

LIBAAZ THE COUTURE SALES & PERFORMANCE REPORT

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Introduction



About Libaaz the Couture: A designer and bespoke apparel studio specializes in creating custom-made dresses exclusively for women and girls.

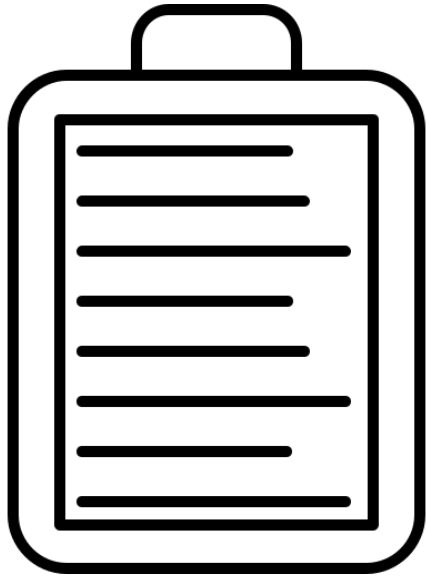


Objective of the Report: To provide a comprehensive analysis of sales, profit, and revenue trends between 2013 and 2024, with a focus on product performance, sales channels, referral sources, and customer demographics.



DESIGNER & BESPOKE APPAREL STUDIO





Executive Summary



Total Sales: 74 sales



Total Profit: ₹22,712



Top Product: Blouse,
Blouse with aari work



Sales Channels: Offline
sales lead, online sales
are increasing



Referral Sources: Studio
and WhatsApp drive
most sales

Total Sales overview

51 sales

2013–2017

2022–2024

23 sales



Total Profit, Income and Revenue

Total Profit

- 2013-2024: ₹22,712
- 2013-2017: ₹19,850
- 2022-2024: ₹2,862

Total Income:

- 2013-2024: ₹82,612
- 2013-2017: ₹64,900
- 2022-2024: ₹17,712

Total Revenue:

- 2013-2024: ₹1,35,650
- 2013-2017: ₹1,08,450
- 2022-2024: ₹27,200



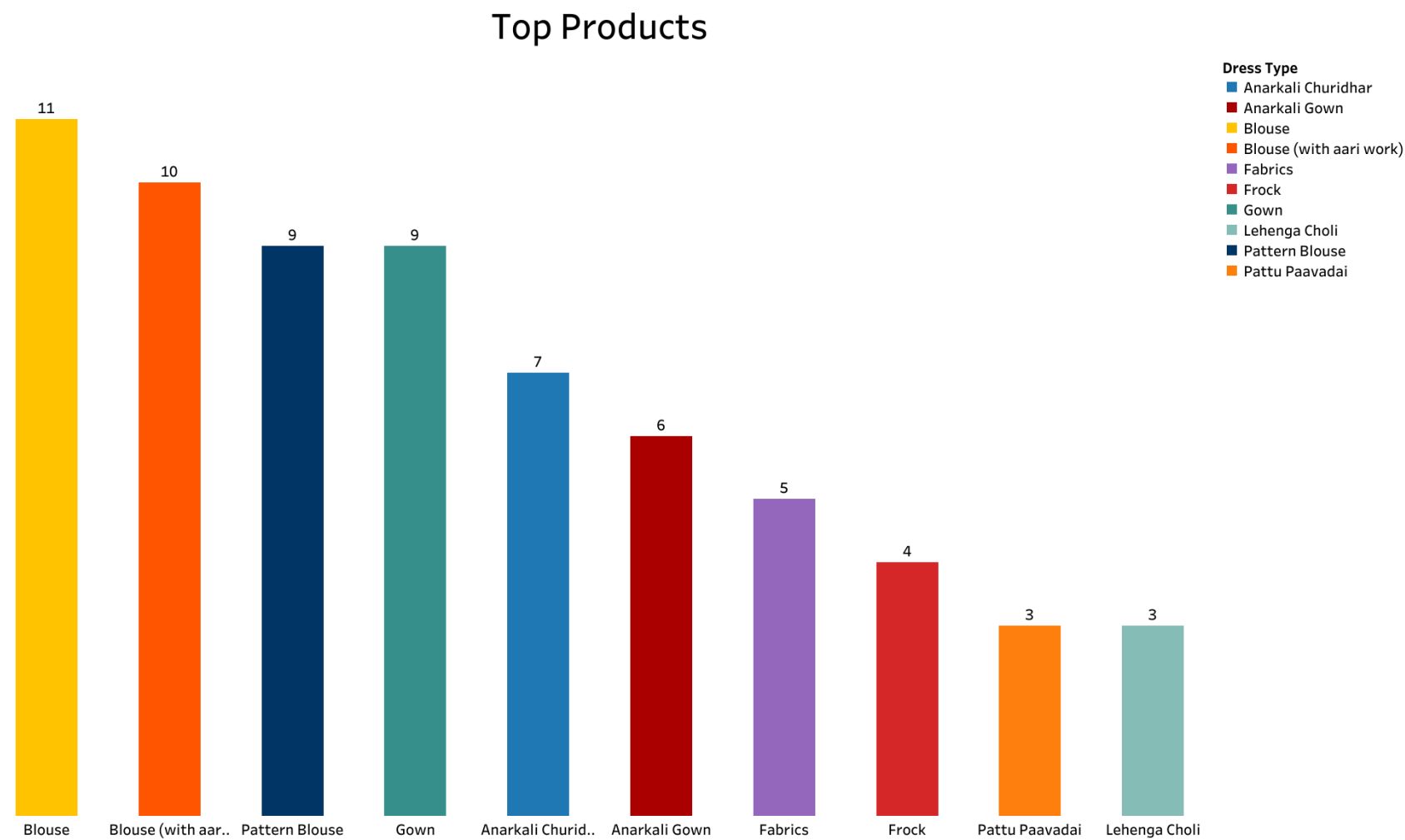
Best Selling Products

Highest Sold Product:

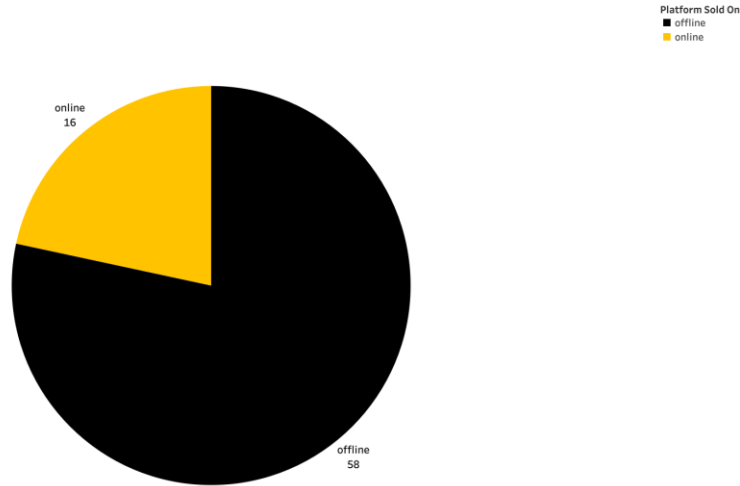
- 2017-2024: Blouse
- 2013-2017: Blouse (with aari work)
- 2022-2024: Blouse

Top Product by Profit:

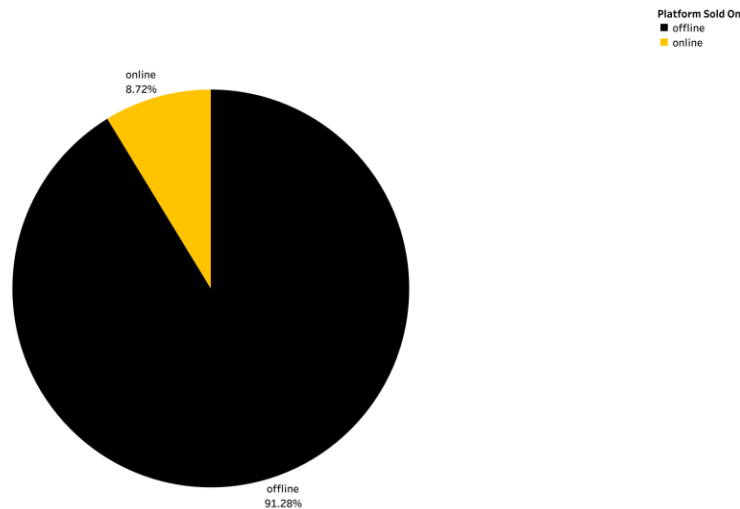
- 2013-2017: Blouse (with aari work)
- 2022-2024: Blouse



Sales by Channel



Profit by Channel



Sales & Profit by Channels (Offline vs Online)

•Sales:

•2013-2017:

•Offline – 49 sales, Online – 2 sales

•2022-2024:

•Offline – 9 sales, Online – 14 sales

•Profit:

•2013-2017:

•Offline - ₹19350, Online - ₹500

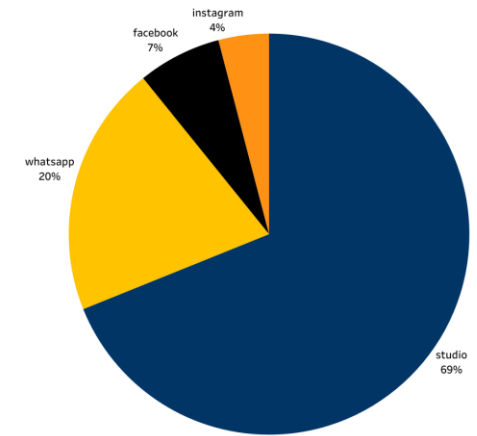
•2022-2024:

•Offline – ₹1382, Online - ₹1480

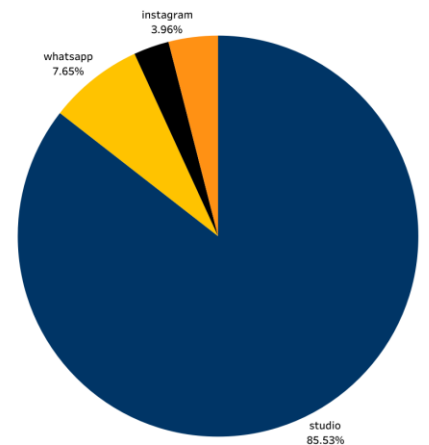
Sales & Profit by Referral Source

- **Studio:** 51 sales, ₹19,425 profit
- **WhatsApp:** 15 sales, ₹1,737 profit
- **Facebook:** 5 sales, ₹650 profit
- **Instagram:** 3 sales, ₹900 profit

