

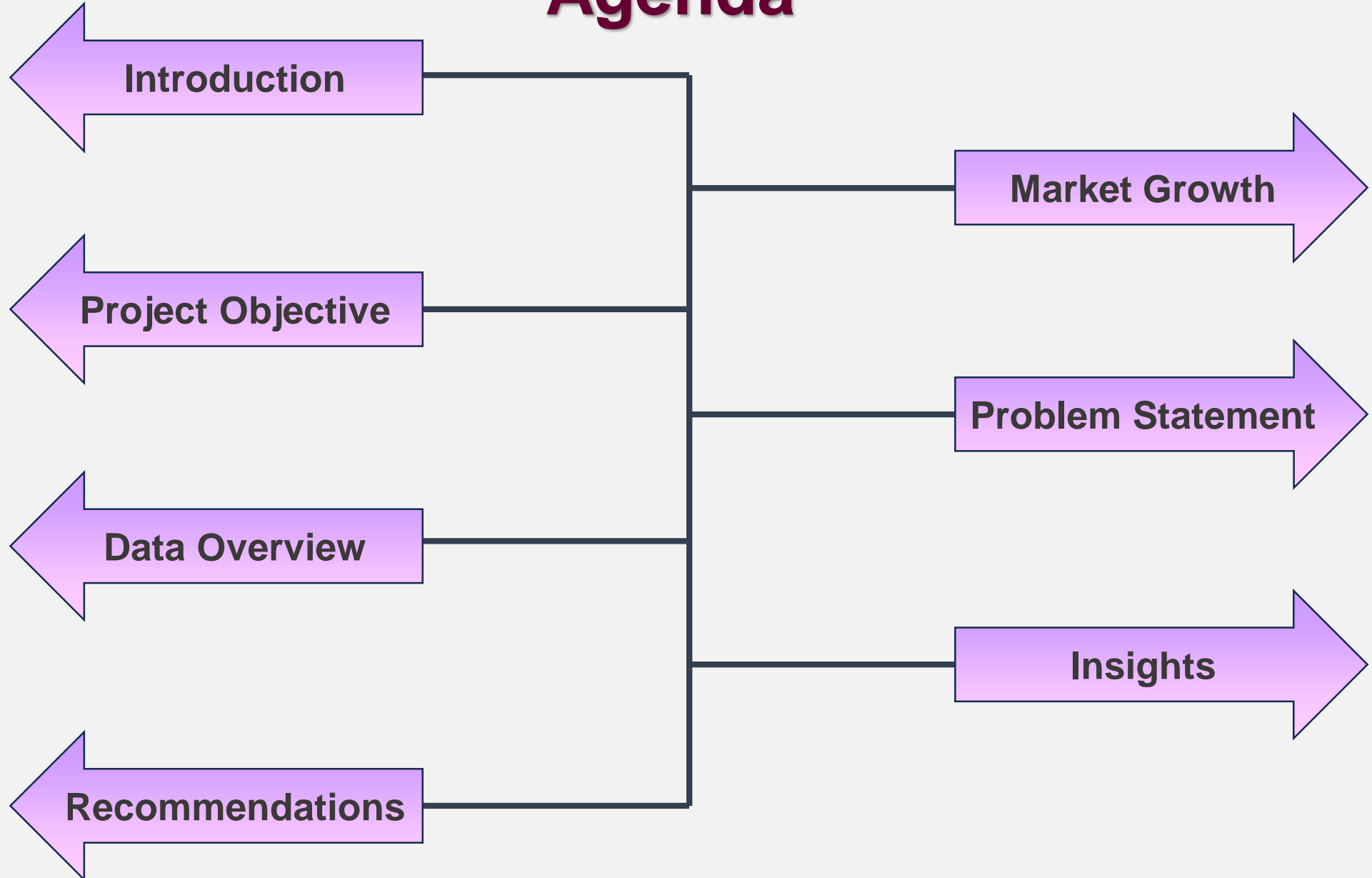
# Case Study-Fashion E-commerce Sales Analysis



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# Agenda



# Introduction

Fashion is not just a product—it's an experience, an expression of identity, and one of the fastest-evolving global industries. With digital transformation, the fashion industry has seen a massive shift toward online shopping, driven by convenience, affordability, and variety.

