

23/02/2025

BBD REPORT

created by Asim

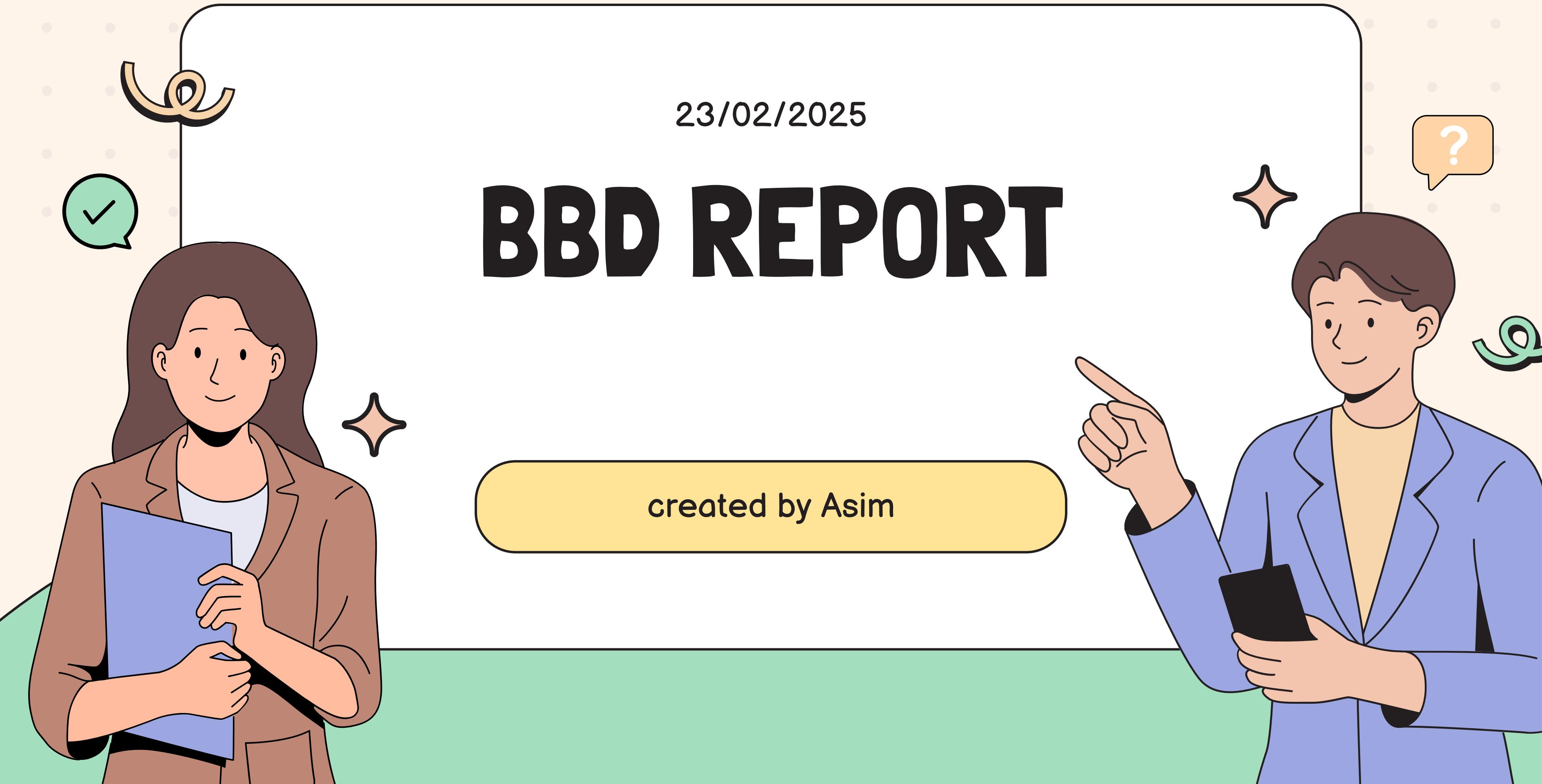
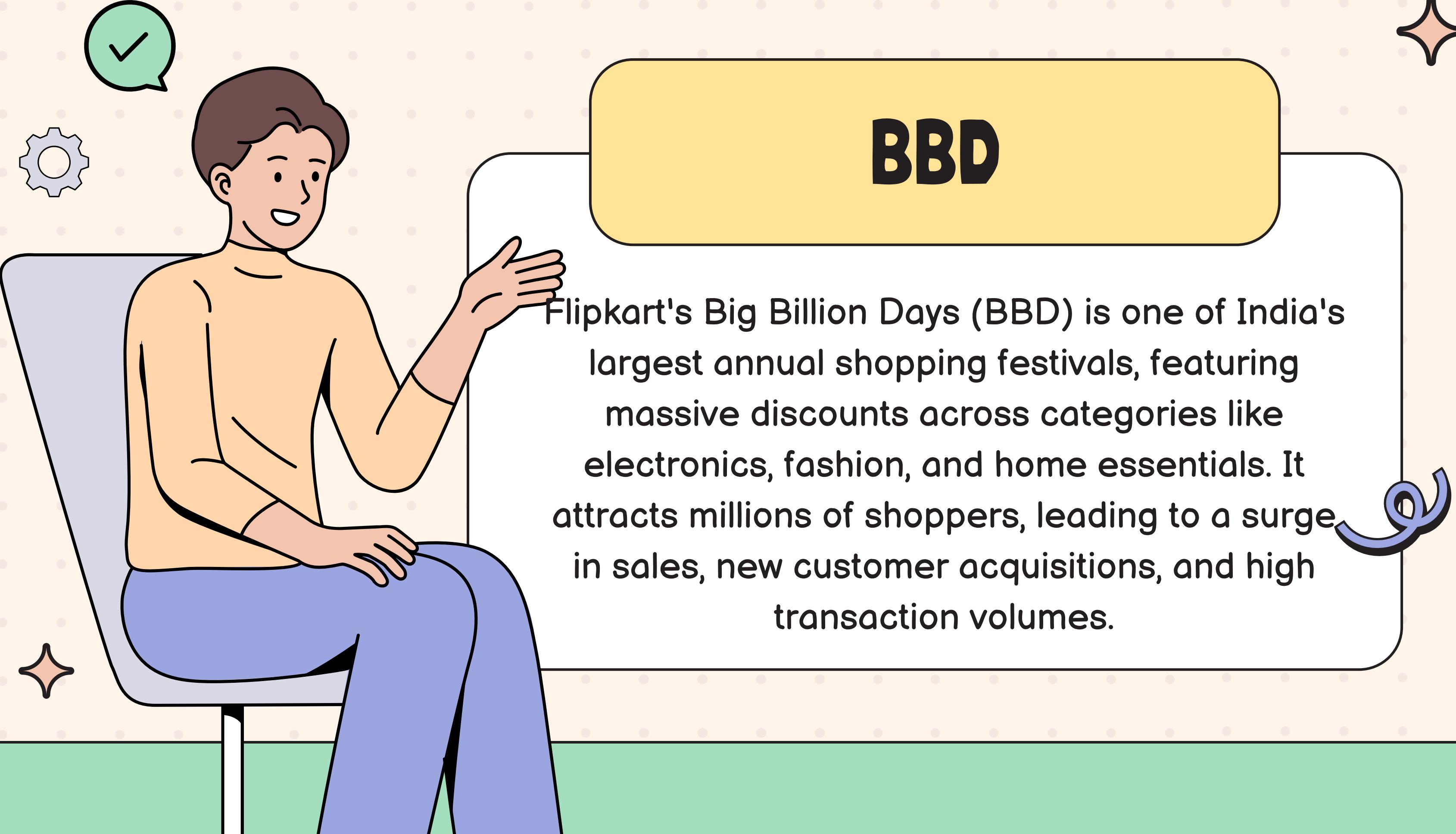


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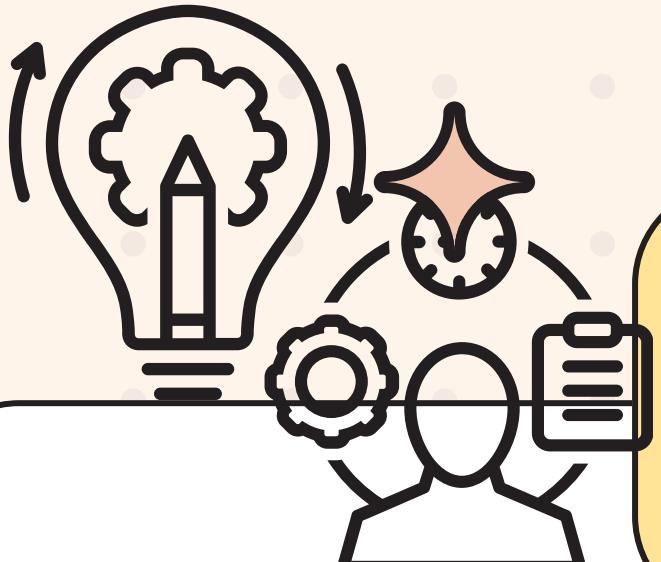


BBD

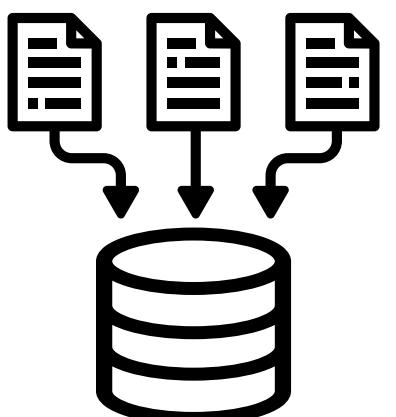
Flipkart's Big Billion Days (BBD) is one of India's largest annual shopping festivals, featuring massive discounts across categories like electronics, fashion, and home essentials. It attracts millions of shoppers, leading to a surge in sales, new customer acquisitions, and high transaction volumes.

PROBLEM

The Big Billion Days (BBD) analysis aims to identify key trends in sales performance, consumer behavior, product demand, logistics efficiency, and payment preferences across pre, during, and post-sale periods. The objective is to uncover bottlenecks in delivery, payment trends, and return patterns to optimize future sales strategies and enhance customer experience.



WHAT WE DO



Data Collection



Analysis



Insights



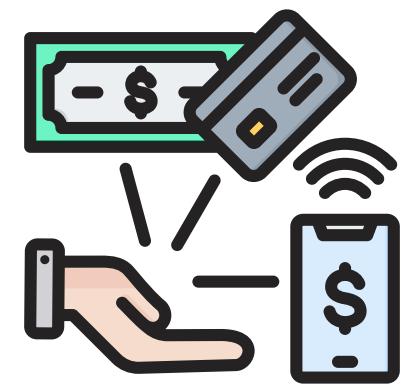
Strategy

OVERALL PREVIEW



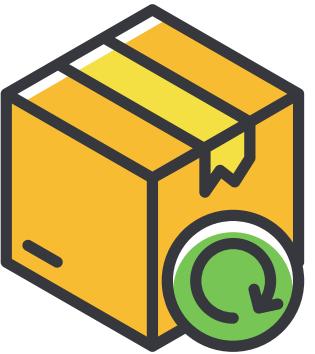
638.48 M

Total Sales



PAYTM

Most used
Payment



5%

Return
Percentage



9990

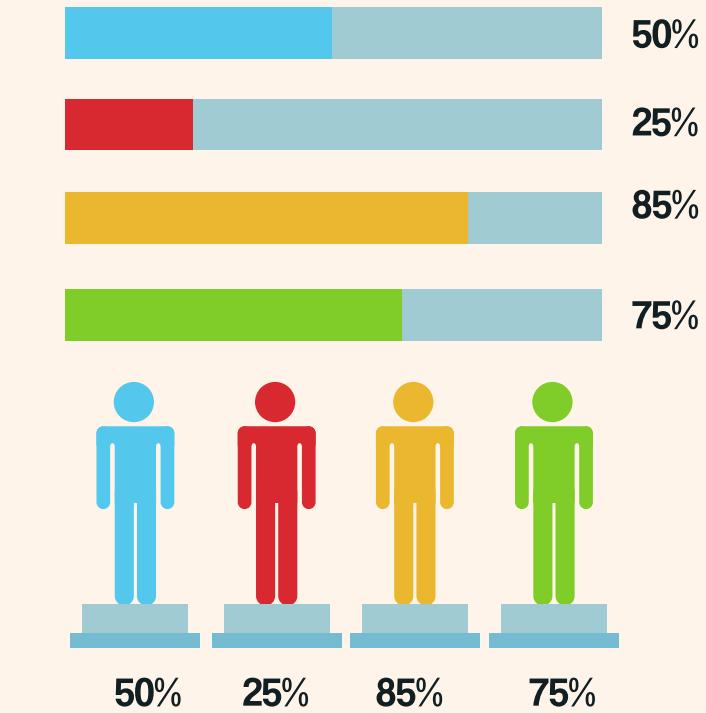
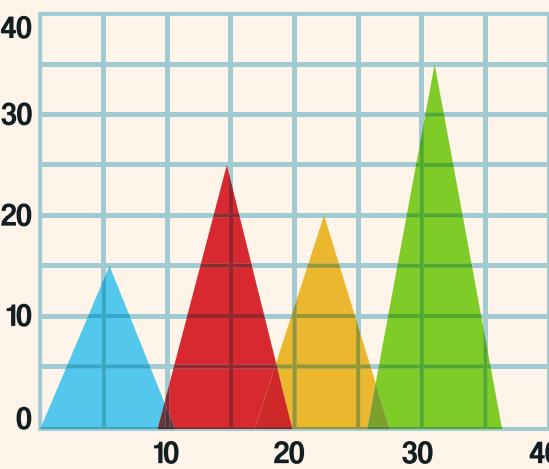
Customers

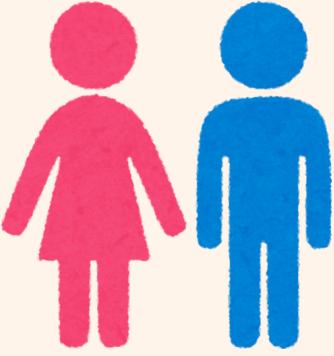


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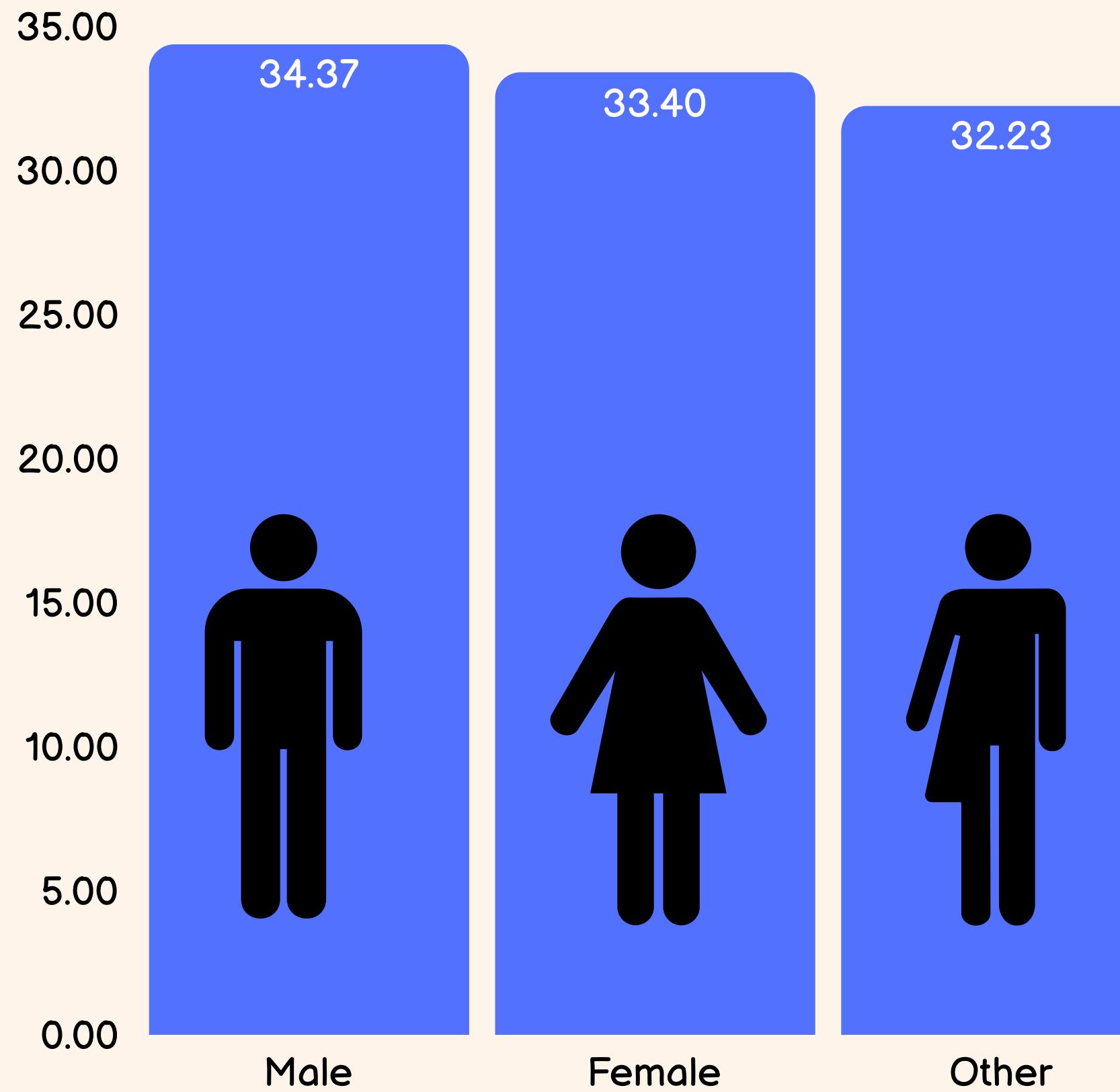
Avg Delivery
Time(Day)

DEMOGRAPHIC ANALYSIS

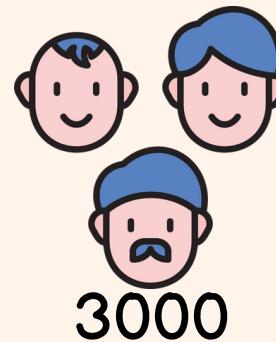




CUSTOMER GENDER ANALYSIS



The percentages for Male (34.37%), Female (33.40%), and Other (32.23%) are quite close, indicating that Flipkart has a diverse customer base across all genders.



