

# LIBAAZ - THE COUTURE SALES & PERFORMANCE REPORT

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# Introduction

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**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

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**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

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51 sales

**2013–2017**

**2022–2024**

23 sales



# Total Profit, Income and Revenue

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## 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



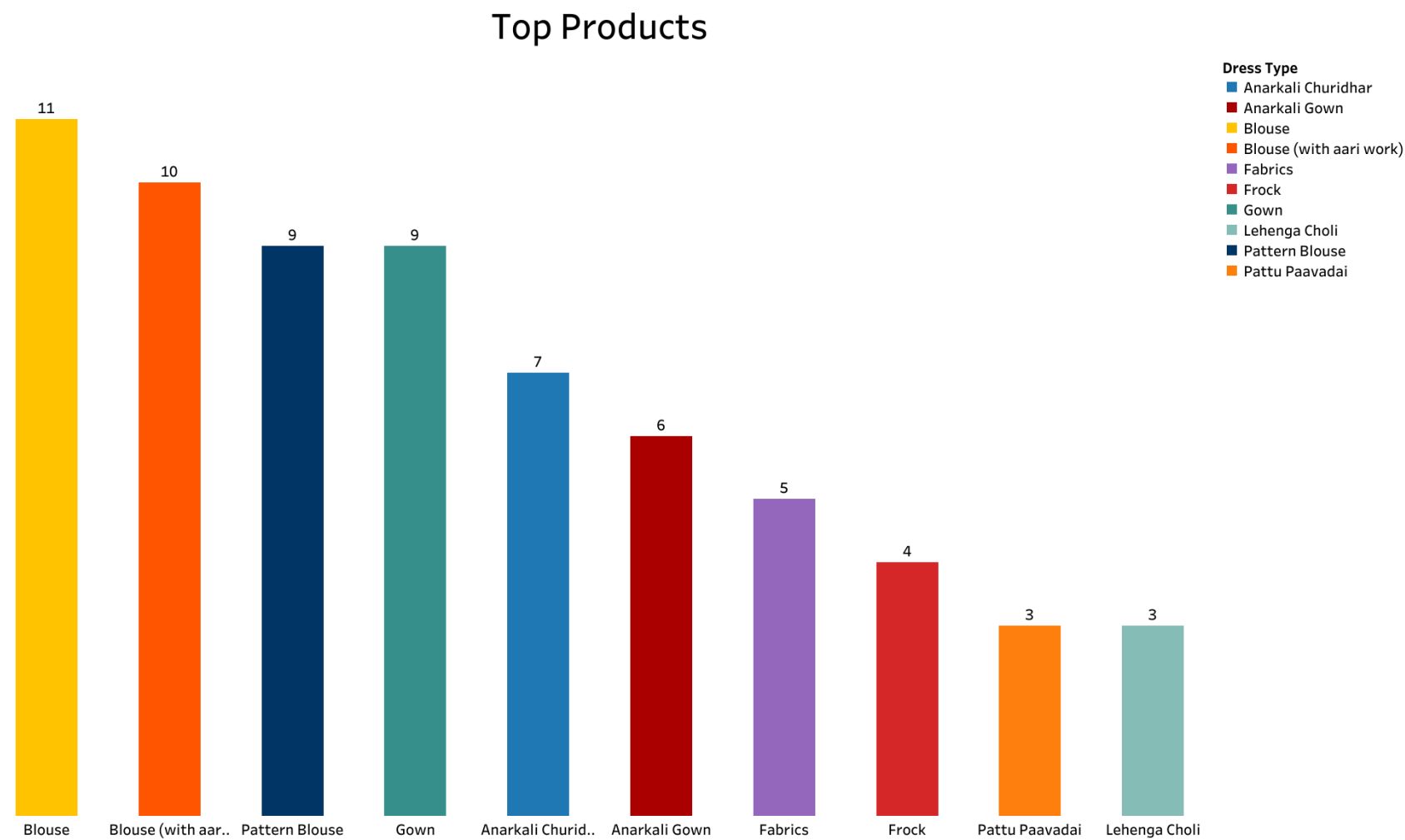
# Best Selling Products

## Highest Sold Product:

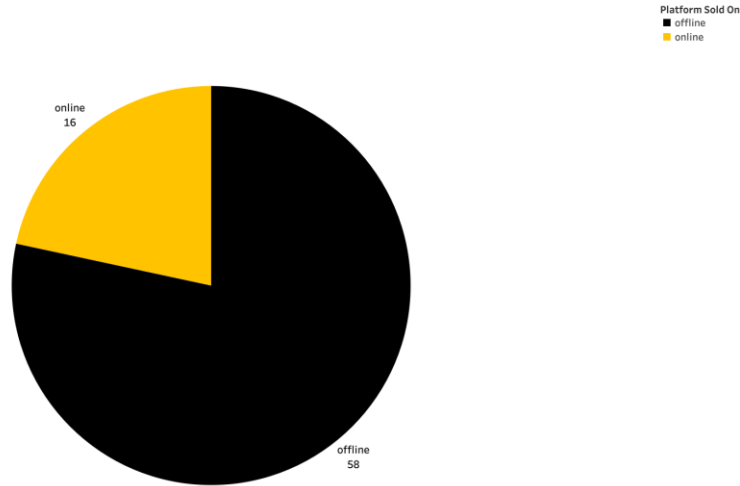
- 2017-2024: Blouse
- 2013-2017: Blouse (with aari work)
- 2022-2024: Blouse

## Top Product by Profit:

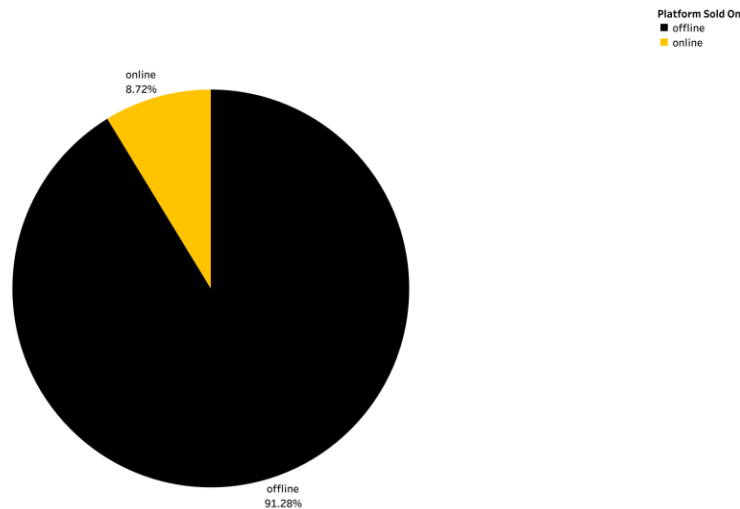
- 2013-2017: Blouse (with aari work)
- 2022-2024: Blouse



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

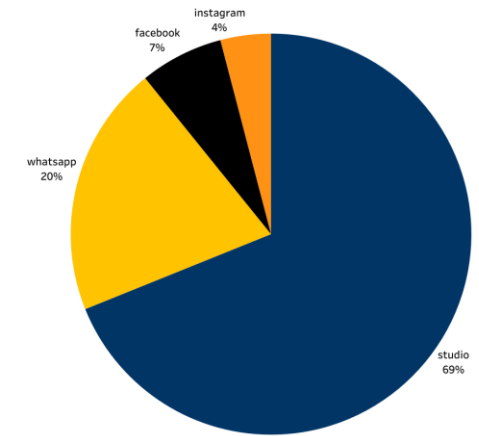
### •2022-2024:

•Offline – ₹1382, Online - ₹1480

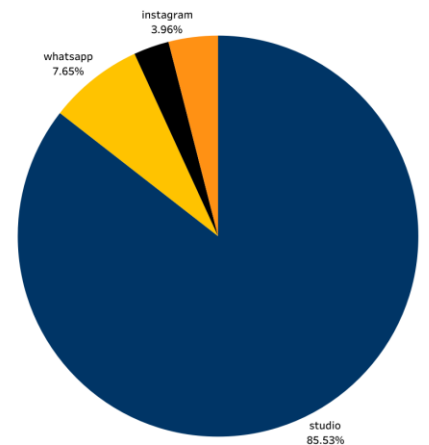
# Sales & Profit by Referral Source

- **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

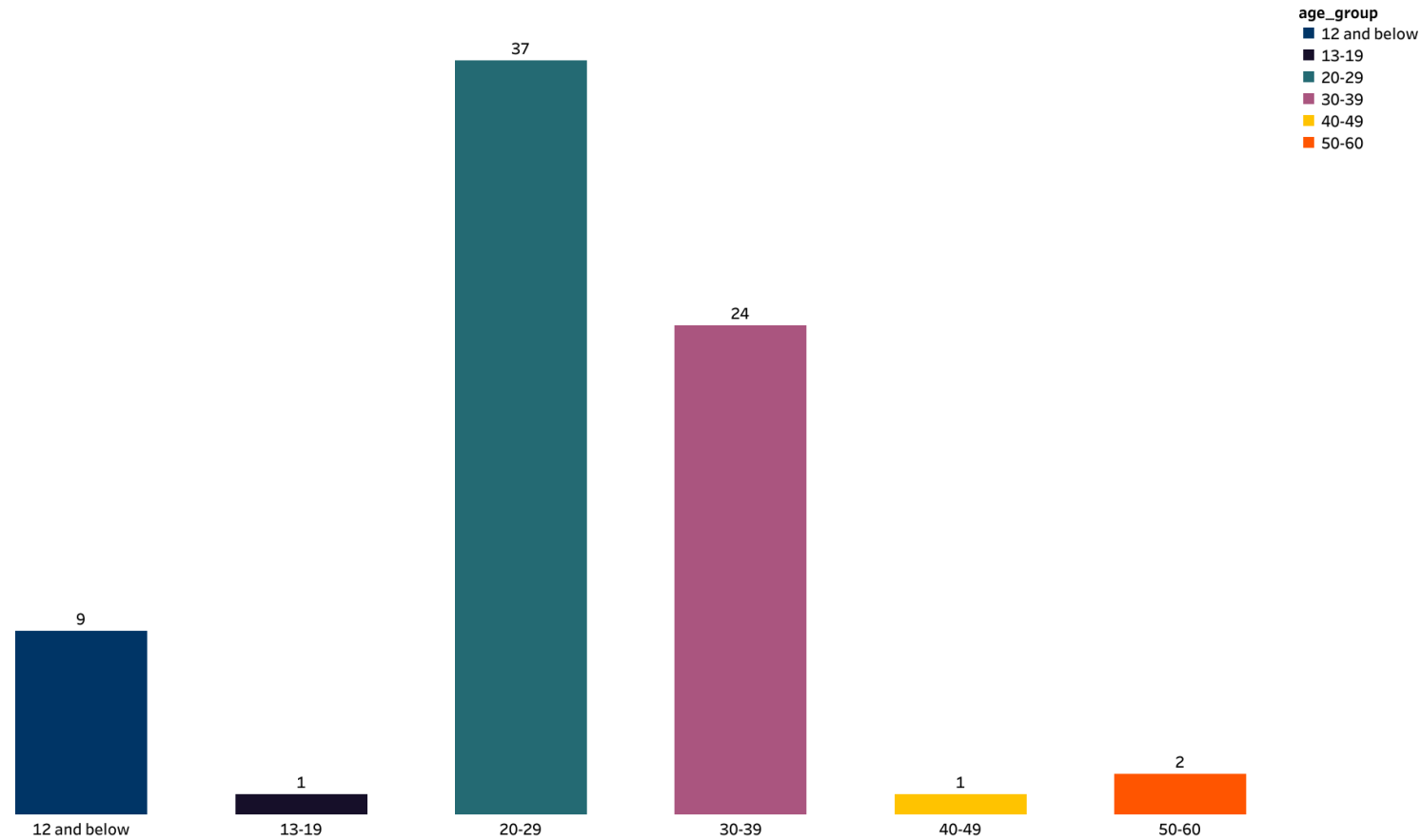