## 📌 Why This Analysis is Important

- ❑ **Fast Adoption:** Consumers today are more trend-conscious and make quick purchase decisions through online platforms.
- ❑ **Convenience First:** Online platforms like Flipkart, Amazon, and Myntra offer home delivery, easy returns, and size filters, making fashion accessible to every household.
- ❑ **Competitive Edge:** For fashion retailers, understanding customer behavior, seasonal trends, and channel performance is critical to staying ahead of the curve.

# Market Growth

- The Indian online fashion market is projected to **grow at 18–20% CAGR**, reaching ₹2.5 lakh crores by 2027.
- More than **50% of Gen Z and millennials** shop fashion online at least once a month.
- Return and refund trends **directly affect profit margins**, hence monitoring them is key.

## 📌 Customer Perspective

- ✓ Personalized recommendations
- ✓ Quick delivery & easy return
- ✓ Trendy and budget-friendly options



# Project Objective

The objective of this analysis is to explore and interpret sales data from multiple fashion e-commerce platforms for the year 2023, covering both men's and women's product categories. By identifying high-performing segments, seasonal patterns, and platform-specific trends, this project aims to generate actionable insights that can optimize sales planning, reduce returns, and guide targeted marketing strategies for 2024.

# Problem Statement

The fashion e-commerce industry is booming, but rising competition, shifting customer preferences, and high return rates are making it harder for brands to stay ahead. In 2023, with countless orders across platforms, categories, and regions, key questions emerged: Which products truly drive revenue? What triggers returns? When do sales peak — and why do they dip?

Without clear visibility into customer behavior and sales trends, brands risk making decisions in the dark. This analysis aims to uncover what worked (and what didn't) in 2023 to help fashion retailers plan smarter and grow stronger in 2024.