3000

2500

2000

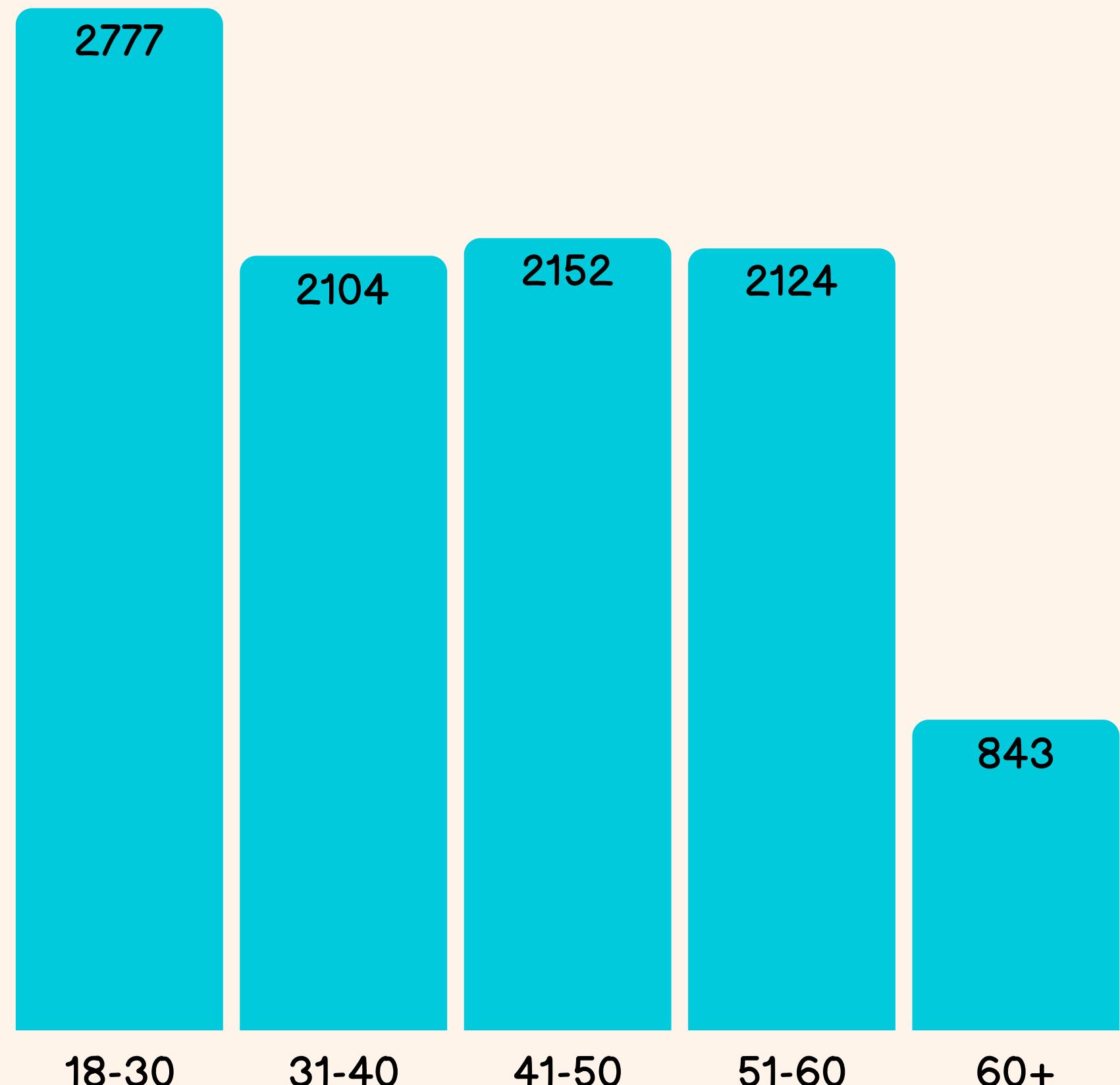
1500

1000

500

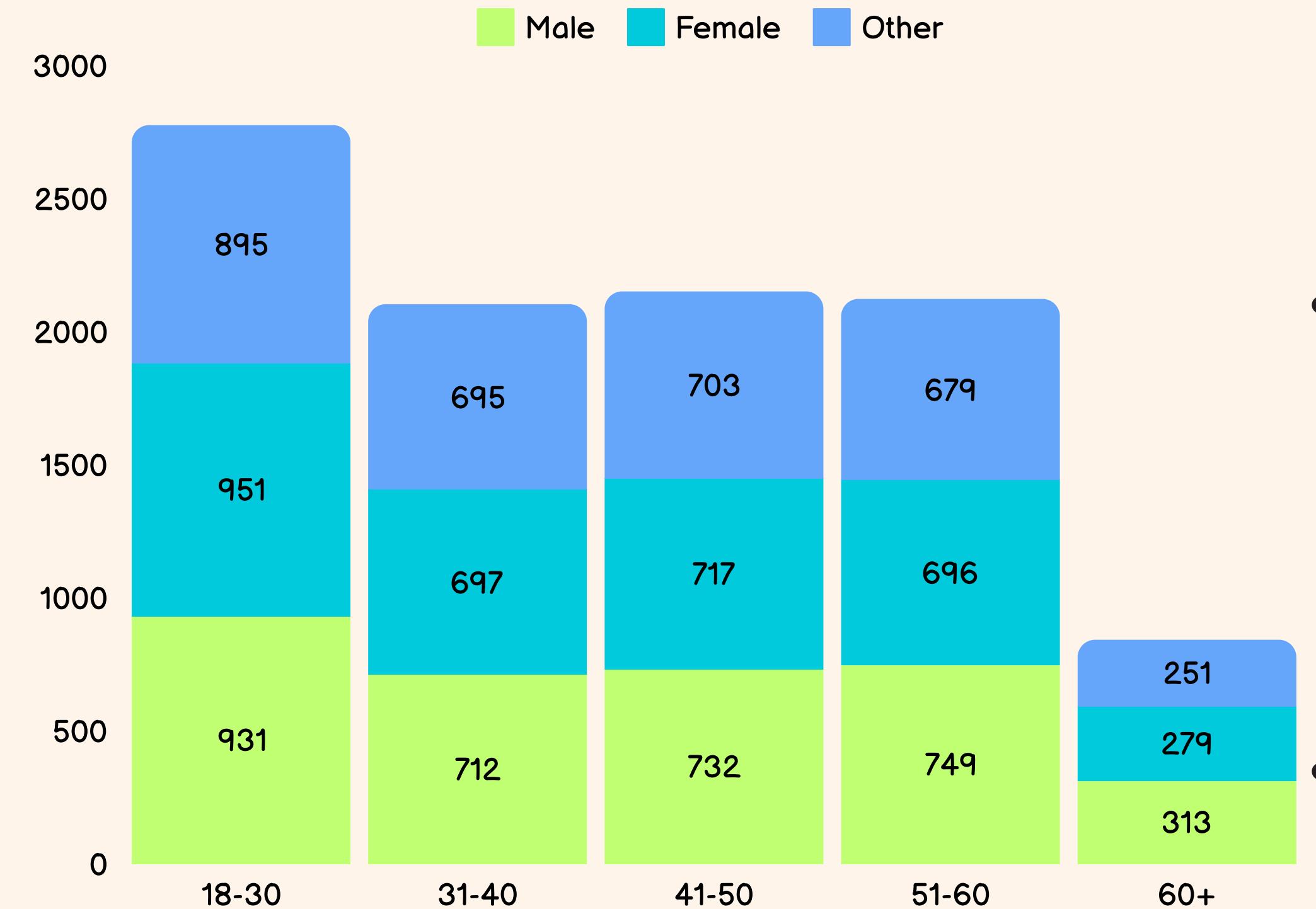
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AGE GROUP WISE CUSTOMERS



- Young Shoppers Lead (18-30: 27.77%) – This group is the most active, likely attracted by discounts on fashion, gadgets, and electronics.
- Balanced Middle-Aged Buyers (31-60: ~21% Each) – Strong participation from 31-60 suggests demand for home essentials, appliances, and family purchases.
- Low Engagement from Seniors (60+: 8.43%) – Older customers shop less, possibly due to lower digital adoption or preference for offline shopping.

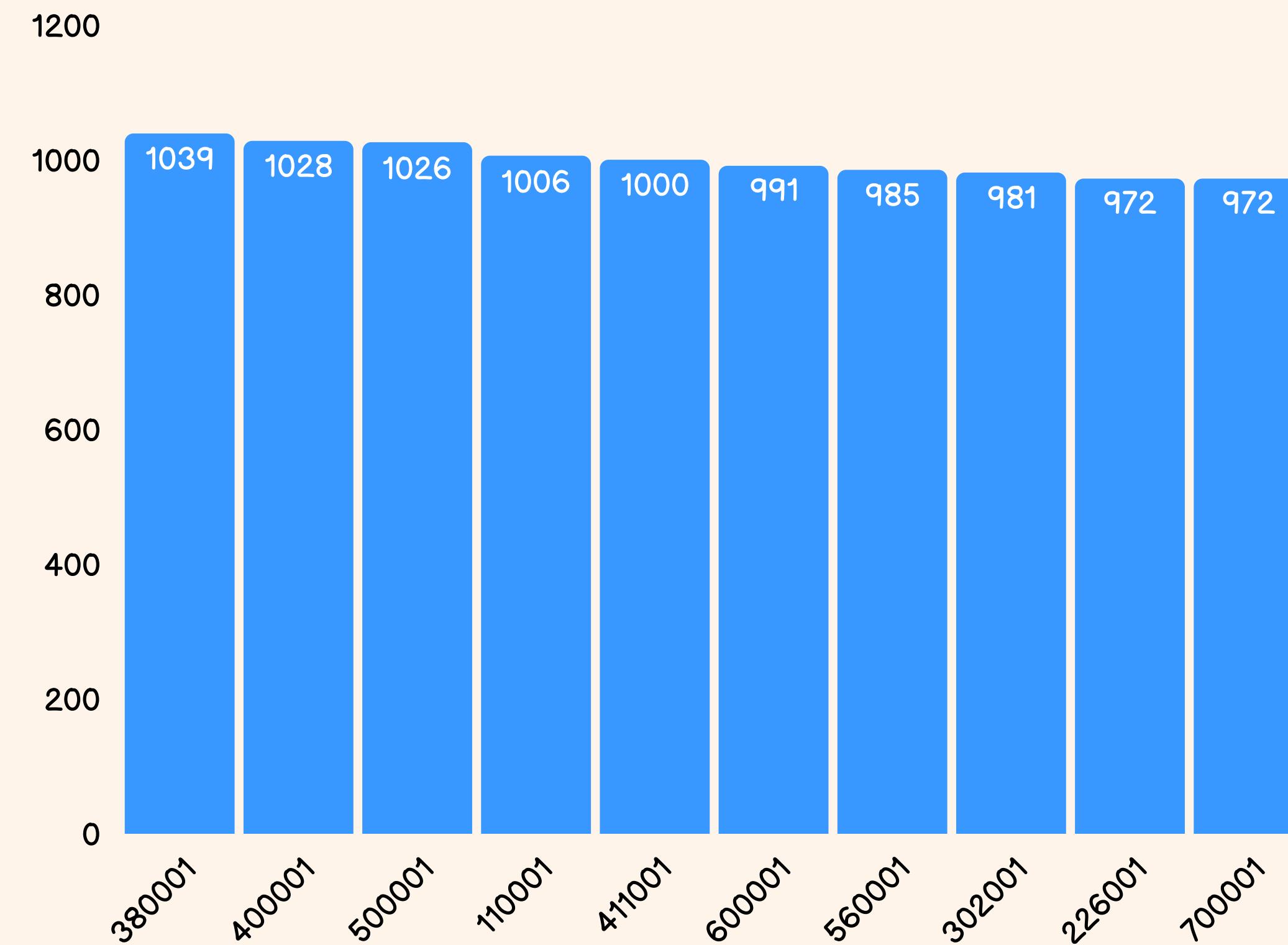
AGE & GENDER GROUP WISE CUSTOMERS



- Highest Participation (18-30 Age Group)
 - Both Male (931) and Female (951) lead, showing strong engagement from young shoppers, followed by Other (895).
- Balanced Middle-Aged Segments (31-60 Age Groups) – Similar participation across genders, indicating steady shopping habits for essentials and big-ticket items.
- Lower Engagement in Seniors (60+) – Male (313), Female (279), and Other (251) show the lowest numbers, likely due to lower digital adoption.