Profit by Referral Source





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

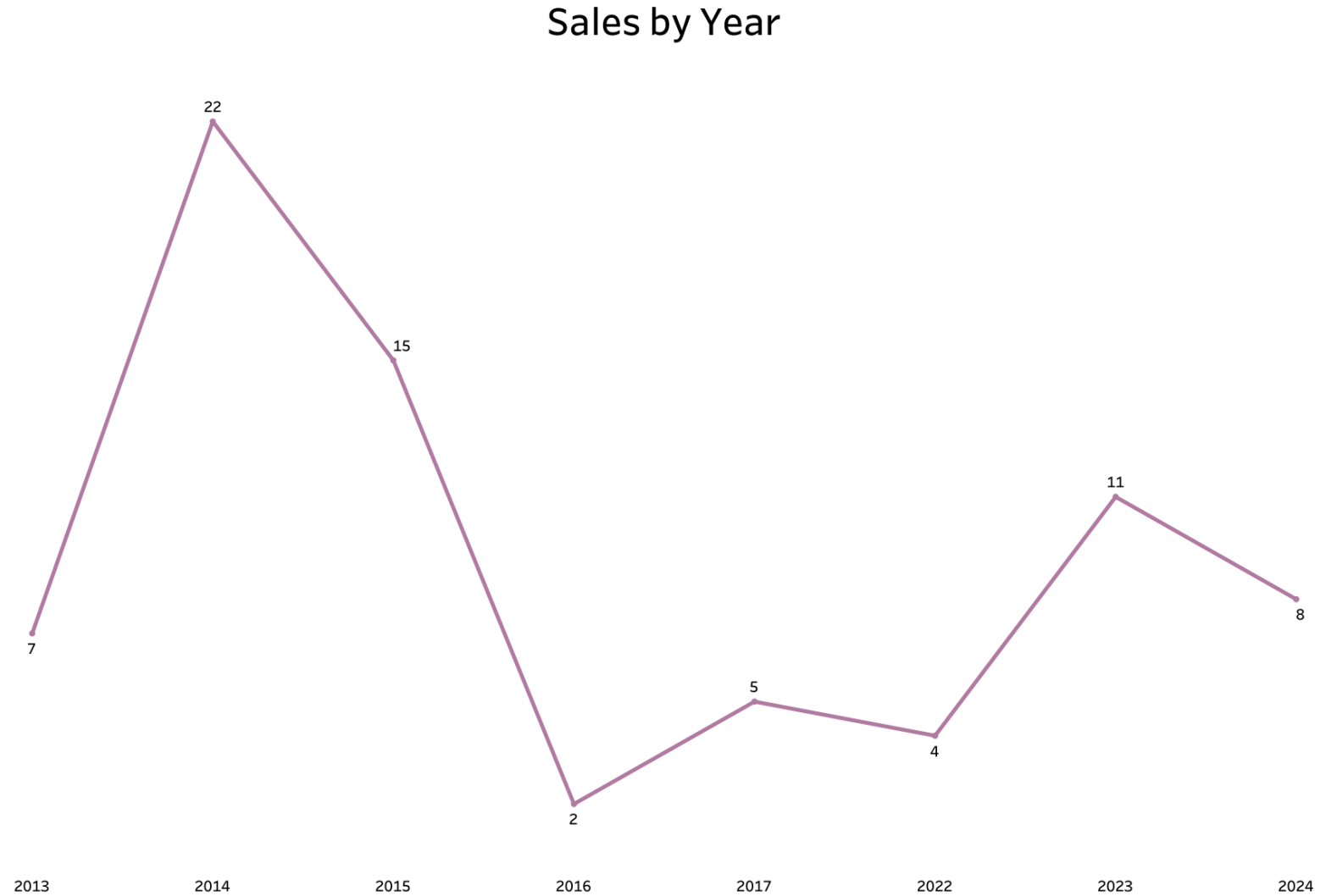
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## Between the year 2013-2017:

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



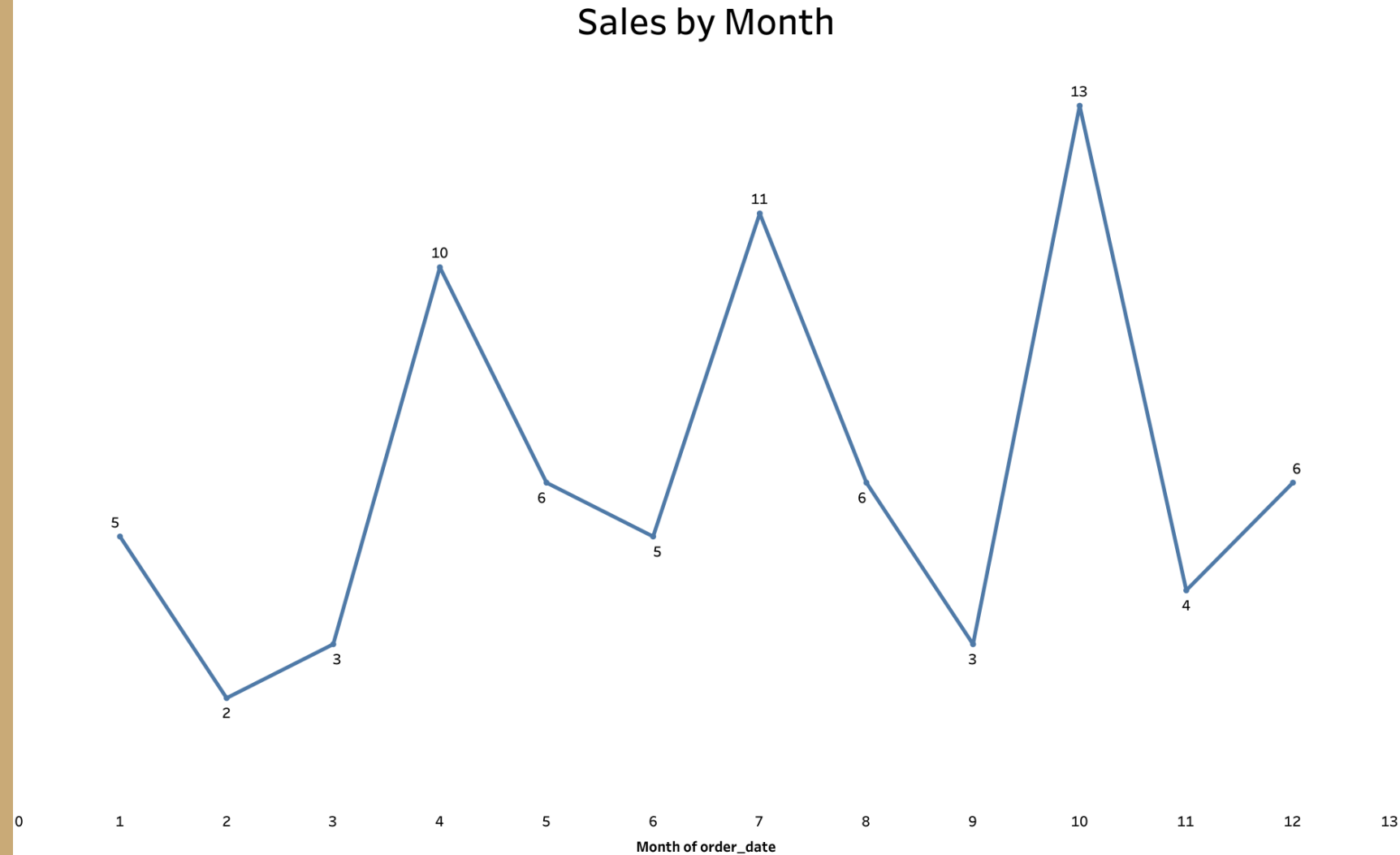
# Sales by Month

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

- April: 9 sales
- July: 9 sales

2022-2024:

- October: 11 sales





# Top Customers

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## 2013-2017:

- cust008
- cust017
- cust015

## 2022-2024:

- cust008
- cust005
- cust004

# DASHBOARD

## LIBAAZ - The Couture Sales Analysis Dashboard

Year  
☒ 2013-2017  
☒ 2022-2024

KPI

Total Sales

74

Total Cost

112,938

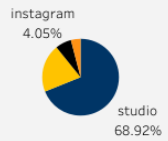
