

Madhav E- Commerce

Problem Statement

Madhav E-Commerce aims to increase its overall sales and profitability by understanding the performance of its various product categories, states, and customer segments.

The company needs to identify key areas of strength and opportunities for improvement in order to optimize its marketing strategies and operational efficiency



MADHAV E-COMMERCE SALES DASHBOARD

Quarter

Qtr 1

Qtr 2

Qtr 3

Qtr 4

State

All

438K

Sum of Amount

37K

Sum of Profit

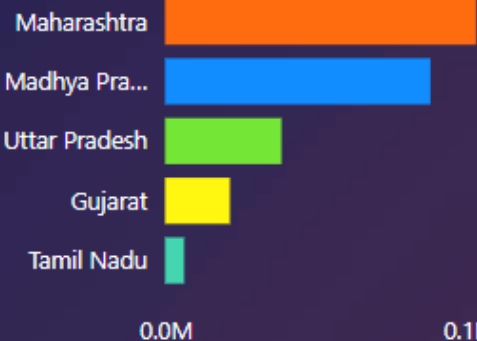
5615

Sum of Quantity

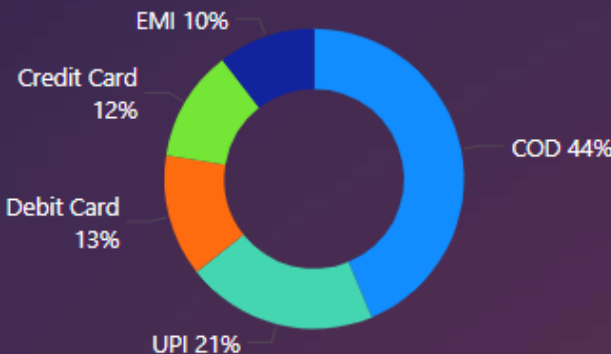
121K

Sum of AvgOrdVal

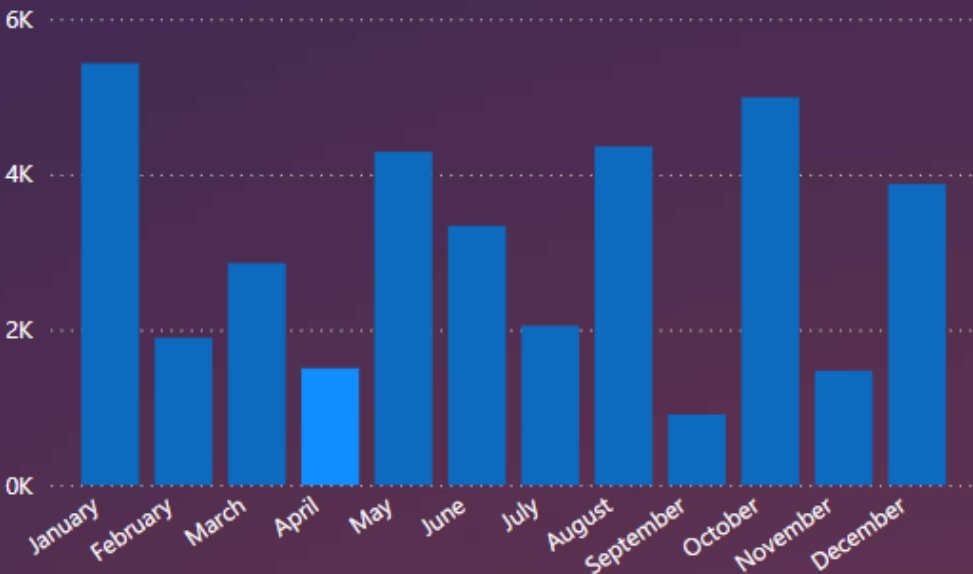
Top States



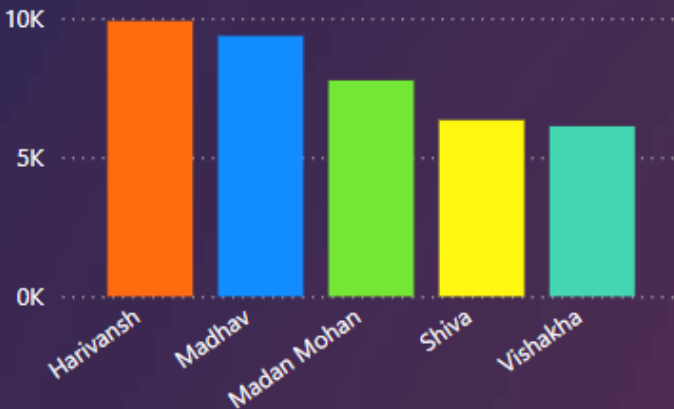
Quantity by PaymentMode



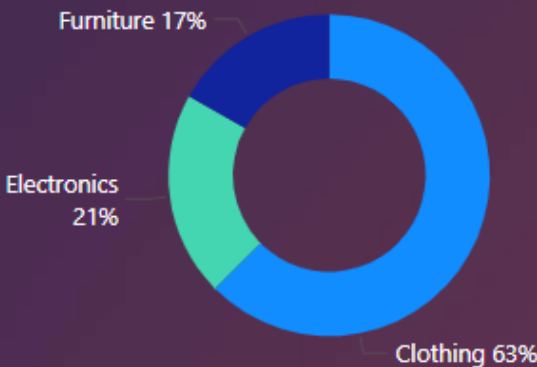
Profit by Month



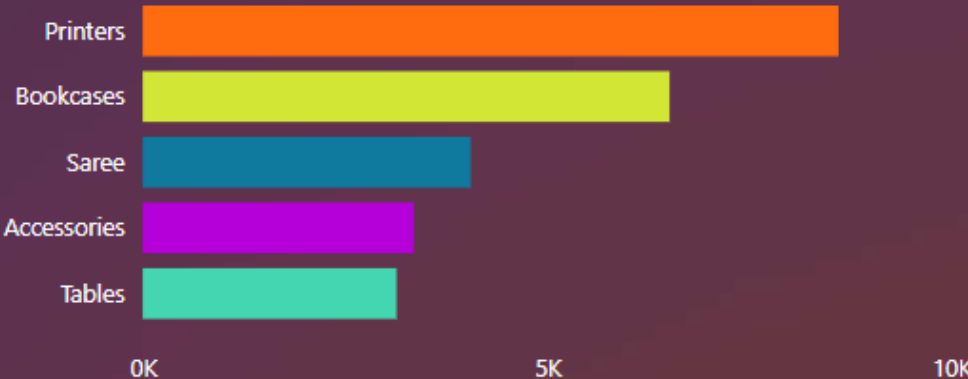
Sum of Amount by Customer Name



Quantity by Category



Profit by Sub-Category



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Insights

Sales Performance:

- The total sales amount is 438K, with a total profit of 37K.
- The average order value is 121K, indicating that customers are making significant purchases.

Top Performing States:

- Maharashtra leads in sales, followed by Madhya Pradesh and Uttar Pradesh.
- Tamil Nadu shows the lowest sales among the top states, indicating a potential area for growth.

Customer Segmentation:

- Harivansh and Madhav are the top customers in terms of sales amount.
- There is a noticeable drop in sales from other customers like Madan Mohan, Shiva, and Vishakha, suggesting a need to boost engagement with these customers.



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Insights

Payment Mode Preferences:

- Cash on Delivery (COD) is the most preferred payment mode, accounting for 44% of transactions.
- UPI (21%) and Debit Card (13%) are also popular, but EMI (10%) and Credit Card (12%) usage is relatively lower.

Category Analysis:

- Clothing dominates in quantity sold, accounting for 63%, followed by Electronics (21%) and Furniture (17%).
- This indicates that clothing is the most popular category, while there is room to increase sales in Electronics and Furniture.