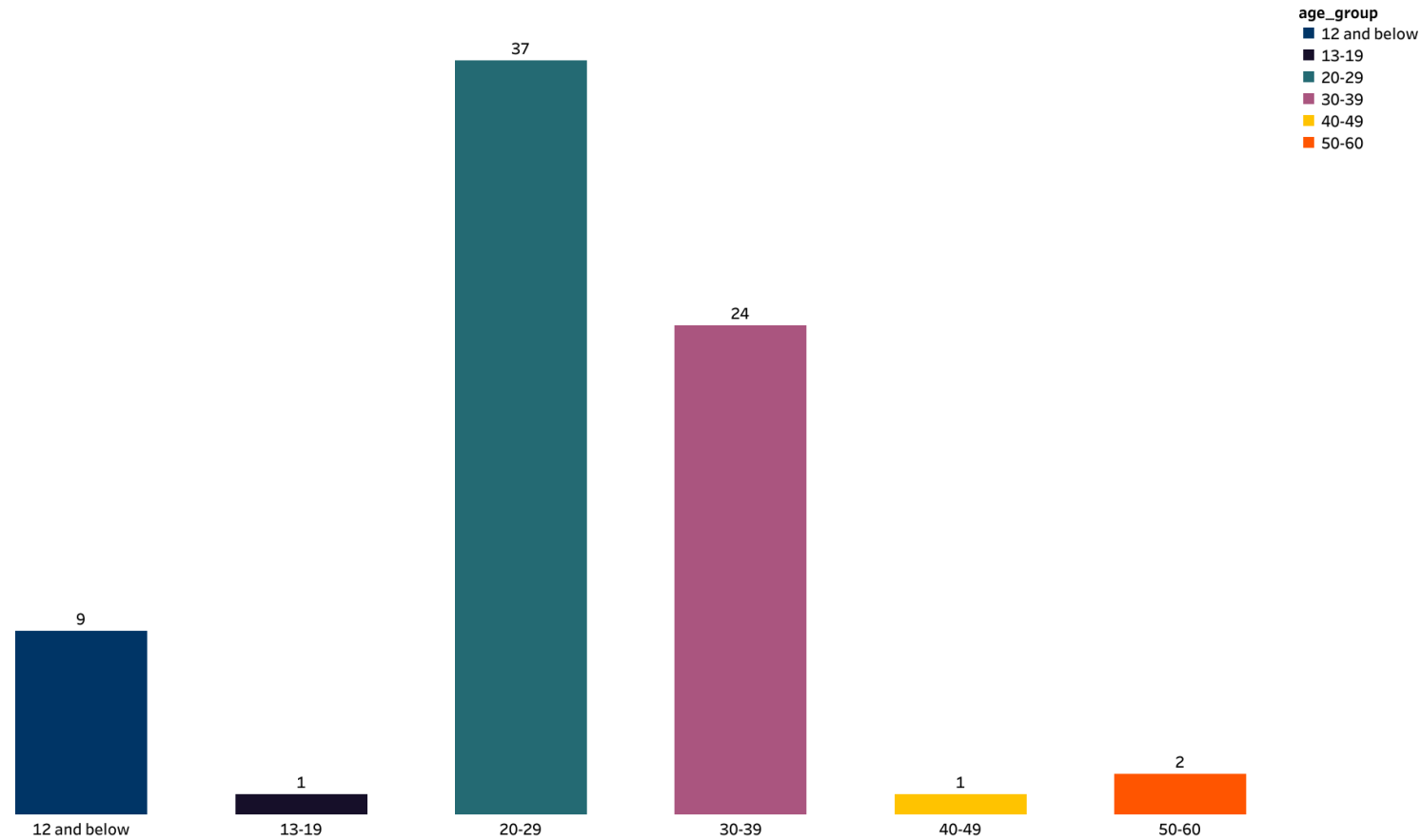
Sales by Referral Source



Profit by Referral Source



Sales by Age Group



Customer Age Group Distribution

Top 3 age groups:

- 30-39
- 20-29
- 12 and below

Sales by Location



Location-Based Sales Performance

- **Madurai:** 69 sales, ₹22,012 profit
- **Coimbatore:** 2 sales, ₹250 profit
- **Bangalore:** 2 sales, ₹200 profit
- **United States:** 1 sale, ₹250 profit