Total Revenue

135,650

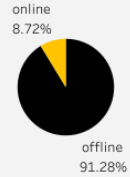
Total Profit

22,712

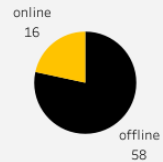
Sales by  
Refferal  
Source



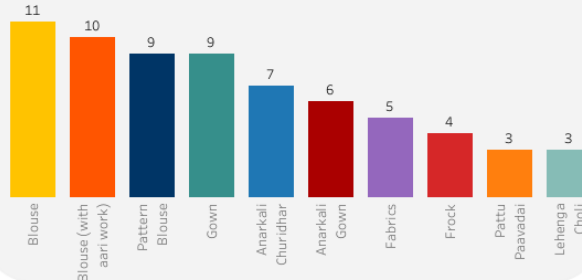
Profit by  
Channel



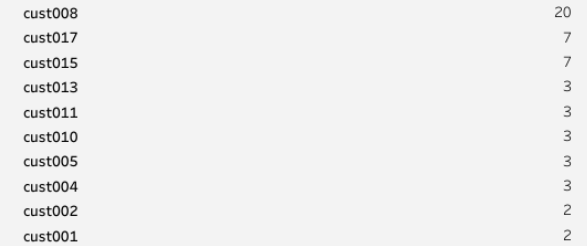
Sales by  
Channel



Top Products



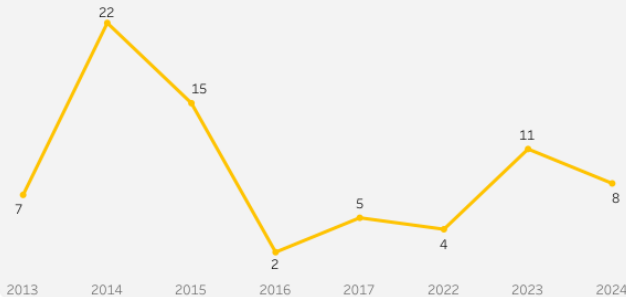
Top Customers



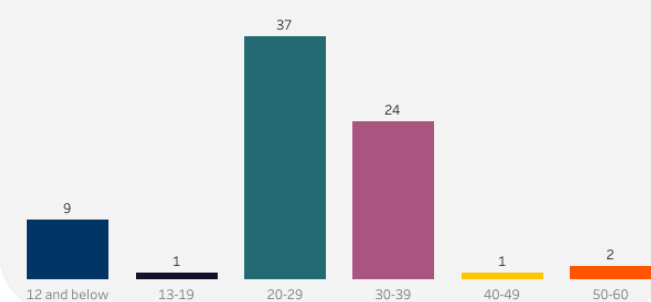
Sales by Location



Sales by year



Sales Age Group





# Conclusion

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- **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.