

FashionWave - Sales Analysis Report

Executive Summary

Period: 2023-11-10 to 2025-11-09

Total Transactions: 30,000

Total Revenue: ₹105,471,168.35

Total Profit: ₹42,307,300.63

Average Order Value: ₹3,515.71

Weekend Revenue Ratio: 28.38%

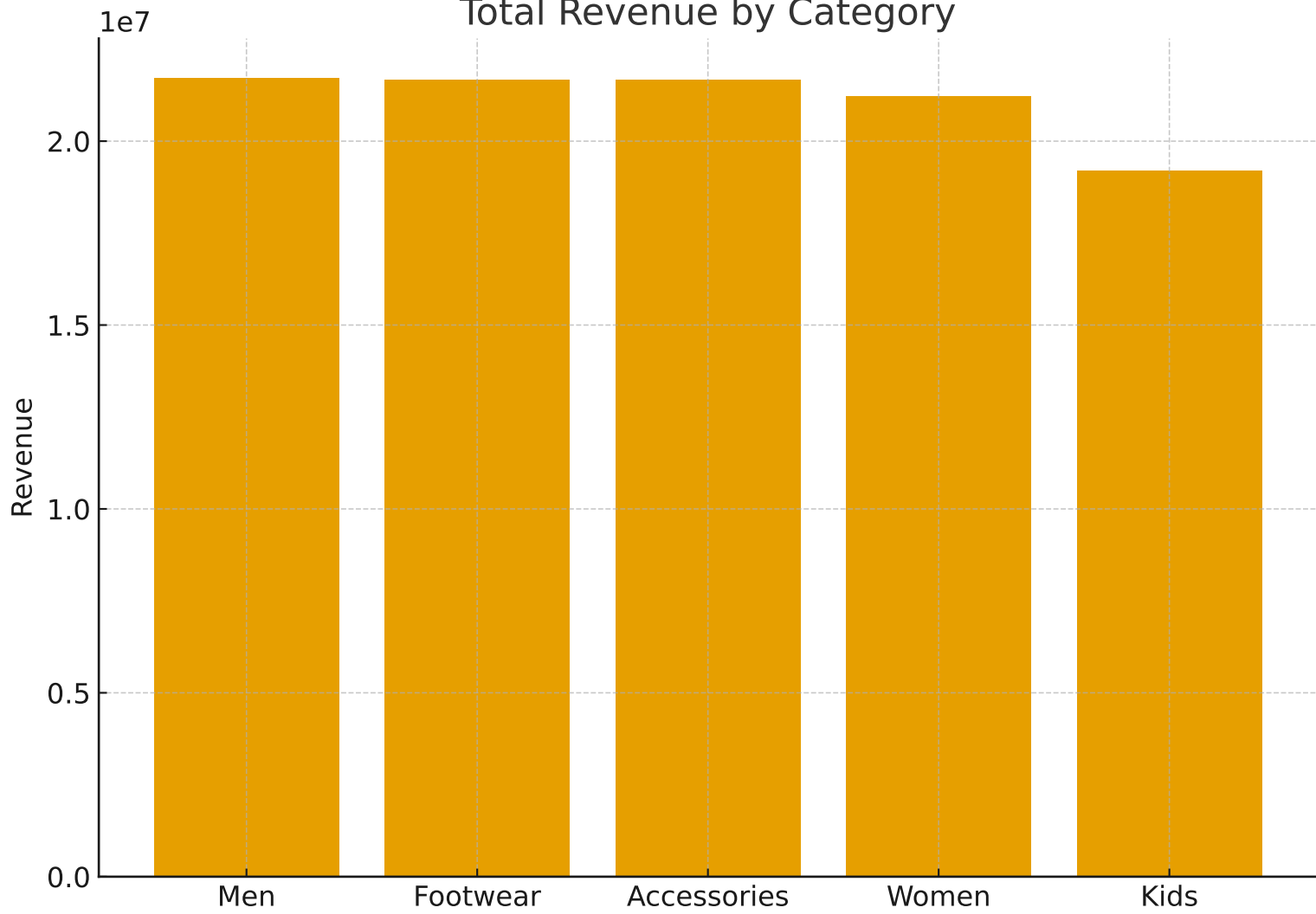
Key High-level Findings:

- Women and Footwear categories contribute the largest share of revenue.
- Weekend revenue is ~28.4% of total (see detailed chart); potential to boost weekends by targeted promotions.
- Discounting reduces margins: larger discounts associated with lower average margins.
- Bottom stores identified for further operational review.