PINCODE WISE CUSTOMERS



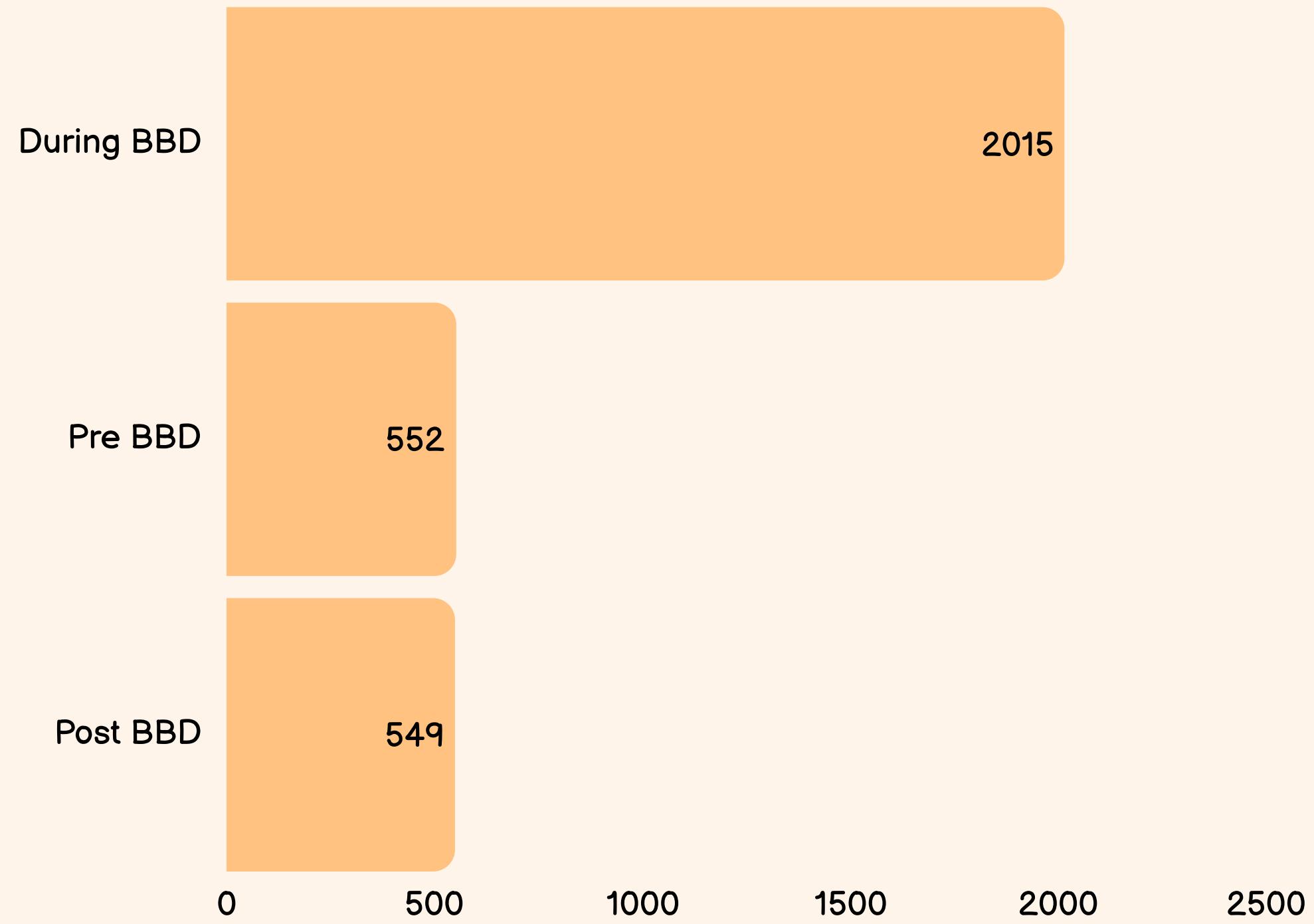
- High Customer Density in Metro Areas
 - Major cities like Mumbai, Kolkata, Chennai, and Bangalore drive strong sales.
- Strong Presence in Western & Northern India – High engagement in Maharashtra, Gujarat, and Delhi highlights strong e-commerce adoption.
- Potential for Growth in Smaller Cities – Jaipur and Lucknow show slightly lower numbers, indicating opportunities for targeted growth.

ORDER ANALYSIS





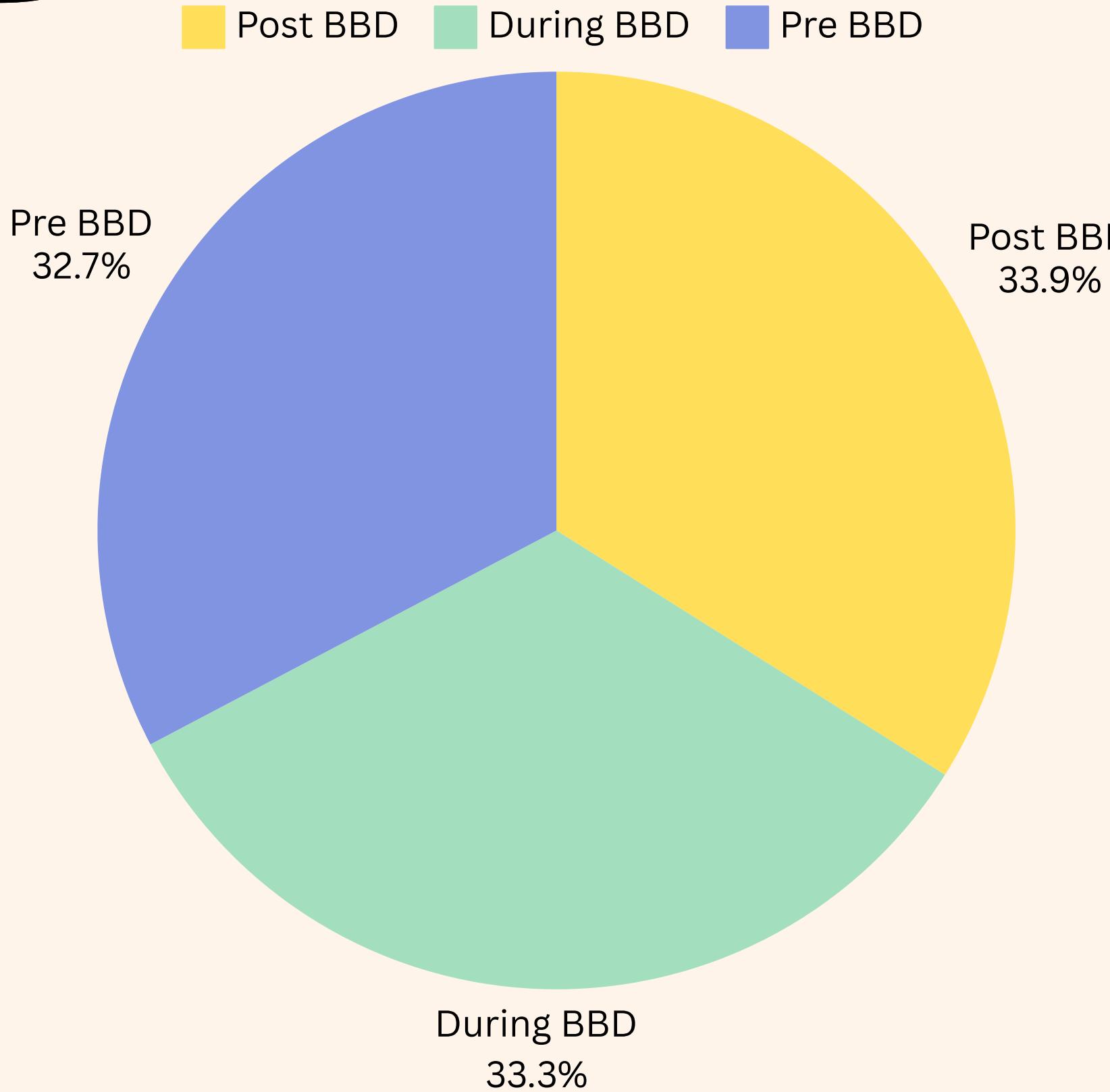
PRE,DURING,POST BBD ORDERS PER DAY



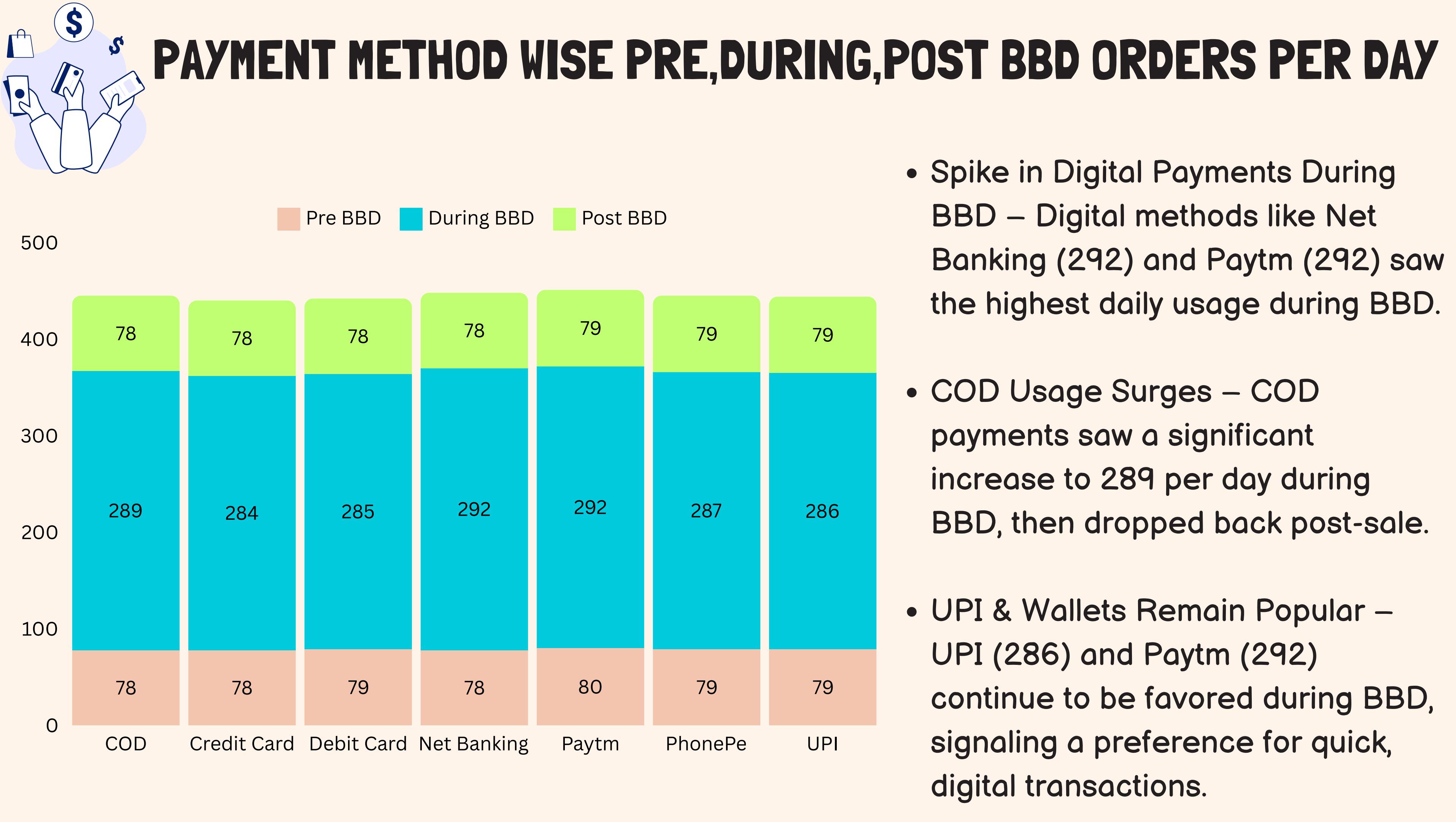
- Peak Sales During BBD – Highest order volume (22,160) in just 11 days, with an average of 2,015 orders per day.
- Stable Pre & Post BBD Orders – Pre (21,509) and Post BBD (22,514) have similar total orders but lower daily averages (~550).
- Massive Sales Surge in BBD – Orders per day during BBD are nearly 4x higher than pre and post periods.



PRE,DURING,POST BBD TOTAL SALES

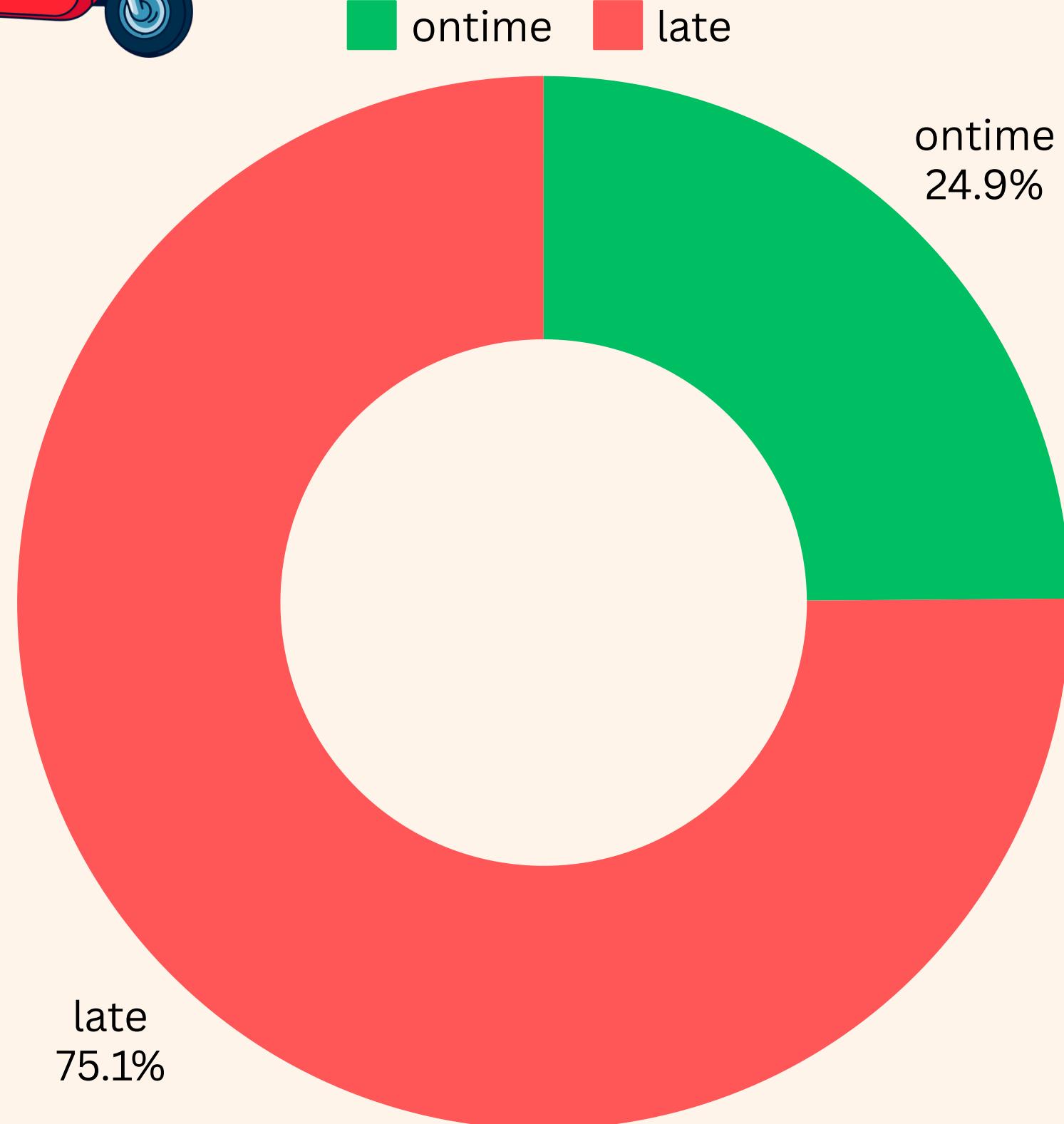


- Highest Sales Post BBD (41 Days) – ₹216.67M sales, but with a lower daily average compared to the BBD period.
- Strong BBD Sales Surge (11 Days) – ₹212.91M in just 11 days, indicating a massive spike in daily transactions.
- Consistent Pre-BBD Sales (39 Days) – ₹208.90M, showing steady demand before the sale event.
- Post-BBD Higher Total but Lower Daily Sales – Despite the highest total sales, the 41-day period results in lower average daily revenue.