# Data Overview

## Total Records:

30,000+ transaction-level entries

## Key Columns:

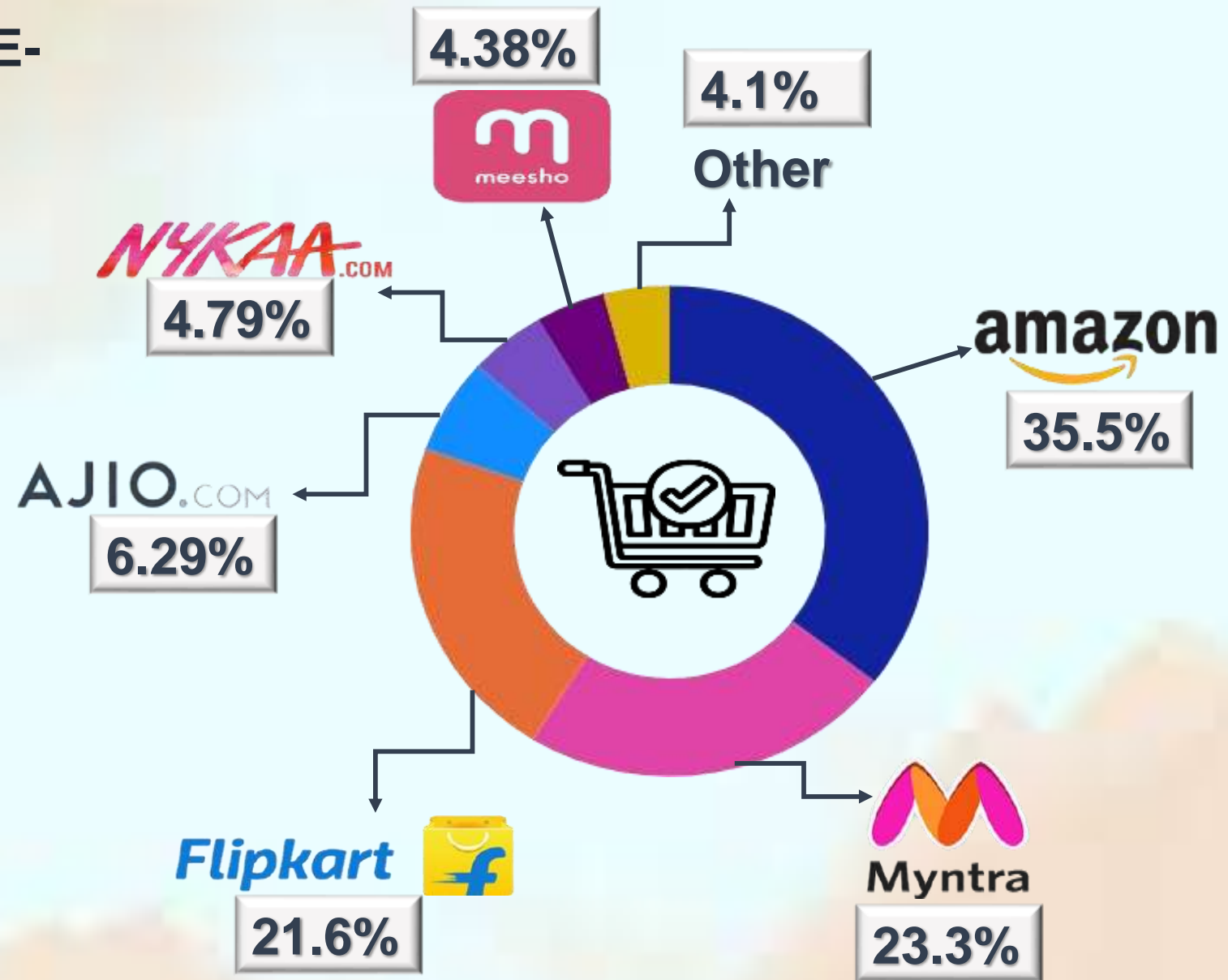
| Index   | A <sup>B</sup> <sub>C</sub> Order ID  | 1 <sup>2</sup> <sub>3</sub> Cust ID   | A <sup>B</sup> <sub>C</sub> Gender  | 1 <sup>2</sup> <sub>3</sub> Age   | ABC 123 Age Group   | Date  | A <sup>B</sup> <sub>C</sub> Status  | A <sup>B</sup> <sub>C</sub> Channel   | A <sup>B</sup> <sub>C</sub> SKU   |                   |
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|   | 9949  | 405-1137788-5585156   | 1137788   | Male  | 50  | Middle-Age Adults   | 04-01-2023  | Delivered   | Myntra  | JNE3797-KR-XL     |
|   |   |   |   |   |   | Youth   | 04-01-2023  | Delivered   | Flipkart  | SET121-KR-NP-XXXL |
|   | 9979  | 403-9900766-1254737   | 9900766   | Male  | 18  | Middle-Age Adults   | 04-01-2023  | Delivered   | Flipkart  | PJNE3252-KR-N-6XL |
|   | 10265   | 406-9040211-5250700   | 9040211   | Female  | 50  | Adult   | 04-01-2023  | Delivered   | Nykaa   | SET278-KR-NP-M    |
|   | 9923  | 403-7619745-3015506   | 7619745   | Male  | 30  | Adult   | 04-01-2023  | Refunded  | Amazon  | JNE3690-TU-XXXL   |
|   |   |   |   |   |   | Adult   | 04-01-2023  | Refunded  | Myntra  | JNE3654-TP-M      |
|   |   |   |   |   |   | Adult   | 04-01-2023  | Delivered   | Flipkart  | JNE3435-KR-XXL    |

| A <sup>B</sup> <sub>C</sub> Category  | A <sup>B</sup> <sub>C</sub> Size  | 1 <sup>2</sup> <sub>3</sub> Qty   | 1 <sup>2</sup> <sub>3</sub> Amount  | A <sup>B</sup> <sub>C</sub> City  | A <sup>B</sup> <sub>C</sub> State   | 1 <sup>2</sup> <sub>3</sub> Ship-Postal-Code  | A <sup>B</sup> <sub>C</sub> B2B   |
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| Western Dress   | XL  | 1   | 735   | THANE   | MAHARASHTRA   | 400615  | B2C   |
| Set   | 3XL   | 1   | 495   | NEW DELHI   | DELHI   | 110086  | B2C   |
| kurta   | 6XL   | 1   | 925   | PORBANDAR   | GUJARAT   | 360575  | B2C   |
| Set   | M   | 1   | 1432  | JHANSI  | UTTAR PRADESH   | 284003  | B2C   |
| Top   | 3XL   | 1   | 518   | KOLKATA   | WEST BENGAL   | 700108  | B2C   |
| Top   | M   | 1   | 371   | BARDOLI   | GUJARAT   | 394601  | B2C   |
| kurta   | XXL   | 1   | 487   | CHENNAI   | TAMIL NADU  | 600094  | B2C   |
| Saree   | Free  | 1   | 1154  | THAKURGANJ  | BIHAR   | 855116  | B2C   |