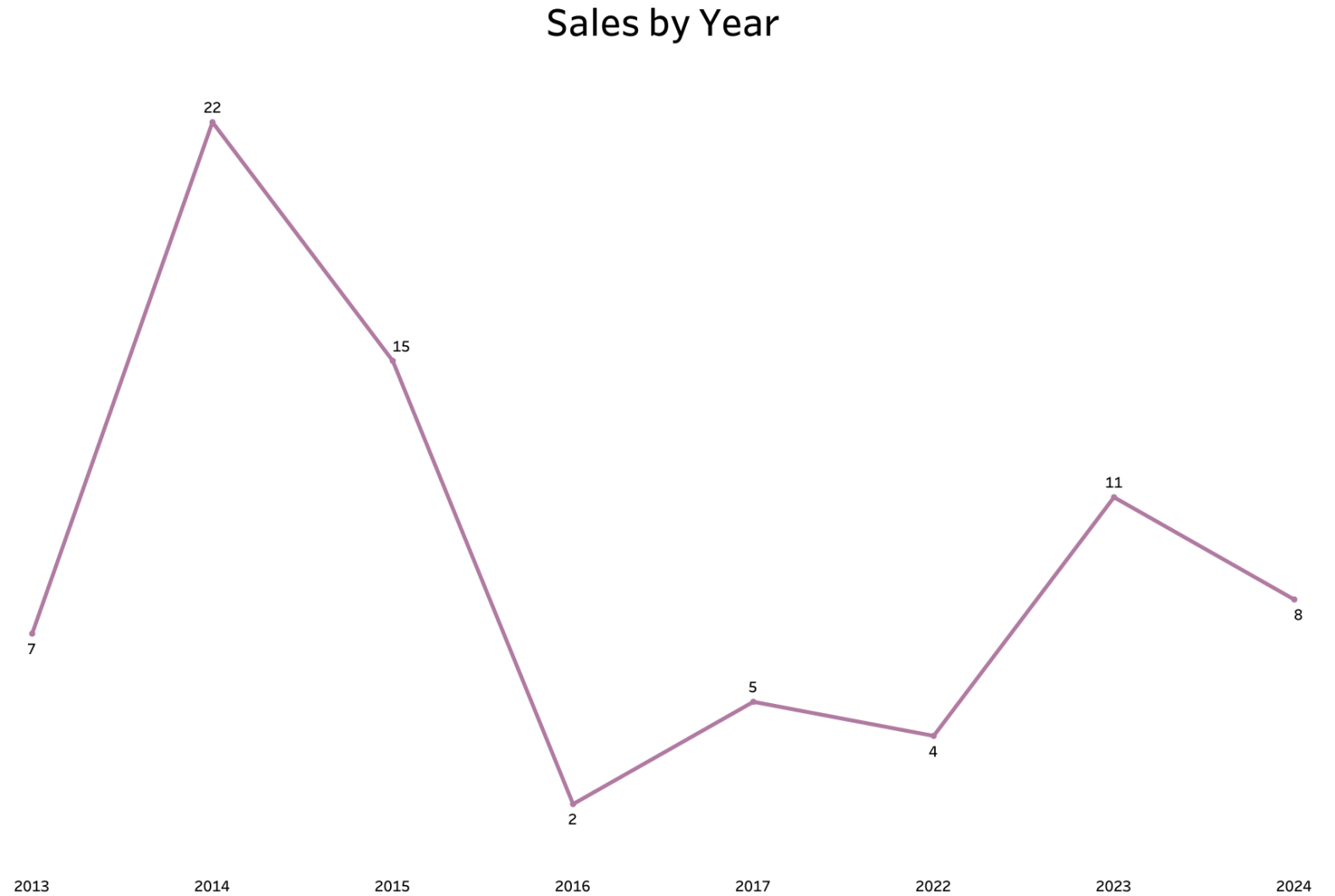
Yearly Sales Trends

Between the year 2013-2017:

The most sales happened in the Year 2014 followed by 2015

Between the year 2022-2024:

The most sales happened in the Year 2023 followed by 2024



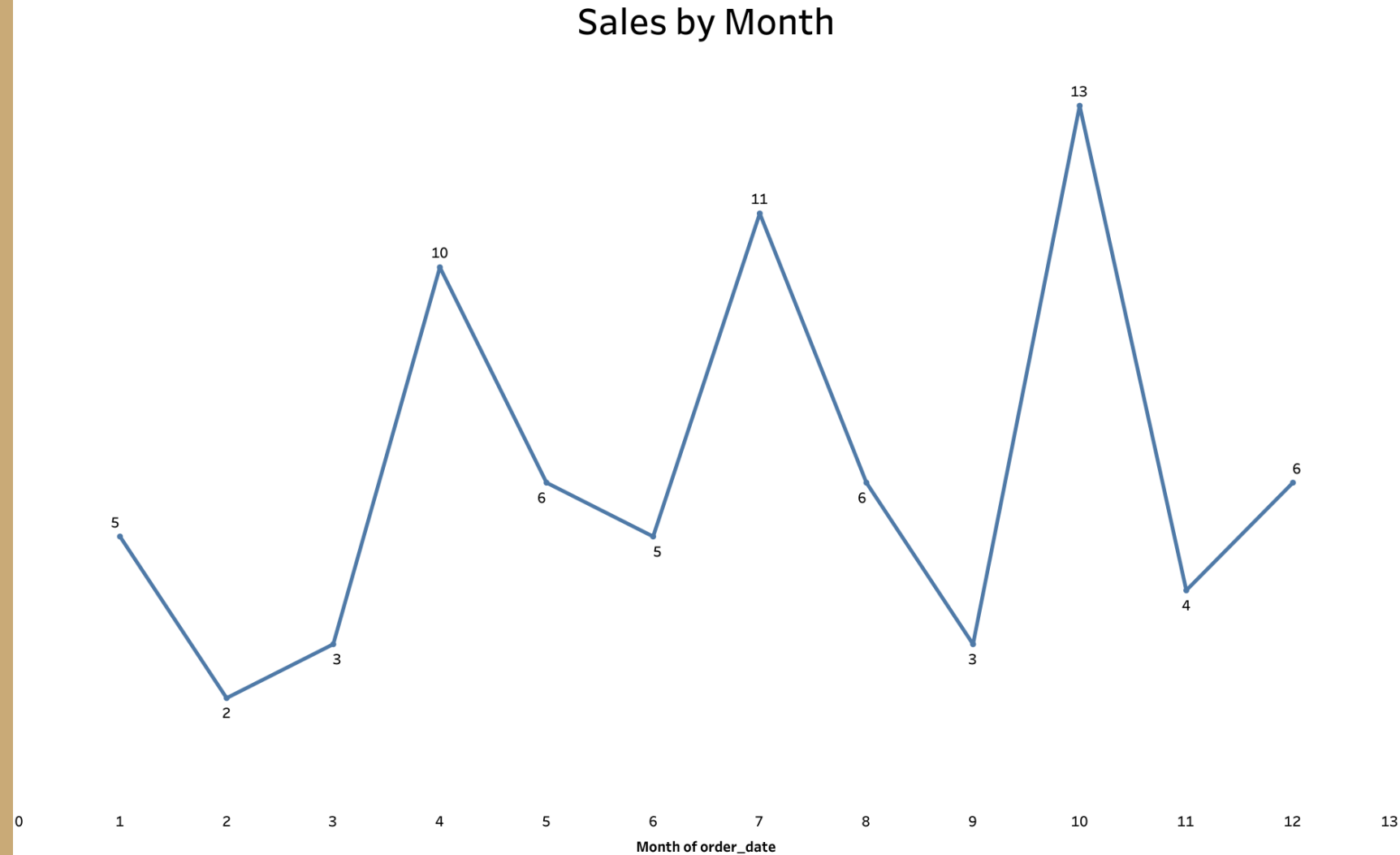
Sales by Month

The top month in sales
between the year,
2013-2017:

- April: 9 sales
- July: 9 sales

2022-2024:

- October: 11 sales





Top Customers

2013-2017:

- cust008
- cust017
- cust015

2022-2024:

- cust008
- cust005
- cust004

DASHBOARD

Libaaz Sales Analysis Dashboard

Year
☒ 2013-2017
☒ 2022-2024

KPI

Total Sales

74

Total Cost

112,938

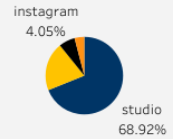
Total Revenue

135,650

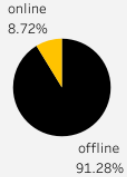
Total Profit

22,712

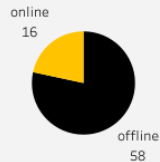
Sales by
Referral
Source



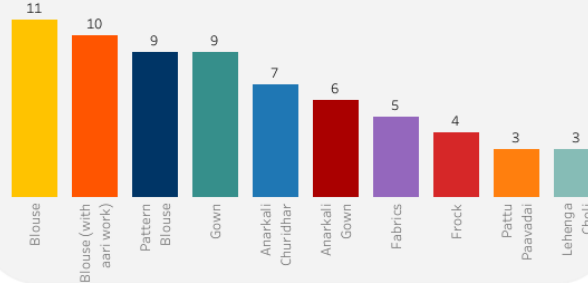
Profit by
Channel



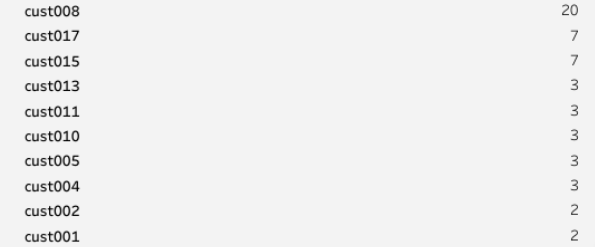
Sales by
Channel



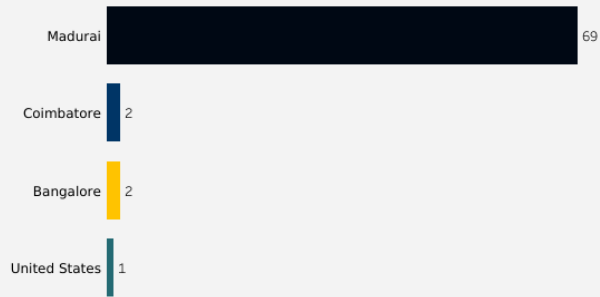
Top Products



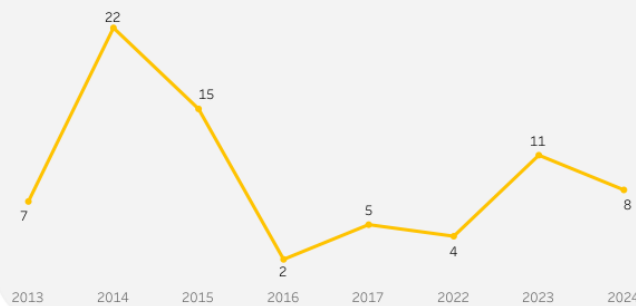
Top Customers



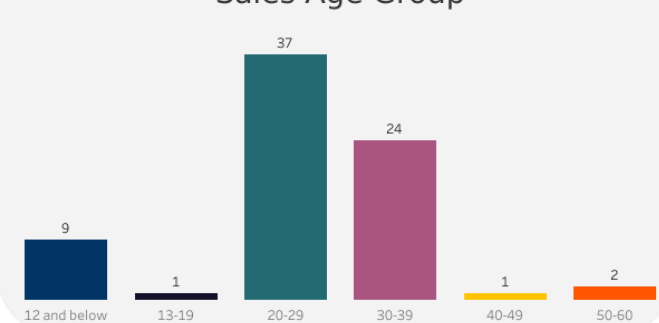
Sales by Location



Sales by year



Sales Age Group





Conclusion

- **Overall Sales:** Sales decreased from 51 (2013-2017) to 23 (2022-2024). Profit dropped significantly, indicating a need for improved strategies.
- **Product Performance:** Blouse remains the top-selling product, though sales declined. Introducing new styles could attract more customers.
- **Sales Channels:** A shift from offline to online sales (WhatsApp, Instagram, Facebook) highlights the need for a stronger digital presence.
- **Regional Insights:** Madurai is the top market, but emerging sales in Bangalore, Coimbatore, and the U.S. suggest opportunities for expansion.
- **Customer Demographics:** Sales are shifting from the 20-29 age group to 30-39, indicating a change in target audience.
- **Seasonality:** Peak sales in April, July, and October suggest the need for targeted promotions during these months.