OVERALL ORDER DELIVERY STATUS

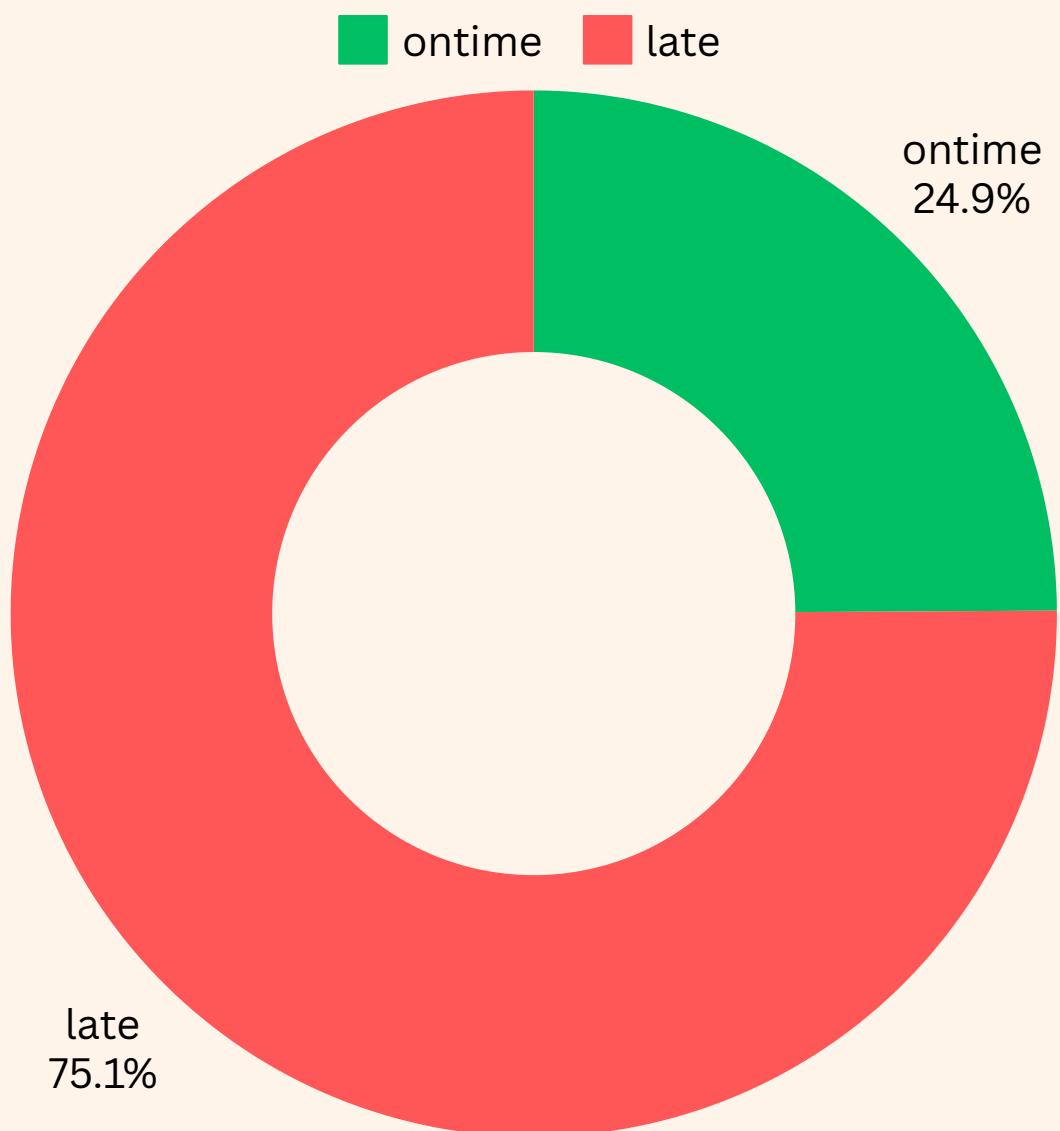


- Low On-Time Delivery Rate – Only 24.88% of deliveries were on time, indicating significant delays.
- High Late Delivery Rate – 75.12% of deliveries were late, suggesting challenges in meeting customer expectations.

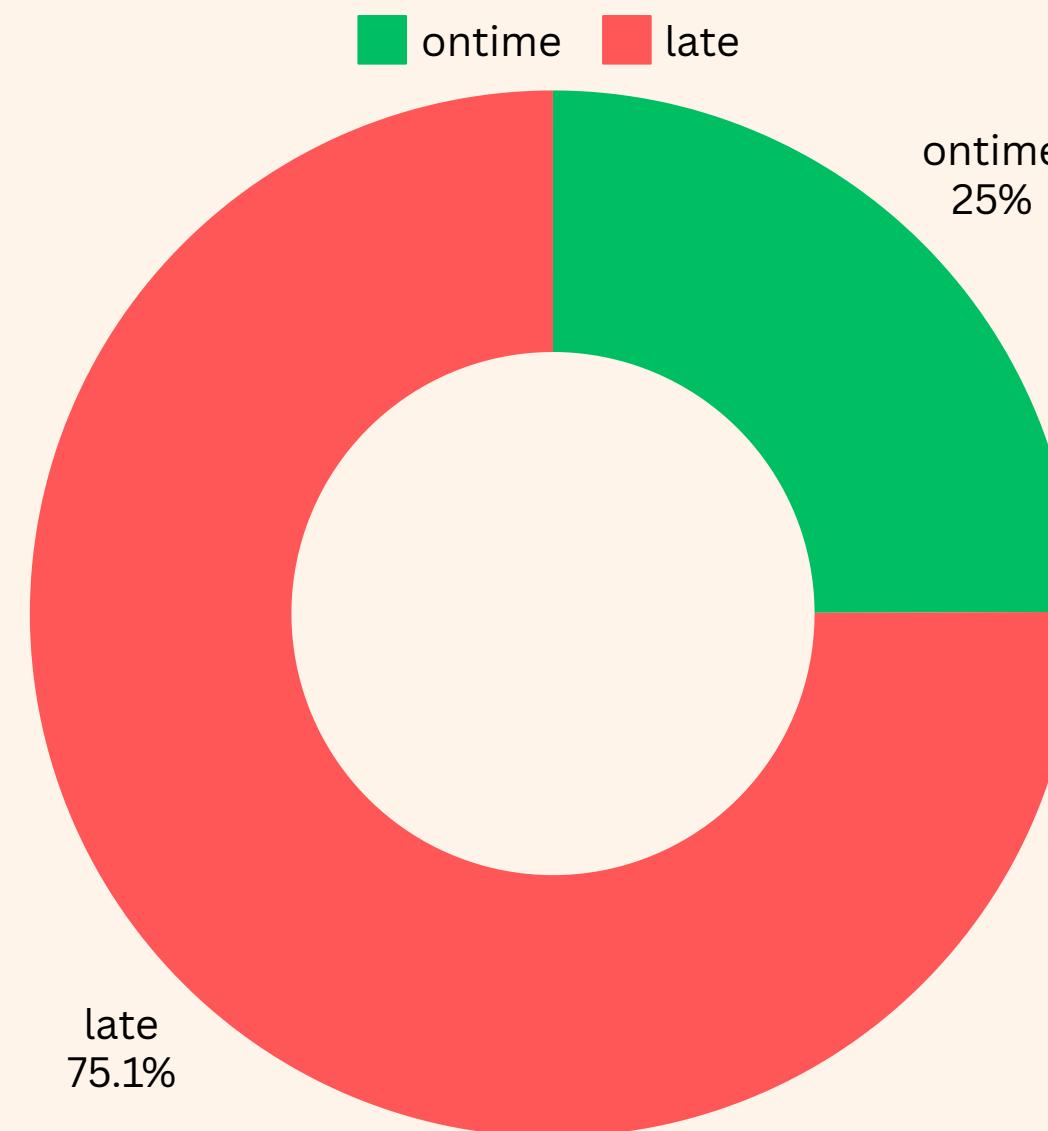


PRE, DURING, POST BBD ORDER DELIVERY STATUS

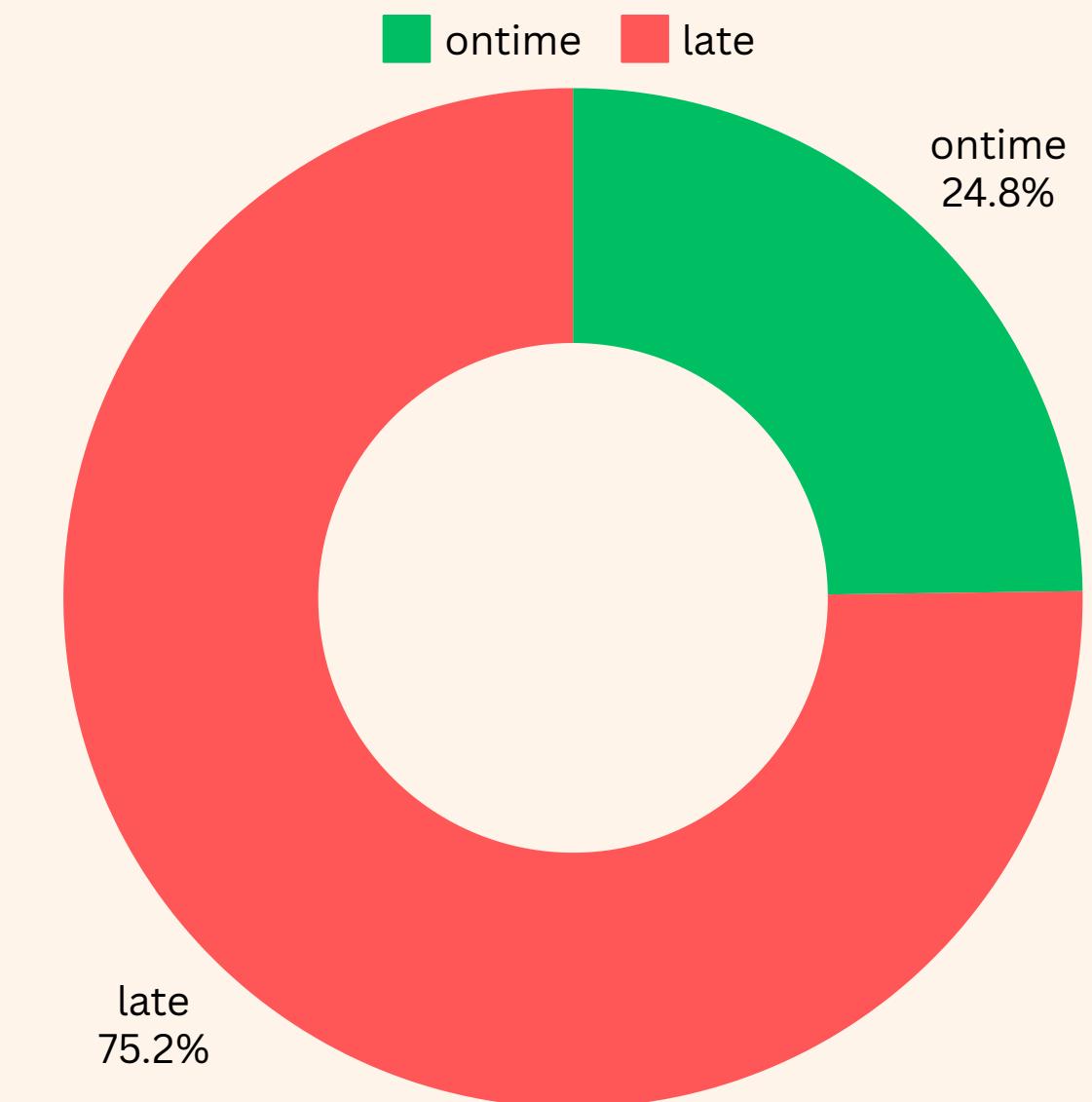
Pre BBD



During BBD



Post BBD

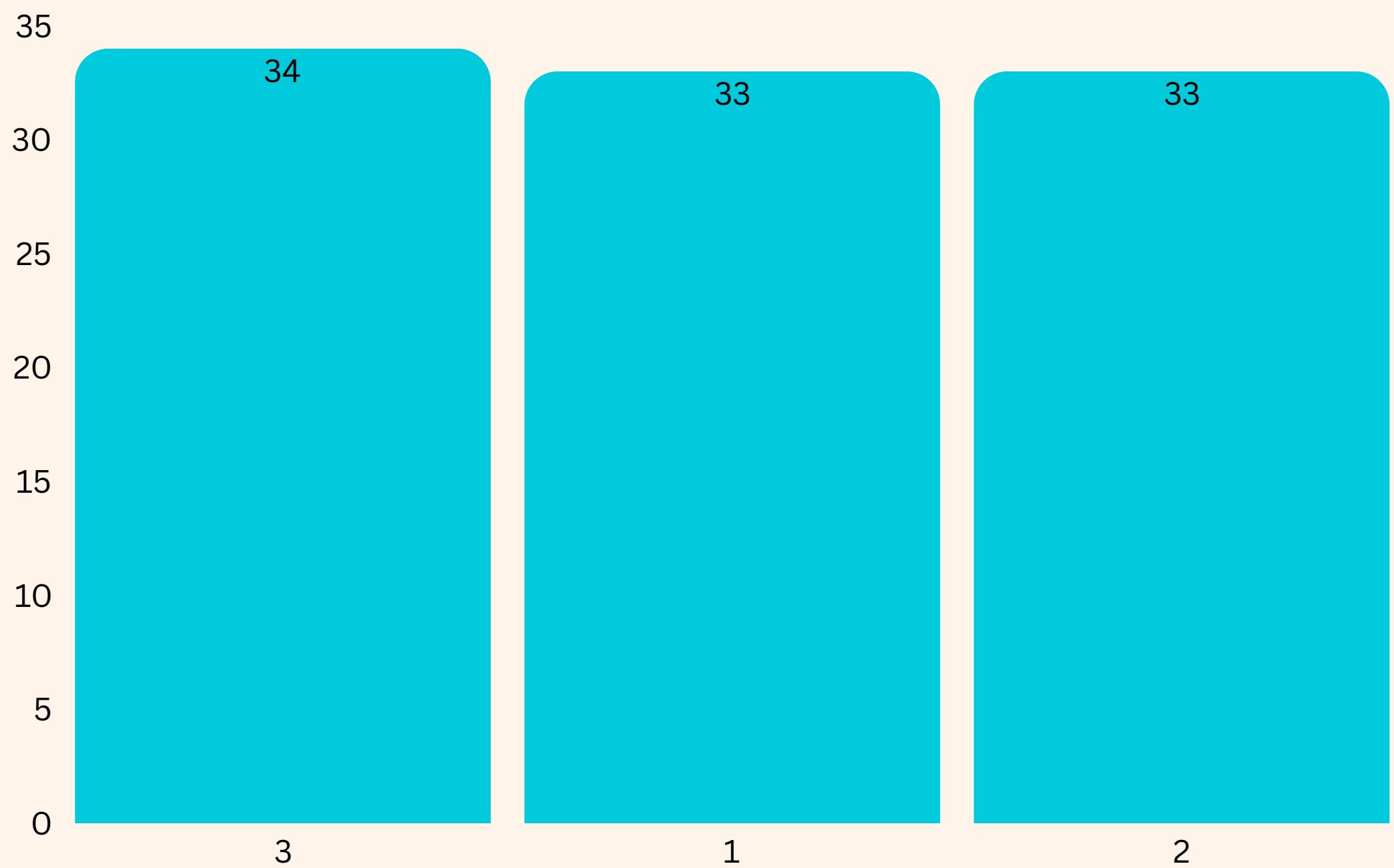




- Similar Delay Rates Across Partners – All delivery partners (Ekart, Ecom Express, Bluedart, and Delhivery) have nearly identical delay percentages, ranging from 24.82% to 25.27%.
- Potential for Shared Logistics Challenges
 - The uniformity in delay rates suggests common operational or logistical challenges across all partners.
- Opportunity for Partner Performance Evaluation – Flipkart can assess if improvements in specific partners' processes can reduce overall delivery delays.