## ❑ Market Share of Top Fashion E-commerce Platforms

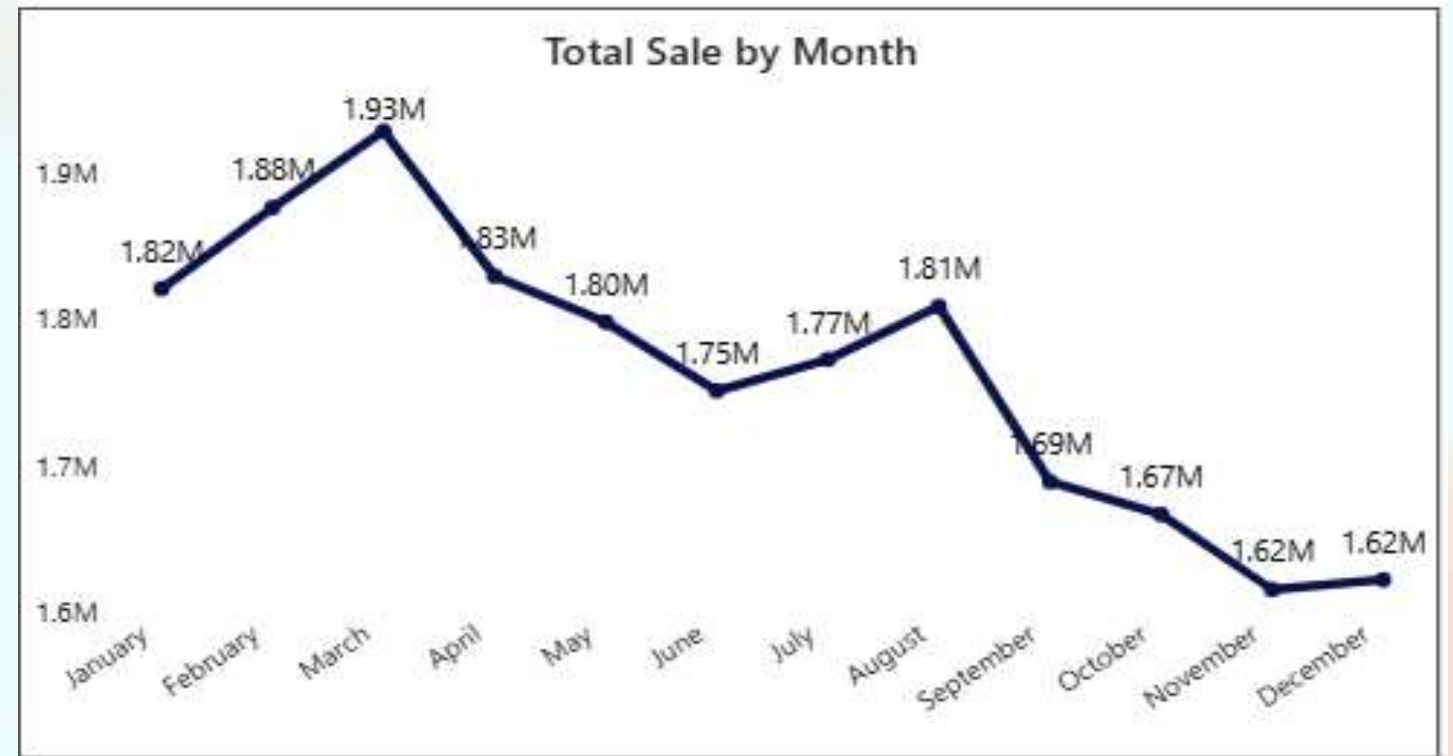
- Amazon dominates the online fashion space with a **35.5%** share, followed by Myntra (**23.3%**) and Flipkart (**21.6%**).
- This indicates that the top 3 platforms collectively capture over **80% of the market**, making them key players for targeted fashion sales strategies.





