (₹95,468), April (₹140,393)

Insight: Sales peaks align with major festivals and occasions, implying strong occasion-driven buying behavior.

6. Strategy

1. **Focus on Top Categories** – Increase marketing around Colours, Soft Toys, and Sweets, especially before festivals.

2. **Occasion-Driven Promotions** – Leverage months like February (Valentine's Day), March (Holi), and August (Raksha Bandhan) for targeted campaigns.

3. **Expand in High-Performing Cities** – Consider localized offers in Imphal, Kavali, and Dhanbad to further strengthen market share.

4. **Customer Retention** – With only 100 unique customers for 1,000 orders, repeat purchases are high; loyalty programs could further enhance this.

1. Product Category Focus

Goal: Maximize revenue from high-performing categories (Colours, Soft Toys, Sweets).
Actions:

- Introduce **premium versions** (e.g., luxury packaging, personalized options).

- Create **bundles** (e.g., Sweets + Rakhi, Colours + Gift Hampers).

- Add **seasonal limited editions** tied to festivals.

- **Timeline:** Immediate – Begin rollout in next festive cycle.

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2. Occasion-Driven Campaigns

Goal: Capitalize on February, March, and August peaks.

Actions:

- Launch **pre-event marketing** at least 3 weeks before key festivals.

- Offer **early-bird discounts** followed by **last-minute premium delivery options**.

- Create **festival-specific landing pages** on website/social media.

- **Timeline:** Year-round, scheduled per festival calendar.

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3. Regional Market Expansion

Goal: Strengthen sales in high-performing cities (Imphal, Kavali, Dhanbad) and expand to similar Tier-2/3 cities.

Actions:

- Partner with **local influencers** and community groups.

- Introduce **regionally preferred products** (e.g., local sweets, cultural decor).

- Improve **logistics speed** in top-performing regions.

- **Timeline:** 3–6 months for targeted expansion.

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4. Customer Retention Program

Goal: Increase repeat purchase rate and customer lifetime value (LTV).

Actions:

- Launch **loyalty rewards program** with points for every purchase.

- Send **personalized offers** based on purchase history.

- Offer **VIP benefits**: free delivery, early access to festive collections.
  Timeline: Launch within 2 months, monitor quarterly.

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5. Off-Season Revenue Stabilization

Goal: Reduce revenue dips in non-festival months.

Actions:

- Introduce **subscription gift boxes** (monthly delivery of curated products).

- Target **corporate gifting** market for events, employee rewards, and client gifts.

- Promote **"Just Because" gifting campaigns** for spontaneous purchases.
  Timeline: 2–4 months for launch, ongoing thereafter.