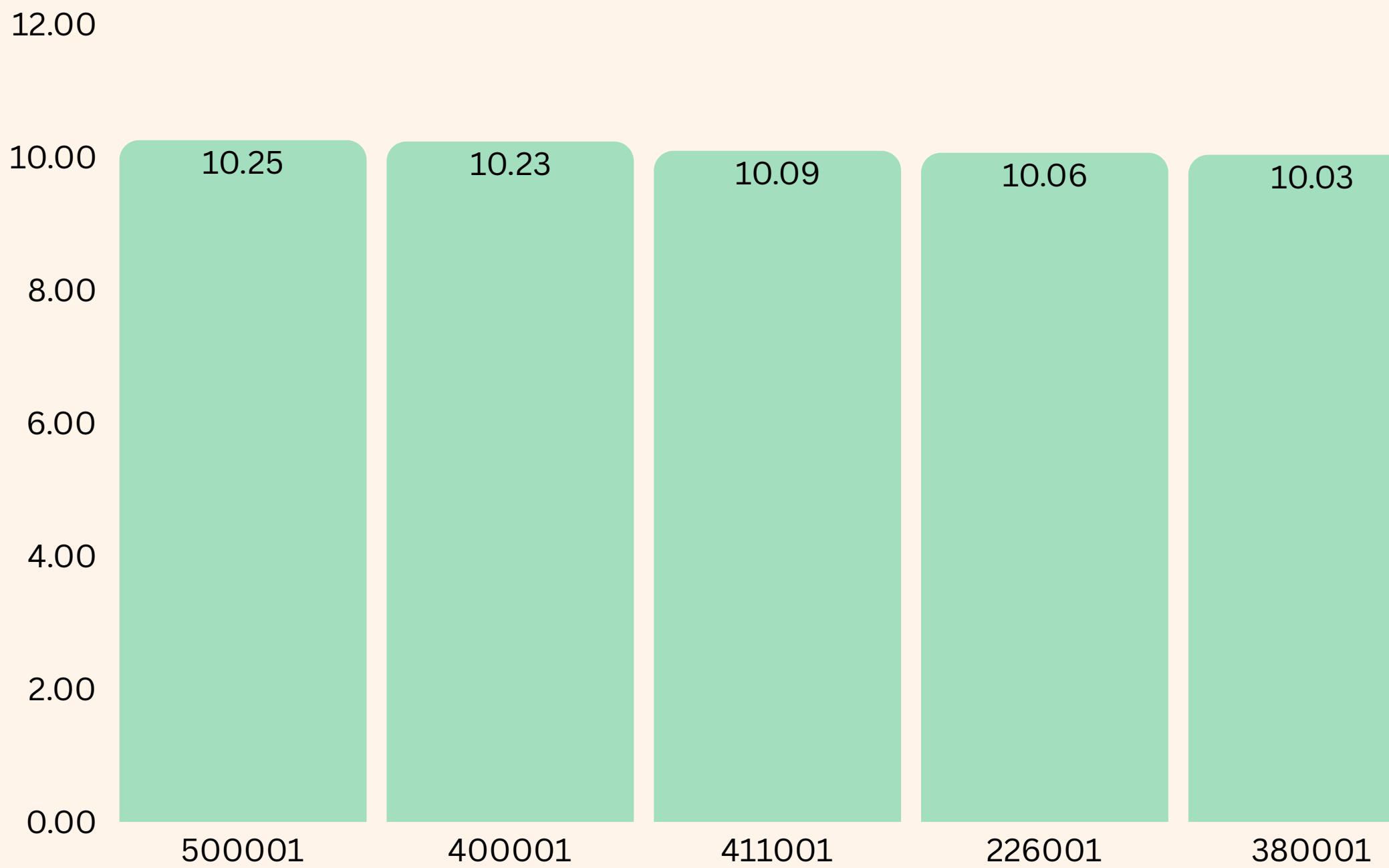
AVG DELAY OF PERCENTAGE ORDERS



- Equal Distribution of Delays – Orders are evenly split between 1-day (33%), 2-day (33%), and 3-day (34%) delays.
- Moderate Delay Pattern – A significant portion of orders are delayed by up to 3 days, indicating that delays are not concentrated in a few days but spread across.
- Opportunity for Process Optimization – The consistent delay across these timeframes highlights the need for improvements in order fulfillment and logistics.



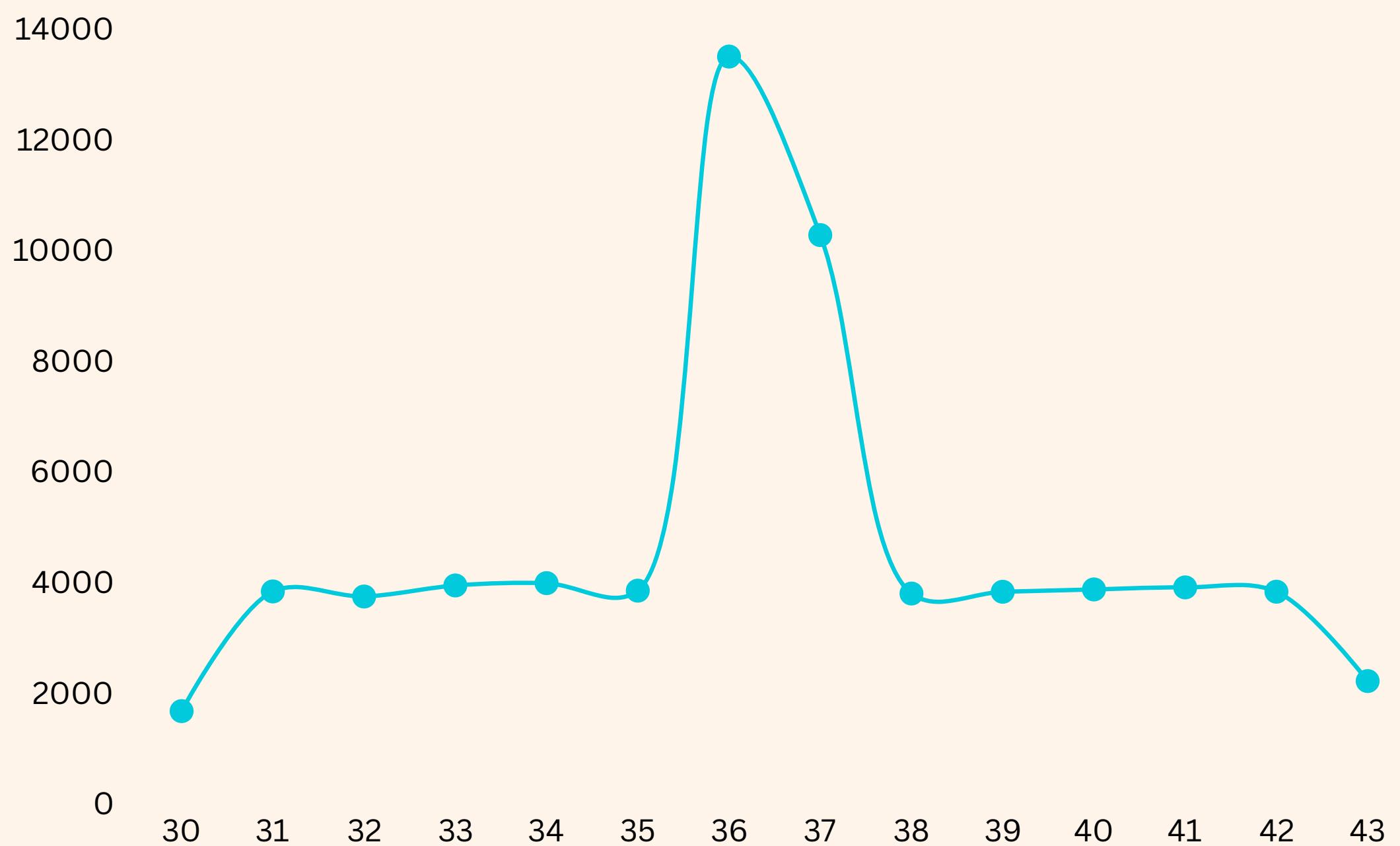
TOP 5 PINCODE WITH HIGHEST DELAYS



- **High Delay in Major Cities –** Pin codes 500001 (Hyderabad), 400001 (Mumbai), and 411001 (Pune) show the highest delays, each contributing around 10% of delayed orders.
- **Consistent Delay Across Regions –** The top 5 pin codes show relatively close delay percentages, ranging from 10.25% to 10.03%.



WEEKLY ORDERS TREND



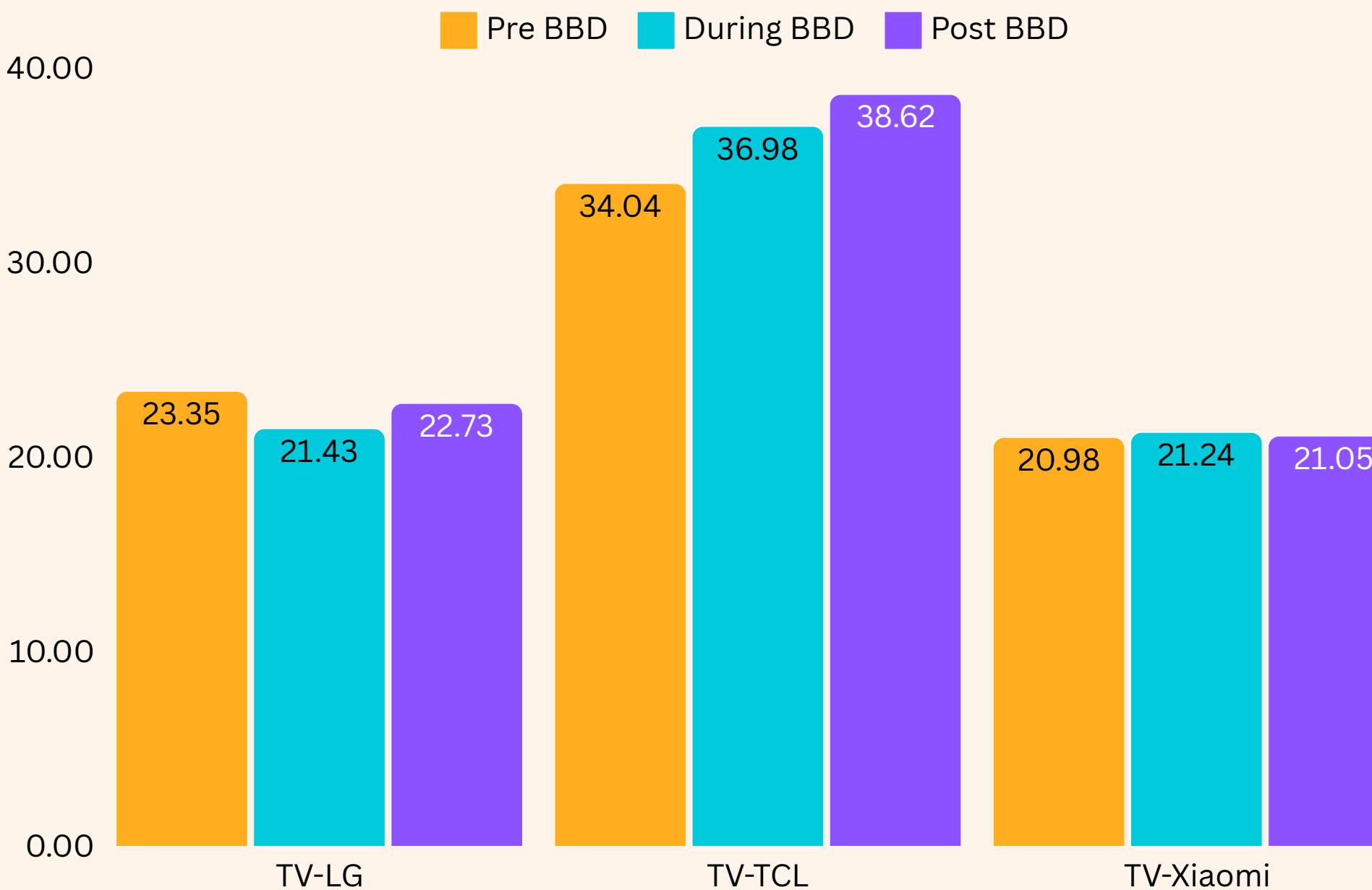
- BBD Surge in Week 36 – With 13,496 orders, Week 36 shows a major spike, likely driven by Flipkart's Big Billion Days (BBD) event.
- Post-BBD Drop in Week 37 – Orders decrease to 10,270, reflecting the typical slowdown after the BBD sales event.
- Steady Pre-BBD Weeks (30-35) – Weeks 30 to 35 show stable order volumes, indicating buildup before the BBD peak.
- Continued Decline Post-BBD (Week 38 Onwards) – Orders start to stabilize but remain lower compared to BBD weeks, highlighting the typical post-event drop.

PRODUCT ANALYSIS





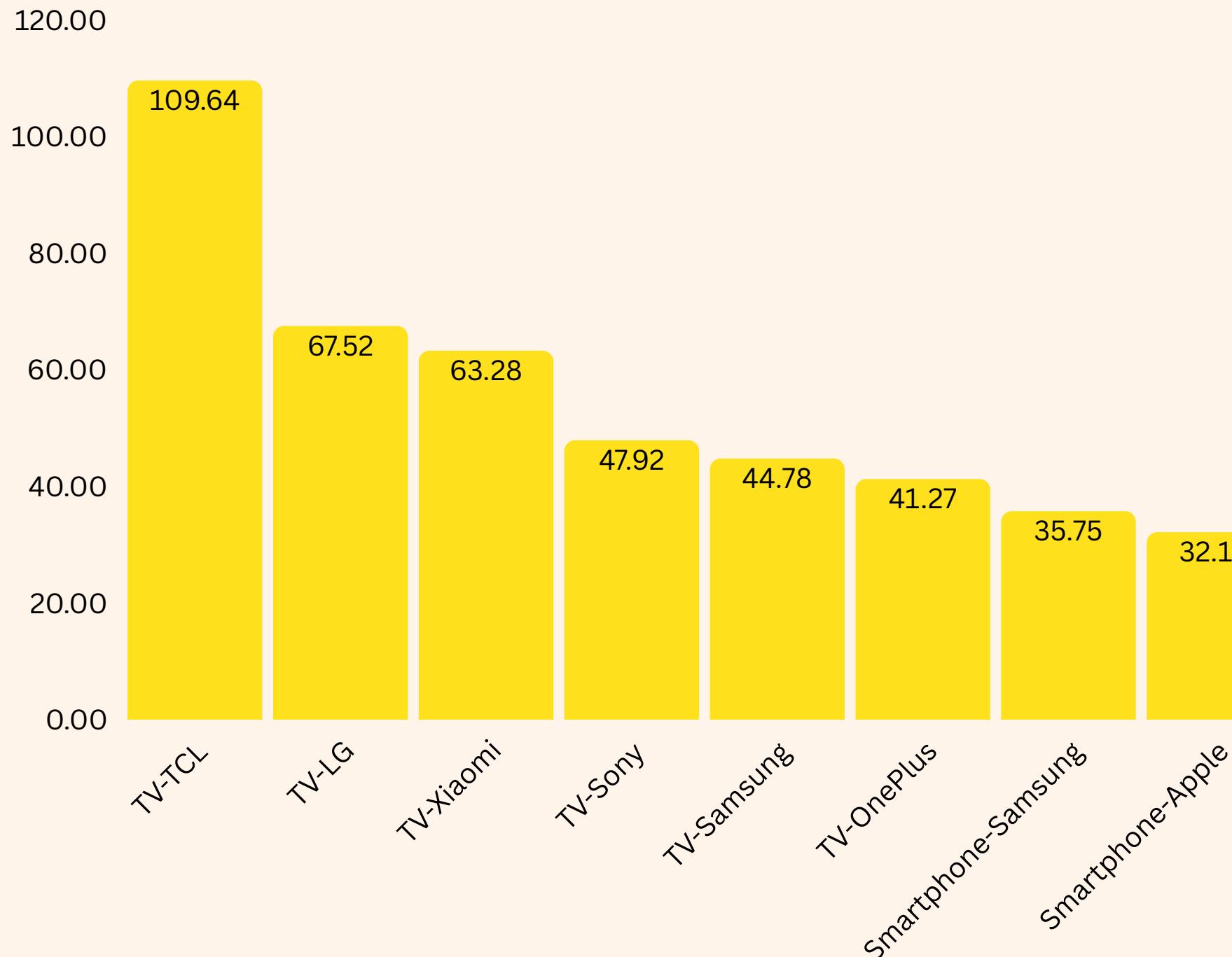
TOP PRODUCT SOLD PRE,DURING,POST BBD



- Highest Sales for TV-TCL – leads in total sales across all periods, generating the highest revenue during BBD (₹36.98M) and post-BBD (₹38.62M).
- Strong Performance of TV-LG – consistently ranks second in sales, with ₹21.43M during BBD and ₹22.73M post-BBD.
- Consistent Sales for TV-Xiaomi – shows steady sales, maintaining around ₹21.24M during BBD and ₹21.05M post-BBD.
- Slight Increase Post-BBD – TV-TCL and TV-LG experience a slight sales increase post-BBD, indicating continued consumer interest after the event.