## □ Monthly Sales Fluctuation Pattern

- Sales peaked in March at ₹1.93M, followed by a slight dip in April.
- August saw a mild recovery at ₹1.81M, but a steady decline from September to December hints at seasonality or lower consumer demand in the latter half of the year.



## ❑ Gender-wise Online Fashion Engagement

- Women lead online fashion shopping, making up **64.05%** of the user base, compared to **35.95%** male users.
- This highlights a significant gender trend, prompting brands to tailor more female-focused campaigns and collections for better engagement.



**35.95%**



**64.05%**

## ❑ Sales Contribution by Age Category

- Adults between 25–40 are clearly our top buyers, contributing over **40%** of total sales.
- Middle-aged customers also hold strong at **30%**, while the younger group shows potential.
- Senior customers make up the smallest share, but that also means an opportunity to reach an underserved segment.



**Youth**  
**17.43%**

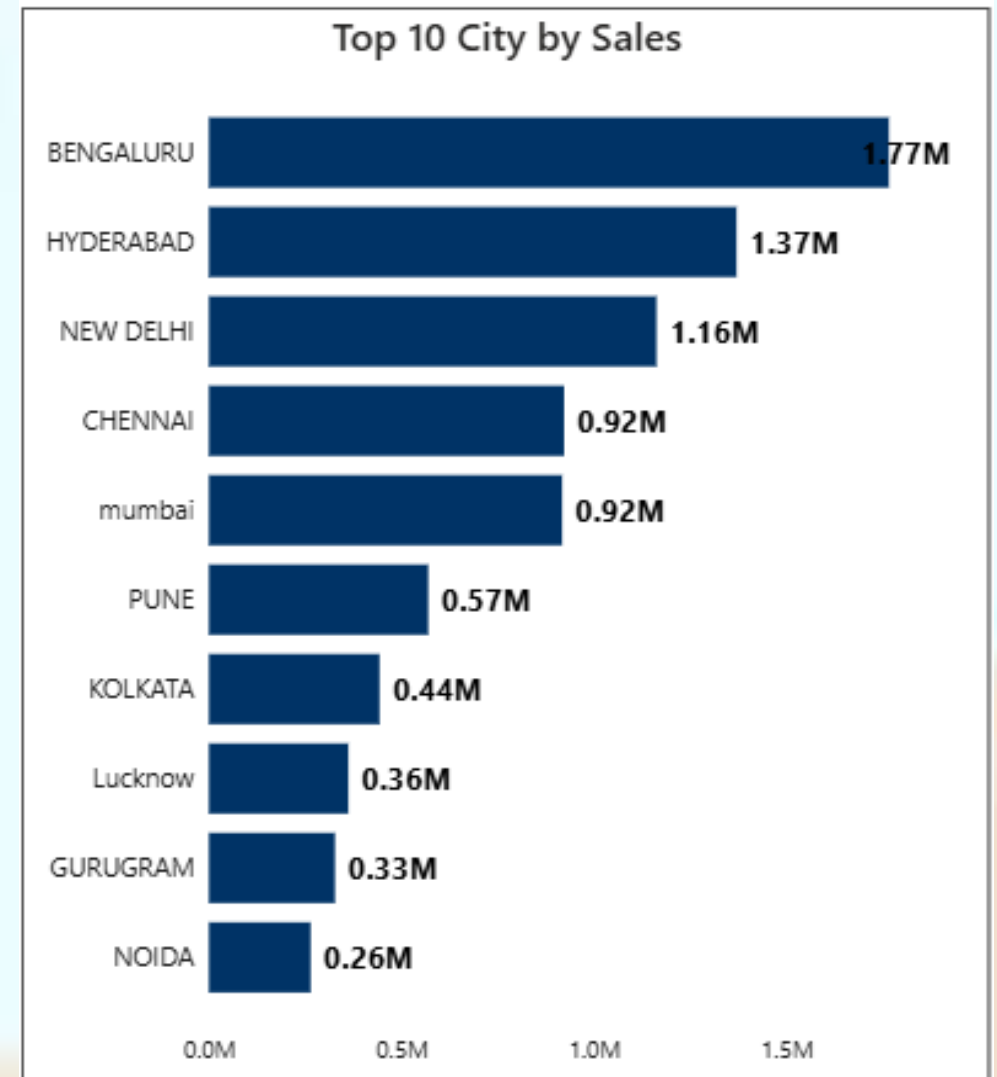
**Adult**  
**40.32%**

**Middle-Age**  
**30.12%**

**Senior**  
**12.13%**

## ❑ City-wise Sales Performance: Top 10 Contributors

- Bengaluru clearly leads the way with ₹77M in sales, showing a strong customer base and demand.
- New Delhi (₹1.61M) and Hyderabad (₹1.37M) follow, reflecting consistent urban engagement.
- Meanwhile, cities like Pune, Kolkata, and Noida have room to grow—opening doors for future expansion and localized marketing efforts.

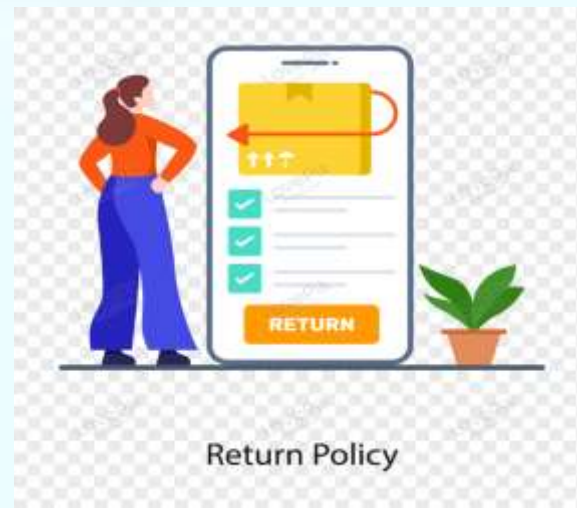


## ❑ From Cart to Customer: Order Status Summary

- The majority of orders were successfully delivered(**93%**), reflecting strong operational efficiency.
- Returns (**3.4%**) and cancellations (**2.28%**) remain minimal, while refunds are very rare at just **1.25%**, indicating overall customer satisfaction.



