

Sales Analysis Report

Data Processing & Methodology

- **Data Cleaning & Transformation:** Used **Power Query** for cleaning and structuring raw sales data.
 - **Data Modeling:** Established relationships between datasets for accurate insights.
 - **Calculated Columns & Measures:** Created additional insights using **DAX functions** to compute revenue, customer spending, and delivery efficiency.
 - **Visualization Techniques:** Used **pivot tables and charts** for summarizing key performance indicators.
-

Key Insights

1. Sales Performance Overview

- **Total Orders:** 1,000 orders were processed.
- **Total Revenue:** ₹3,520,984, showing a healthy revenue stream.
- **Average Customer Spend:** ₹3,520.98, indicating strong purchasing power.
- **Order-Delivery Time:** 5.53 days on average, which can be optimized further.

2. Revenue Trends

- **Revenue by Occasions:**
 - Highest sales were recorded during **Anniversary, Holi, and Raksha Bandhan**, making them key occasions for promotional strategies.
 - **Diwali and Valentine's Day** had moderate sales, presenting an opportunity for marketing improvements.
- **Revenue by Months:**
 - Revenue peaked in **February, August, and October**, aligning with key festivals and gifting seasons.
 - Slower months like **May and June** suggest a need for seasonal promotions.

3. Product & Customer Insights

- **Top 5 Products Sold:**
 - The **Magman Set, Quia Gift, Dolores Gift, Harum Pack, and Deserunt Box** are the best-selling products, indicating strong customer preference.
- **Revenue by Category:**
 - **Colors (29%), Cakes (21%) and Soft Toys (21%)** generate the most revenue, making them key focus areas for inventory and marketing.
 - **Mugs and Plants** contribute less, suggesting room for bundling or promotions.

4. Geographical & Time-Based Trends

- **Top 10 Cities by Orders:**
 - Cities like **Dhanbad, Imphal, and Kavali** have the highest orders, highlighting strong regional demand.
 - **Smaller order volumes in some cities** indicate potential for expansion.
- **Revenue by Order Time Division:**
 - **Morning and Late Night** orders generate the most revenue, suggesting consumer preference for early and late shopping.

- **Early Morning sales are lowest**, meaning less focus is needed on this time window.
-

Recommendations

Optimize Order-Delivery Efficiency: Reducing the **5.53-day delivery time** can improve customer satisfaction and retention.

1. **Targeted Marketing for Low-Selling Months:** Introduce discounts or campaigns during **May and June** to boost revenue.
2. **Product Bundling & Promotions:** Since **Cakes and Soft Toys** perform well, bundling them with **low-selling items like Mugs or Plants** can increase overall sales.
3. **Regional Expansion Strategy:** Focus marketing efforts on **high-performing cities** while identifying potential in lower-performing ones.
4. **Leverage Peak Sales Time:** Schedule major promotional campaigns during **Morning and Late Night**, when consumer engagement is highest.