

Zudio Sales Analysis — Key Insights & Strategic Suggestions

Executive Summary

This report summarizes sales data from Zudio stores across India, highlighting top-performing regions, product categories, and store types. Strategic recommendations are provided to help drive growth and improve profitability based on insights derived from the dataset.

Key Insights

1. Top Performing States

- West Bengal (Rs. 8.1M), Delhi, Rajasthan, Uttar Pradesh, Maharashtra.
- These regions show strong customer demand and contribute significantly to overall revenue.

2. Category-wise Sales

- Kids wear leads with Rs. 21.1M in sales, followed by Women (Rs. 20.9M) and Men (Rs. 20.5M).
- The Kids category is slightly outperforming the others, suggesting potential for focused growth.

3. Store Type Performance

- Rented stores slightly outperform owned stores in total sales (Rs. 31.4M vs Rs. 31.2M).
- This indicates flexibility in store format does not hinder performance.

4. Most Profitable Clothing Types

- Sweaters, Hoodies, Shirts, Pants, and Skirts all show average profit per unit over Rs. 3,100.
- Sweaters top the list with Rs. 3,307 average profit.

5. Staffing vs Profit

- The correlation between staff count and profit is approximately -0.003, suggesting no meaningful relationship.
 - More staff does not directly correlate with higher profitability.
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Strategic Recommendations

1. Expand in High-Performing States

Focus on expanding store presence and marketing in West Bengal and Delhi where demand is strong.

2. **Leverage Kids Category Growth**

Promote Kids clothing through seasonal campaigns and ensure robust inventory given its lead in sales.

3. **Maintain Store Format Flexibility**

Since owned and rented stores perform similarly, continue to use both formats based on local context and cost advantages.

4. **Push High-Margin Products**

Prioritize upselling and promoting Sweaters, Hoodies, and similar items to boost profitability.

5. **Optimize Staff Allocation**

Reassess staffing needs and consider leaner store operations where possible, as increased staff does not correlate with profit.