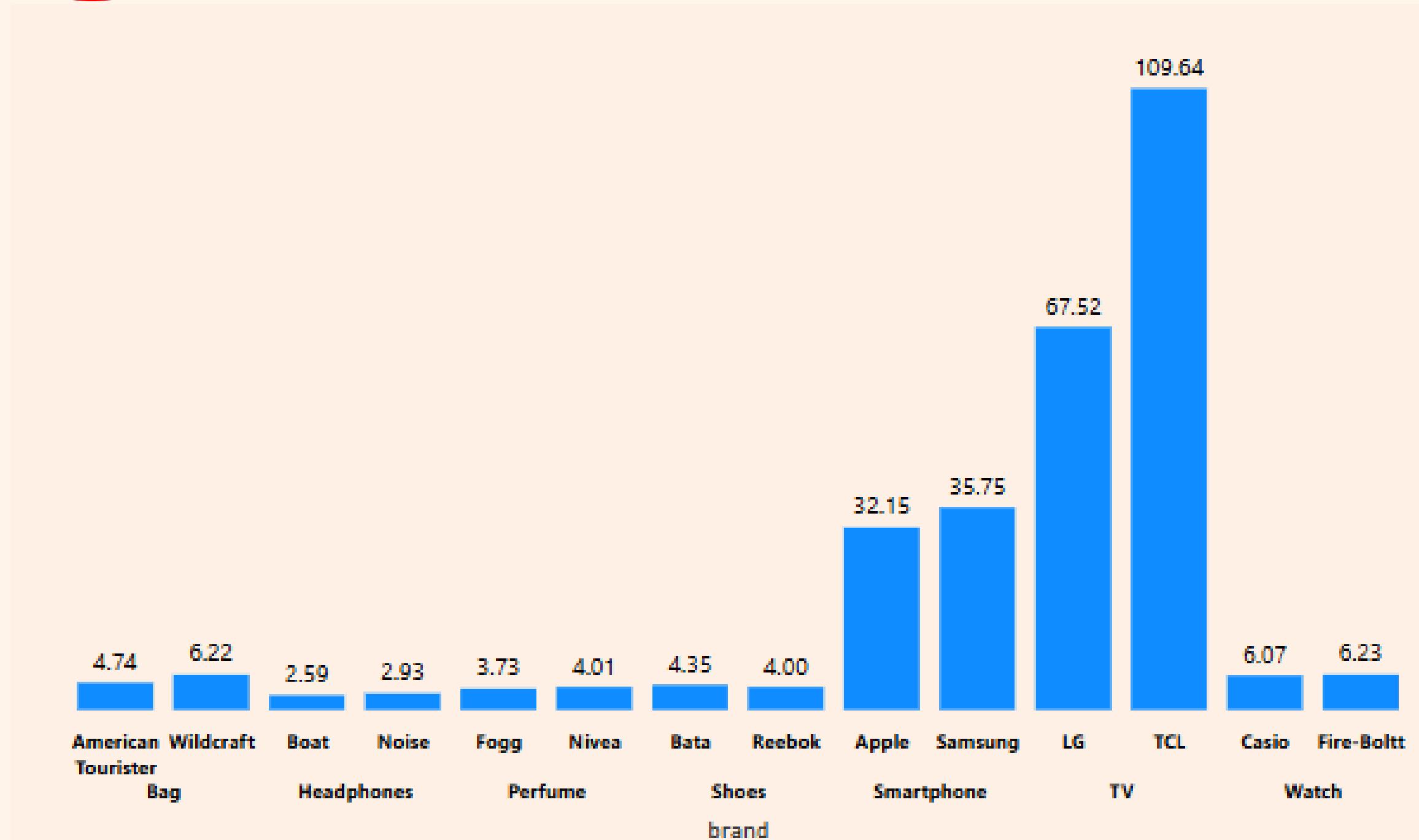
PRODUCTS CONTRIBUTE 70% OF SALES



- Strong Performance from TVs – TVs dominate the sales, with TV-Sony (₹47.92M) and TV-Samsung (₹44.78M) rounding out the top 5 products.
- Smartphone Sales Lag Behind TVs – Smartphones like Samsung (₹35.75M) and Apple (₹32.15M) contribute lower sales compared to TVs, but still play a notable role in the total.
- 70% of Sales from These Products – The combined sales from these top products (TVs and Smartphones) make up 70% of total sales, highlighting their dominance in Flipkart's offerings.



TOP 2 BRANDS FOR EACH PRODUCT CATEGORY





PRODUCT CATEGORYWISE TOP & BOTTOM SOLD BRAND

product_type	top_sold_brand	bottom_sold_brand
Bag	Wildcraft	VIP
Headphones	Noise	JBL
Perfume	Nivea	Engage
Shoes	Bata	Woodland
Smartphone	Samsung	Vivo
TV	TCL	OnePlus
Watch	Fire-Boltt	Fastrack

- Top-Sold Brands – Wildcraft, Noise, Nivea, and Bata dominate their respective categories, indicating strong market demand.
- Bottom-Sold Brands – VIP, JBL, Engage, and Woodland show weaker performance in comparison to their competitors.
- Brand Dominance – Samsung, TCL, and Fire-Boltt lead in smartphones, TVs, and watches, showcasing strong market presence.
- Market Gap – Brands like Vivo, OnePlus, and Fastrack have relatively weaker sales, signaling potential opportunities for growth.



AGE GROUPWISE MOST & LEAST SOLD PRODUCT

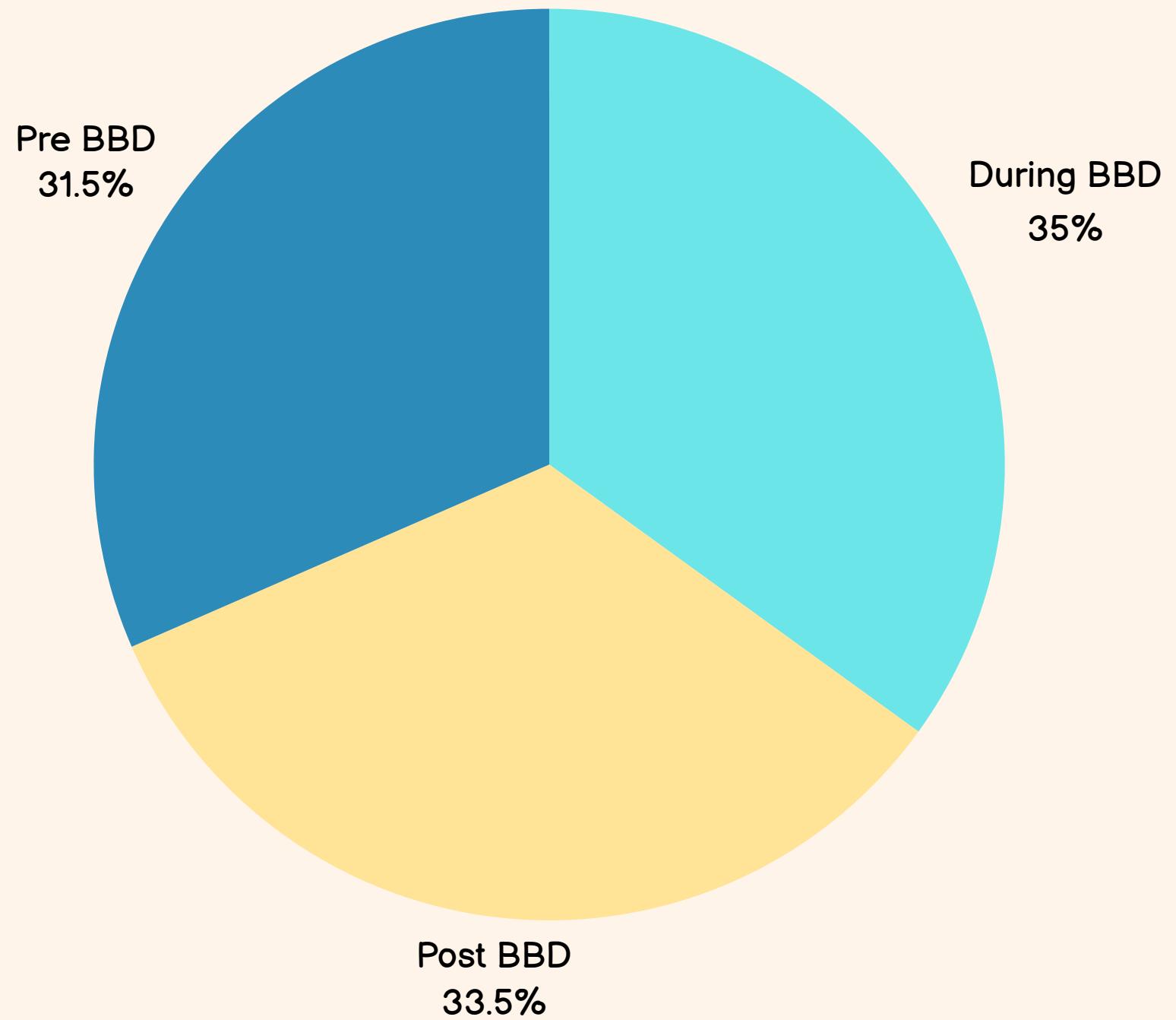
age_group	most_sold_product	least_sold_product	most_sold_product_sales	least_sold_product_sales
18-30	TV-TCL	Headphones-Sennheiser	31.16	0.34
31-45	TV-TCL	Headphones-Sony	32.61	0.39
46-55	TV-TCL	Headphones-JBL	23.67	0.24
55+	TV-TCL	Headphones-Sony	22.2	0.23

- 18-30 Age Group – TV-TCL is the top seller, with Headphones-Sennheiser being the least sold.
- 31-45 Age Group – TV-TCL is the top seller, while Headphones-Sony sees the least sales.
- 46-55 Age Group – TV-TCL leads in sales, and Headphones-JBL is the least sold.
- 55+ Age Group – TV-TCL is the top seller, with Headphones-Sony being the least sold.

RETURN ORDER ANALYSIS



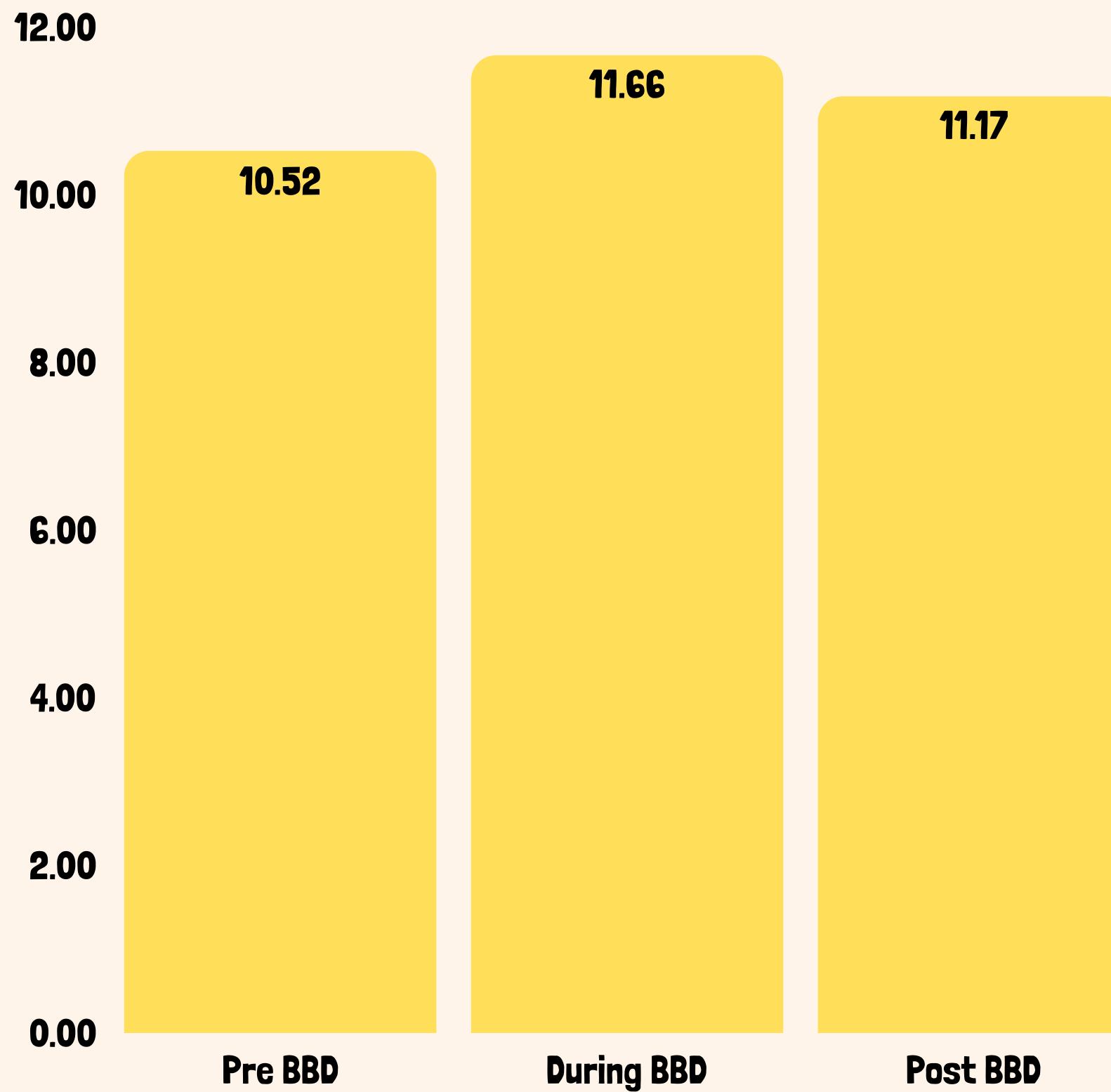
RETURN AMOUNT CONTRIBUTION PRE,DURING,POST BBD



- Highest Returns During BBD: The return amount is highest during BBD (₹11.66M), suggesting that customers might be impulsively buying more and returning unwanted items.
- Post-BBD Returns Still High: Even after the event, the return amount remains relatively high at ₹11.17M, possibly due to delayed returns from purchases made during BBD.
- Lowest Returns Pre-BBD: The return amount is the lowest before BBD (₹10.52M), indicating more cautious purchasing behavior before the sale.