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Insights



Monthly Profit Trends:

- Profit peaks in April and November, suggesting seasonal trends or successful promotional campaigns during these months.
- There are lower profits in the middle of the year, particularly in July and August, indicating potential periods for targeted marketing efforts.

Sub-Category Profitability:

- Printers and Bookcases are the most profitable sub-categories.
- Accessories and Tables show lower profitability, highlighting areas that may need reevaluation of pricing strategies or promotional efforts.



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Scope for Improvement



Geographical Expansion:

- Focus on increasing sales in lower-performing states like Tamil Nadu by implementing targeted marketing campaigns and promotions.

Customer Engagement:

- Develop strategies to increase engagement and sales from customers like Madan Mohan, Shiva, and Vishakha.
- Consider loyalty programs or personalized offers to retain and grow the customer base.

Payment Options:

- Promote the usage of Credit Cards and EMI options to balance the reliance on COD and UPI.
- Offer incentives or discounts for using these payment modes to increase their adoption.



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Scope for Improvement



Category and Sub-Category Strategies:

- Enhance the visibility and marketing efforts for Electronics and Furniture to boost their sales.
- Review the pricing and promotional strategies for Accessories and Tables to improve their profitability.

Seasonal Promotions:

- Analyze the reasons behind the peak profits in April and November and replicate successful strategies in other months.
- Implement targeted campaigns during lower-profit months like July and August to drive sales.

Data-Driven Decisions:

- Continuously monitor the performance metrics and customer behavior to adapt strategies dynamically.
- Leverage advanced analytics to identify emerging trends and areas for improvement.



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Thank You

Created By

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