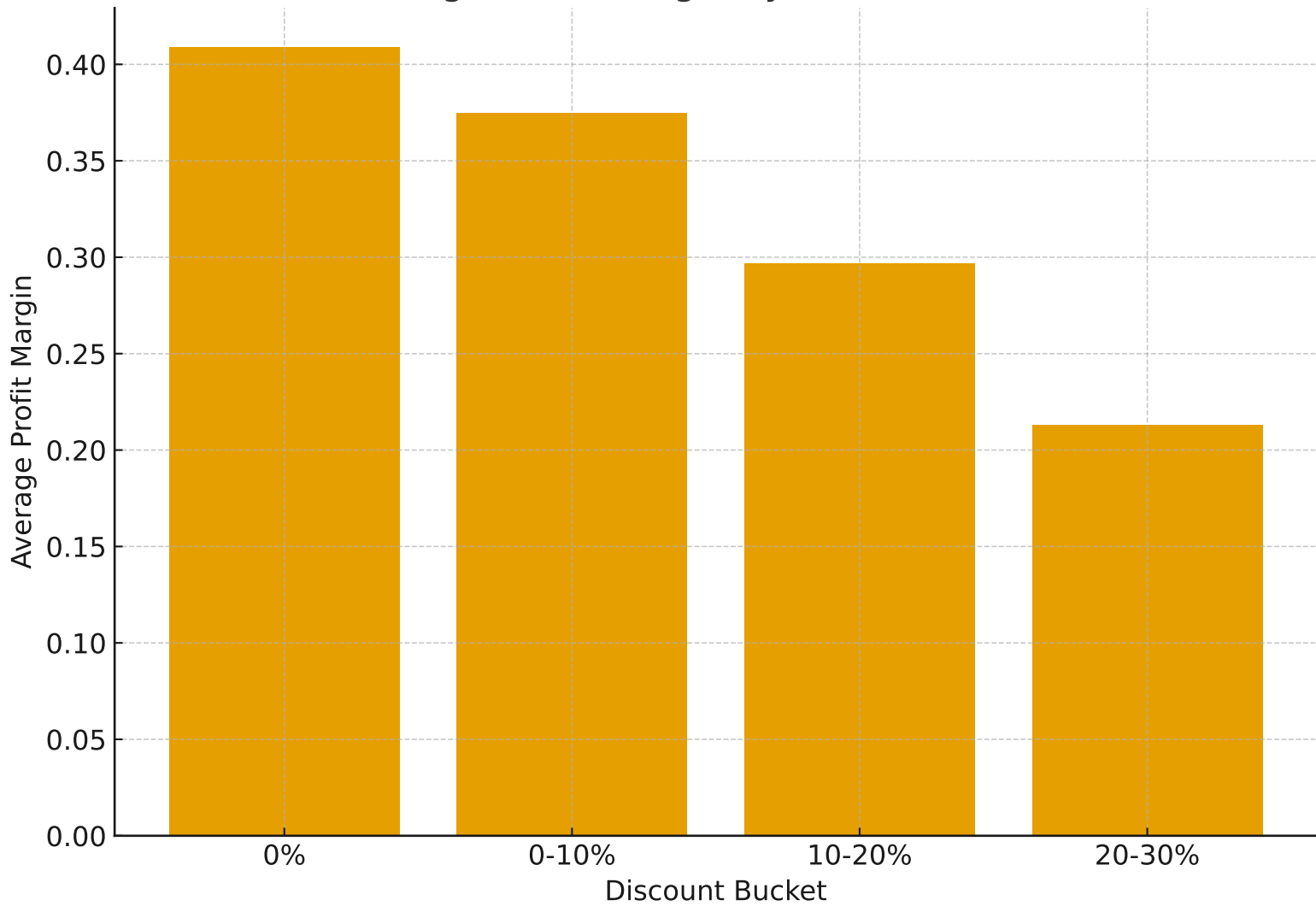
Recommended Actions (summary):

1. Targeted weekend promotions on high-margin categories (Women, Footwear).
2. Limit deep discounts; use targeted member discounts and bundle offers.
3. Focus store-level operational fixes for underperforming stores and optimize inventory.
4. Implement RFM-based targeted marketing: high monetary but low frequency customers -> re-engagement campaigns.

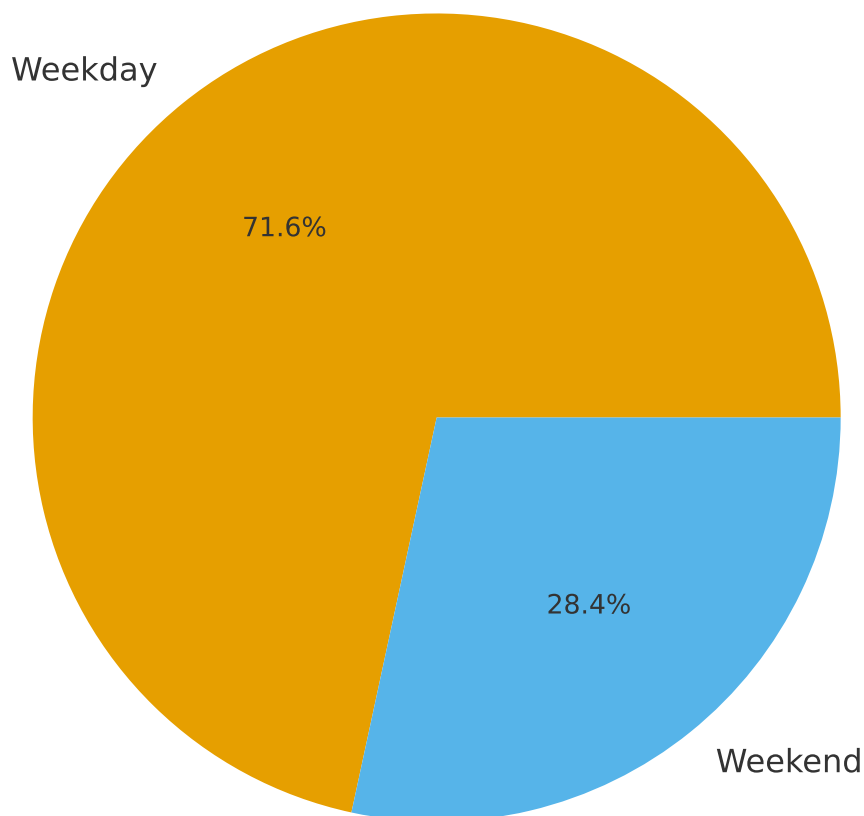
Total Revenue by Category



Average Profit Margin by Discount Bucket



Weekday vs Weekend Revenue Share



Bottom 10 Stores by Revenue