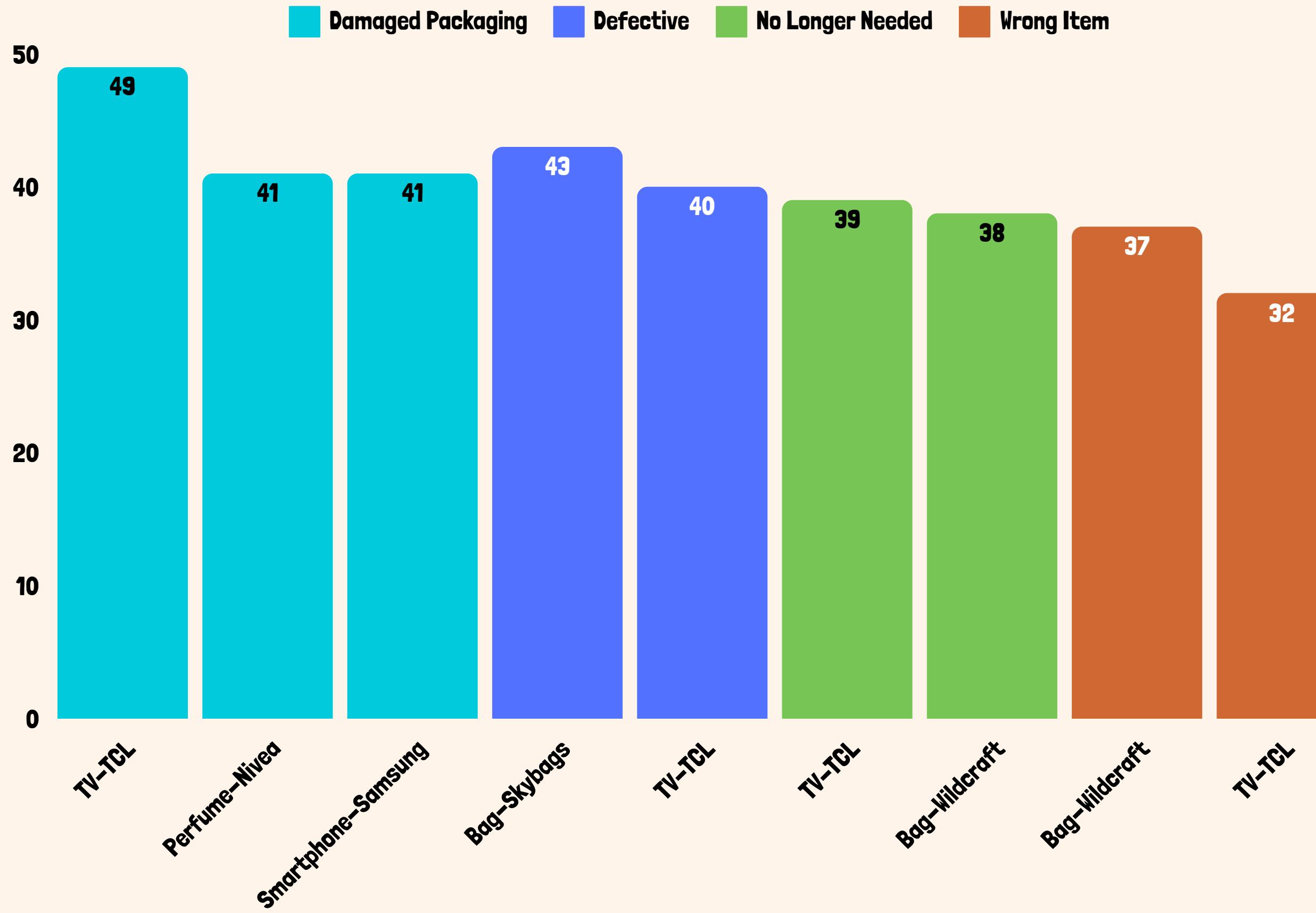


RETURN AMOUNT PERCENTAGE PRE,DURING,POST BBD



- Post BBD – The return rate is 4.9% of total sales, reflecting a moderate return trend after the event.
- During BBD – The return rate is 5.19%, showing a slightly higher return trend during the event.
- Pre BBD – The return rate is 4.79%, indicating a slightly lower return trend before the event.

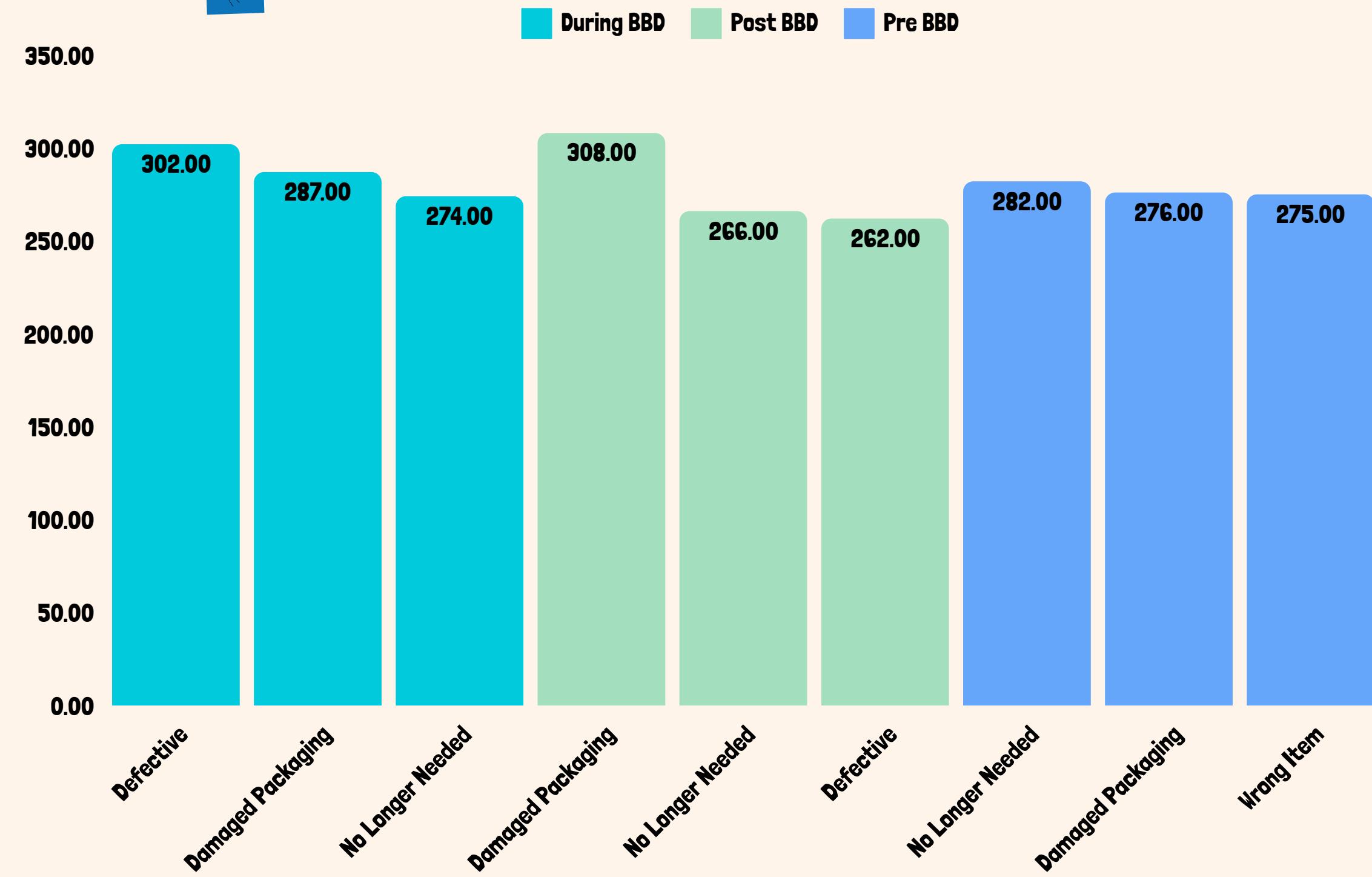
PRODUCT WISE TOP 2 RETURN REASON



- TV-TCL leads in returns across multiple reasons, indicating quality or expectation issues.
- Damaged packaging is a major factor, affecting TVs, perfumes, and smartphones.
- Bags face frequent returns due to wrong items and change of mind.

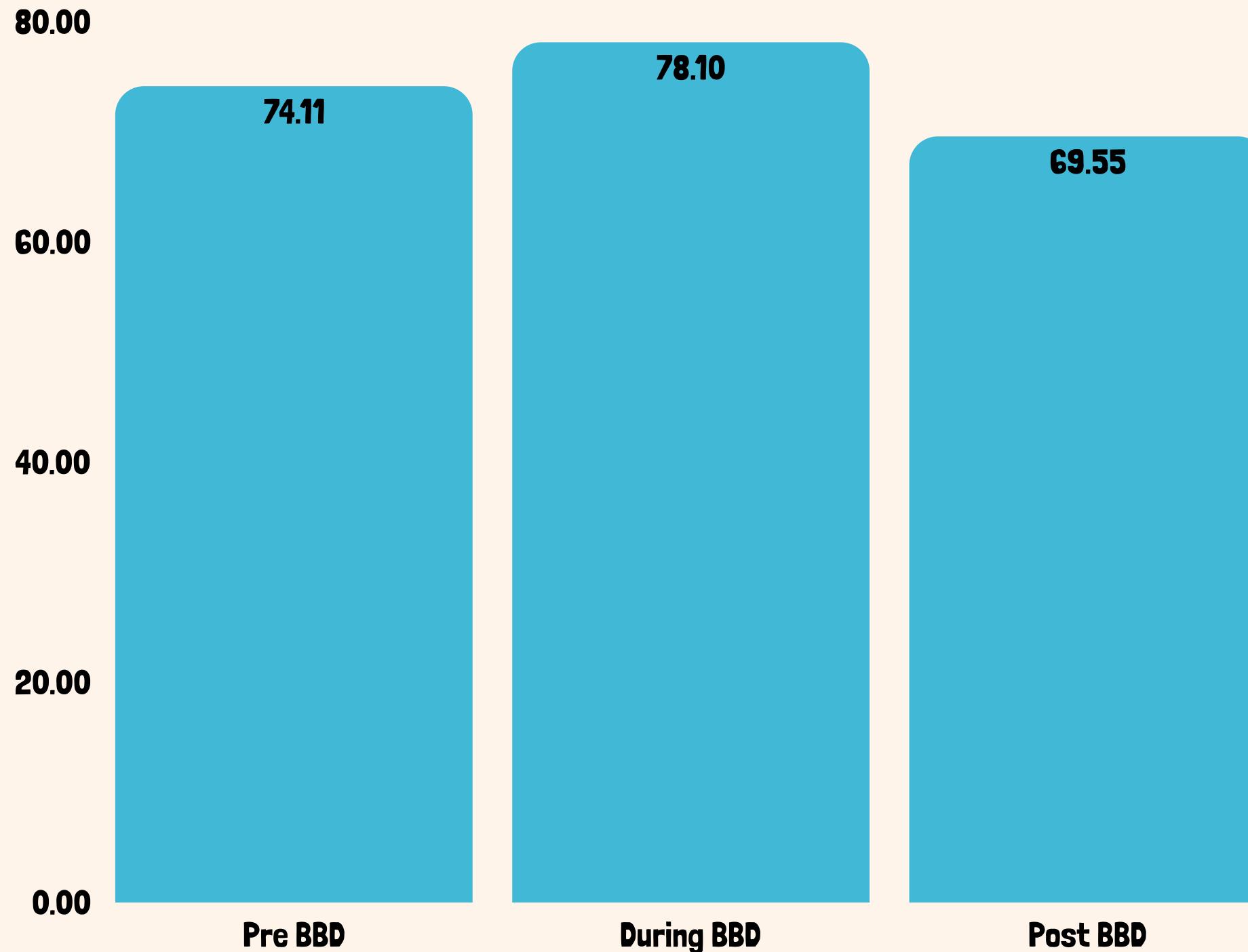


TOP 3 RETURN REASON PRE,DURING,POST BBD



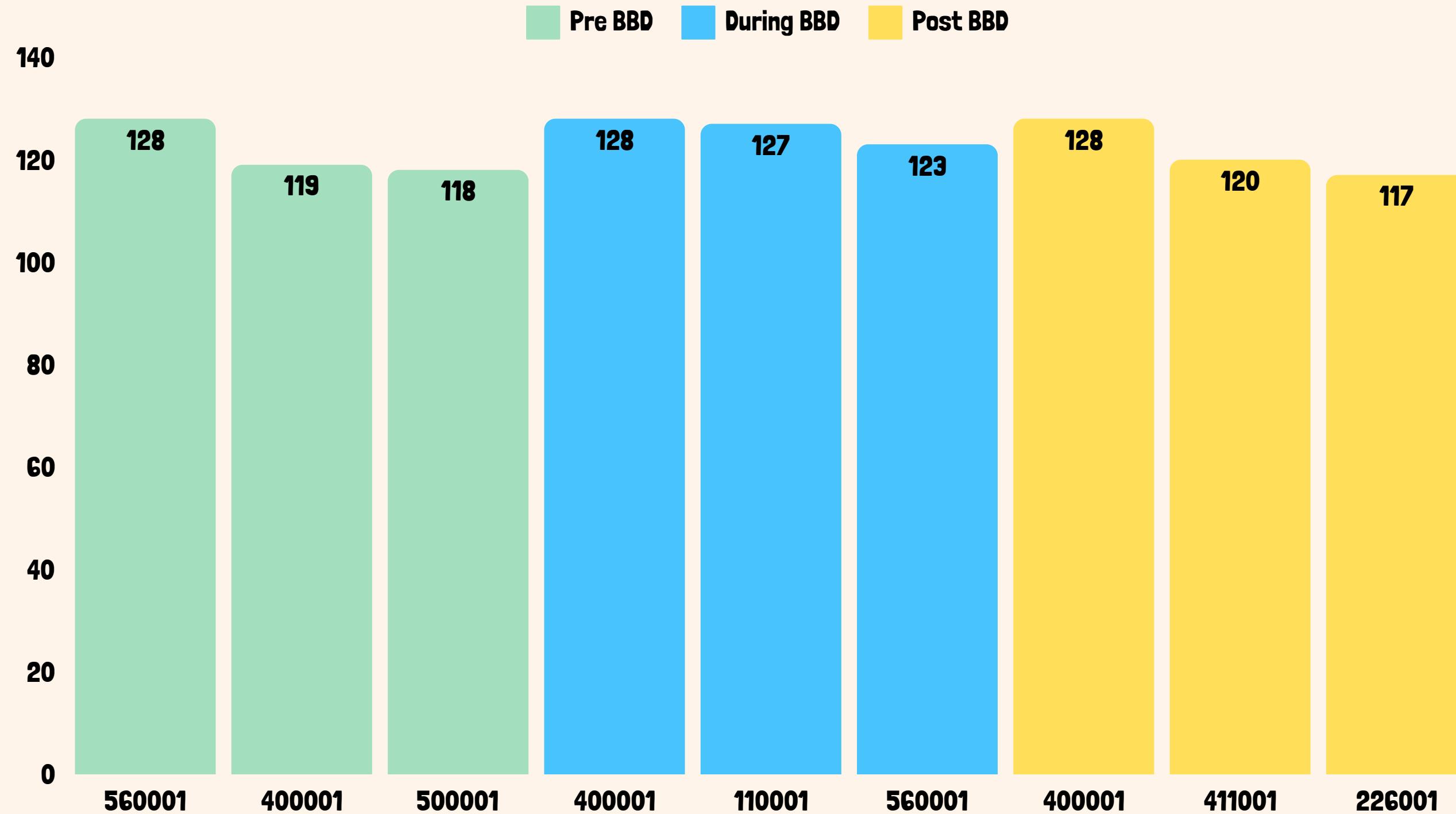
- High Returns Due to Packaging Issues: Damaged packaging is the top return reason (871 orders), suggesting a need for better handling and packaging improvements, especially post-BBD.
- Impulse Buying Leads to Returns: "No Longer Needed" (822 orders) is a common reason, indicating that many purchases during BBD are impulsive, leading to high post-sale returns.
- Product Quality Concerns: Defective items (826 orders) peak during BBD (302 returns), possibly due to high demand causing lax quality control or rushed shipments.

FOR NO LONGER NEEDED RETURN REASON IS THERE ANY DELAY FOR DELVERY?