**Delivered**  
**93.08%**



**Returned**  
**3.4%**



**Refunded**  
**1.25%**



**Cancelled**  
**2.28%**



## ❑ Best-Selling Fashion Categories

- Ethnic sets and kurtas are the top choices, making up over 70% of total sales.
- Western dresses are picking up pace, while jeans and footwear see lower demand.



**Saree**  
4.77%



**Top**  
5.6%



**Kurta**  
23.42%



**Set**  
49.62%



**Jeans**  
1.27%



**Western Dress**  
14.87%



**Footwear**  
1.07%



# Insights

- Adults (26–45 years) account for the highest share of sales (**40.32%**), followed by Middle-aged (30.12%), Young (17.43%), and Seniors (12.13%).
- **Sets (49.62%)** and **Kurtas (23.42%)** dominate overall sales. Categories like Jeans and Footwear have significantly lower traction.
- Most orders are successfully delivered (**93.08%**), but returns (**3.4%**), refunds (**1.25%**), and cancellations (**2.28%**) indicate post-order issues
- Sales steadily increase from **January to March**, then drop during **April to July**, pick up slightly in **August**, and decline again from **September onwards**.
- **Bengaluru** leads all cities by a wide margin, followed by Hyderabad and Delhi. Smaller cities like Surat, Lucknow, and Pune also show growing interest.
- Female shoppers accounted for **65%** of total revenue.

# Recommendation

- ✓ **Prioritize best-selling categories** (Sets, Kurtas) in stock planning, marketing, and homepage features.
- ✓ **Monitor return/cancellation trends** monthly and work on improving post-order experience.
- ✓ **Localize marketing strategies** like Localized campaigns and faster delivery in top cities can maximize returns.
- ✓ **Leverage customer demographics** (age, city, gender) for targeted ad strategies and loyalty offers.
- ✓ **Align seasonal campaigns** with peak sales months and Plan major launches, influencer collaborations and discounts around these high-traffic months.



Thank  
You!