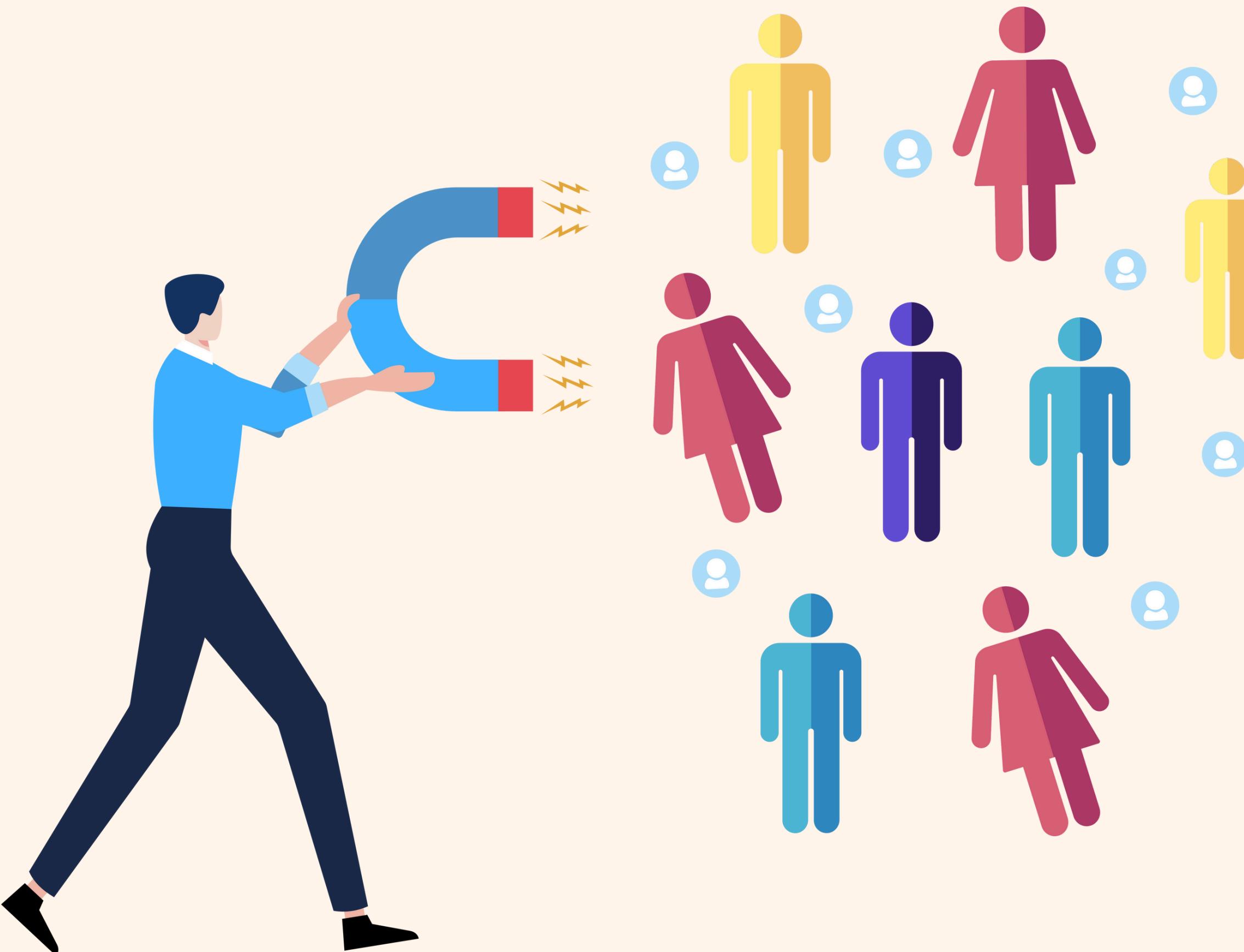
- During BBD (78.10%) → Peak delay, possibly causing customers to cancel or return items due to late arrivals.
- Pre BBD (74.11%) → Delay even before BBD, which may lead to loss of urgency in purchases.
- Post BBD (69.55%) → Delay persists but slightly reduces.

TOP 3 PINCODES FOR RETURNED ORDERS



- Pincode 400001 (Mumbai) consistently has high returns across all phases, peaking during and post-BBD (128 orders).
- Major metro areas see high returns, with 110001 (Delhi), 560001 (Bangalore), and 411001 (Pune) among the top locations.
- Returns remain high post-BBD, indicating potential issues like delayed deliveries or buyer remorse after impulse purchases.

NEW VS REPEAT CUSTOMER ANALYSIS

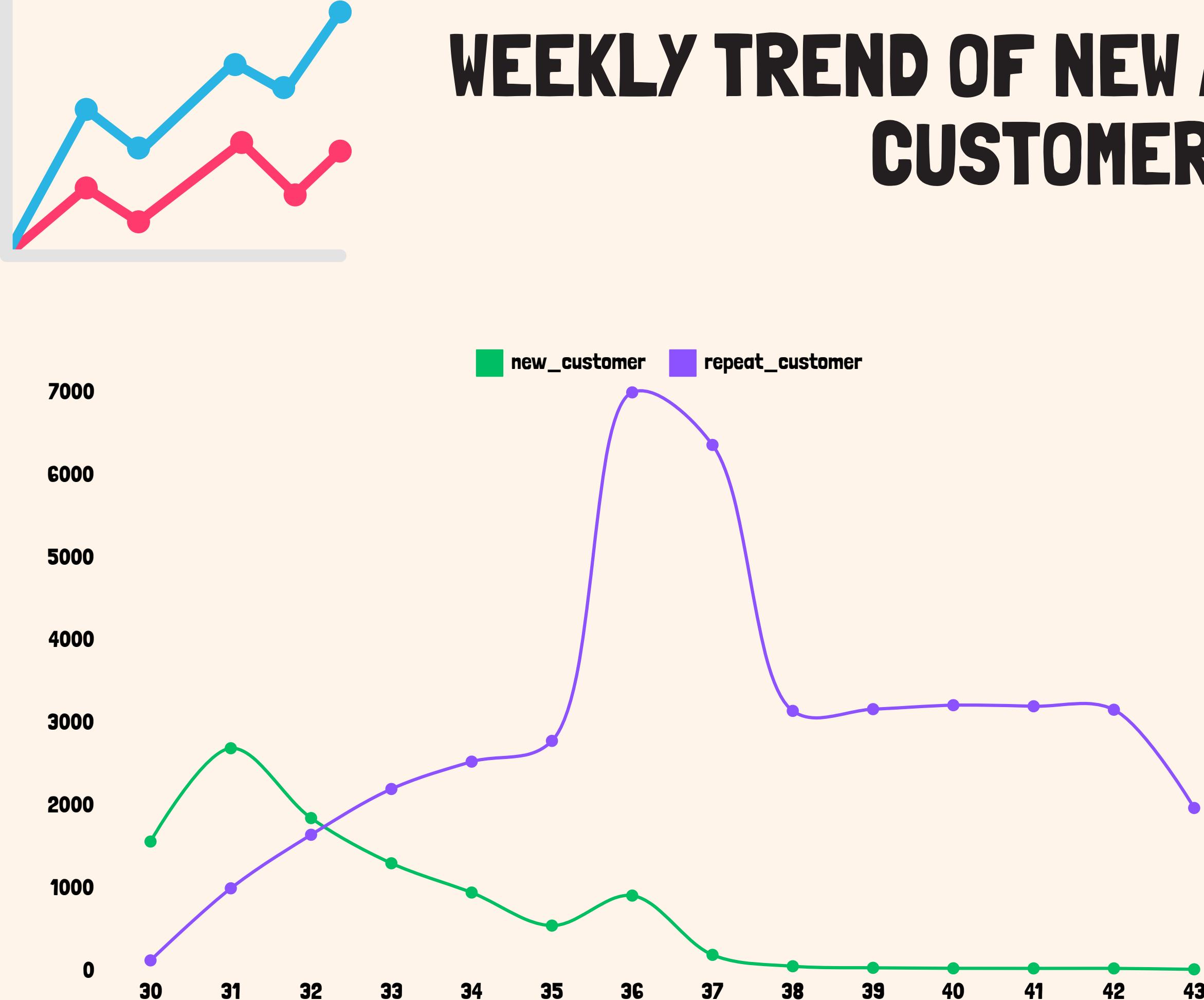


NEW & REPEAT USERS DURING PRE, DURING AND POST BBD AND SALES

timing	new_customer	repeat_customer	new_customer_sales(M)	repeat_customer_sales(M)
Pre BBD	8865	6403	85.48	123.43
During BBD	1007	8634	9.14	203.77
Post BBD	118	8904	1.13	215.54

- During BBD, repeat customers drive revenue, contributing ~96% of sales (₹203.77M out of ₹212.91M), while new customer sales remain low (₹9.14M).
- Post BBD, repeat customers continue to dominate sales (₹215.54M), but new customer acquisitions drop significantly (118 vs. 1007 during BBD).
- Pre BBD sees the highest new customer acquisition (8865), with new customer sales (₹85.48M) surpassing repeat customer sales (₹123.43M), indicating strong pre-sale marketing efforts.

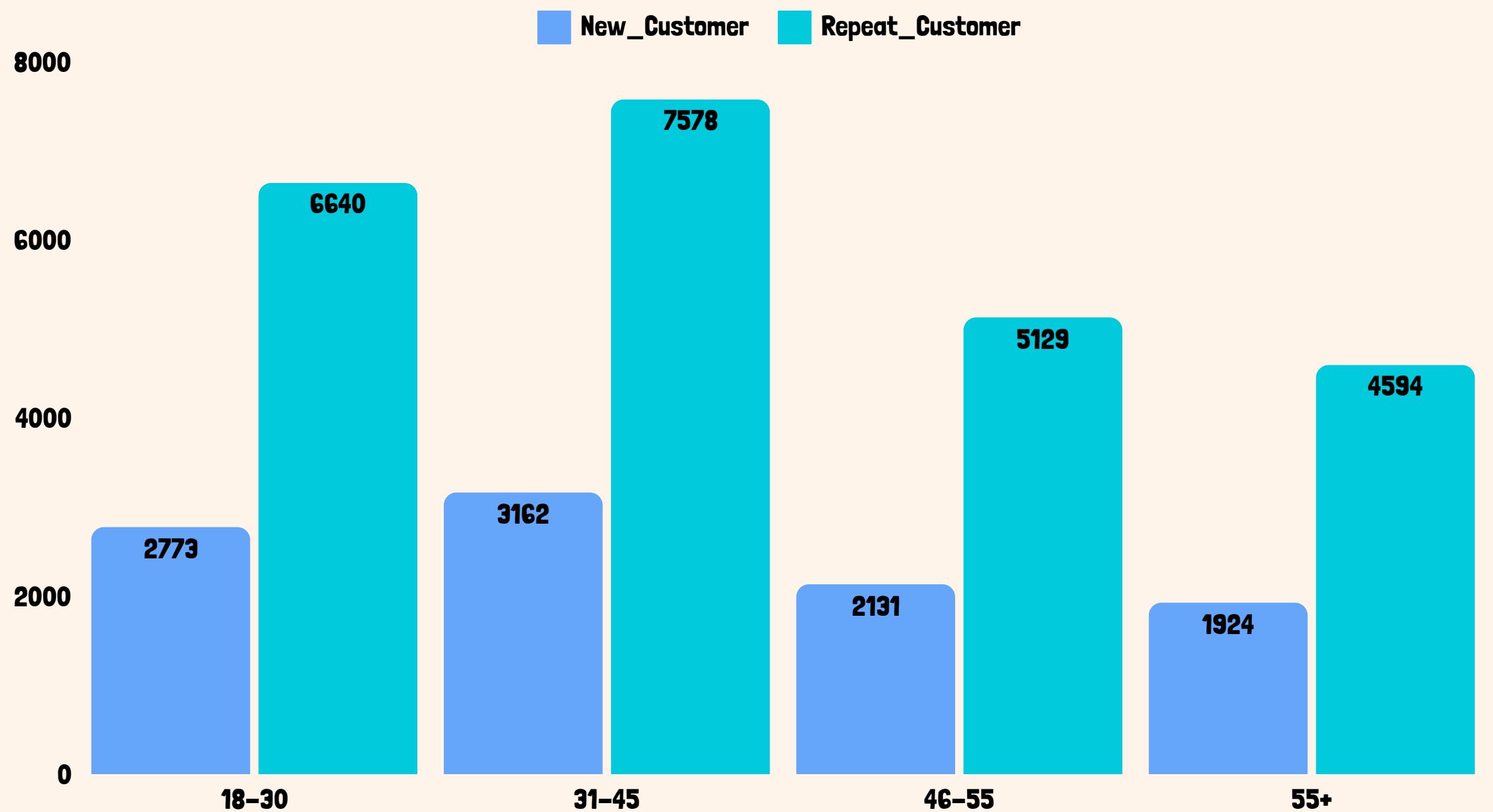
WEEKLY TREND OF NEW AND REPEATED CUSTOMERS



- New customer acquisition peaks in Week 31 (2678) but declines sharply after Week 32, indicating a strong initial push but weak retention efforts.
- Repeat customers consistently grow, surpassing new customers from Week 32 onwards and peaking in Week 36 (6984), suggesting higher loyalty and engagement post-BBD.
- By Week 43, new customer acquisition nearly vanishes (3 customers), while repeat customer numbers remain strong (~2000+), showing reliance on returning customers for sustained sales.



AGE GROUP WISE NEW AND REPEATED CUSTOMERS



- Age 31-45 has the highest new customer acquisition (3162), indicating strong interest from this age group.
- Repeat customers are highest in the 31-45 age group (7578), reflecting strong loyalty among this demographic.
- Age 18-30 shows substantial new customers (2773), but with a lower proportion of repeat customers (6640), suggesting they may be more likely to try new brands or products but less consistent in repeat purchases.

FINAL INSIGHTS



1. Customer Demographics & Behavior

- Young Shoppers (18-30) Drive Sales (27.77%) – Attracted by discounts on fashion and electronics.
- Middle-Aged Buyers (31-60) Show Steady Demand (~21%) – Strong demand for home essentials and big-ticket items.
- Low Senior Engagement (60+) (8.43%) – Possible due to digital adoption barriers and offline shopping preferences.

2. Regional Distribution

- Metro Cities (Mumbai, Kolkata, Bangalore) Dominate Sales.
- Western & Northern India Show Strong Engagement (Maharashtra, Gujarat, Delhi).
- Growth Potential in Tier-2 Cities (Jaipur, Lucknow).

3. Order & Sales Trends

- Peak Sales During BBD (2,015 Orders/Day, 4x Higher than Pre/Post Periods).
- Post-BBD Sales are Highest Overall (₹216.67M), but Lower Daily Revenue.
- Pre-BBD Sales are Stable (₹208.90M), Indicating Strong Demand Even Before the Event.

4. Payment Preferences

- Digital Payments Dominate (Paytm, UPI Most Used).
- COD Spikes During BBD (289 Orders/Day) but Drops Post-Sale.
- Net Banking Preferred for High-Value Purchases.

5. Logistics & Delivery Performance

- High Late Delivery Rate (75.12%) – Indicates logistics inefficiencies.
- Consistent Delay Across Partners (~25%) – Suggests systemic supply chain issues.
- High Delays in Metro Areas (Hyderabad, Mumbai, Pune, Bangalore).

6. Product Insights

- TVs Contribute 70% of Sales (TCL, LG, Xiaomi Lead).
- TV-TCL is the Best-Selling Product Across All Age Groups.
- Bags & Perfumes Have High Return Rates Due to Wrong Items or Packaging Issues.

7. Returns & Refunds

- Highest Returns During BBD (₹11.66M) Due to Impulse Buying.
- Post-BBD Returns Still High (₹11.17M) – Likely Delayed Returns.
- Packaging Issues are the Top Return Reason (871 Orders).

8. New vs. Repeat Customers

- Repeat Customers Drive Revenue (96% of BBD Sales).
- New Customer Acquisition is Highest Pre-BBD (8,865), But Drops Post-BBD.
- Retention Challenge – Sharp Decline in New Customers Post-BBD.

STRATEGY



1. Customer Demographics & Behavior

- Personalize offers for younger shoppers (flash sales, app-exclusive deals).
- Target middle-aged buyers with bundled family offers and EMI options.
- Improve digital literacy and offline-to-online incentives for senior customers.

2. Regional Distribution

- Expand regional warehouses for faster delivery in high-demand cities.
- Run location-specific promotions for underperforming areas.
- Introduce vernacular language support and local payment options.

3. Order & Sales Trends

- Extend BBD deals for repeat buyers post-sale to maintain momentum.
- Introduce pre-BBD teaser deals to build anticipation.
- Optimize supply chain to handle extreme demand spikes during BBD.

4. Payment Preferences

- Offer extra cashback or discounts for digital payments to reduce COD dependency.
- Enhance trust in prepaid orders with faster refunds and guaranteed delivery timelines.
- Improve EMI options for high-ticket products like TVs and smartphones.

5. Logistics & Delivery Performance

- Partner with hyperlocal logistics firms for faster last-mile delivery.
- Implement real-time tracking and proactive delay notifications.
- Introduce express delivery options for high-demand categories.

6. Product Insights

- Stock high-demand products in regional warehouses for faster fulfillment.
- Improve packaging for fragile products (TVs, perfumes).
- Bundle popular products with accessories (e.g., TVs with soundbars).

7. Returns & Refunds

- Enhance product descriptions and customer reviews to reduce impulse returns.
- Offer instant replacements instead of refunds for common return reasons.
- Improve packaging quality for fragile and high-return items.

8. New vs. Repeat Customers

- Introduce post-BBD engagement campaigns for new customers (loyalty discounts, exclusive offers).
- Improve the first-time shopping experience with incentives for second purchases.
- Use referral programs to turn new customers into repeat buyers.



THANK YOU!

Hopefully, this year's report can make our company even better