

SuperMart Sales

Analysis Report



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1. Problem Statements

1. What is the lowest and max delivering Time
2. If the delivery time exceeds 3 days, it will be considered a late delivery.
3. Which month got the Highest sales and orders
4. WHO Purchased more man and women in 2020 and 2019
5. What are the different order status in 2020,2019.
6. List of top 10 states contributing to the sales.
7. Top 10 profitable customer.
8. Channel wise sales-profit.
9. AgeGroup wise sales.
10. What is the impact after sales discount.
11. Status of delivery.
12. Category wise Sales- Profit.
13. Region wise Category sales-profit.
14. Un-delivered orders Vs City, Region, and Channels

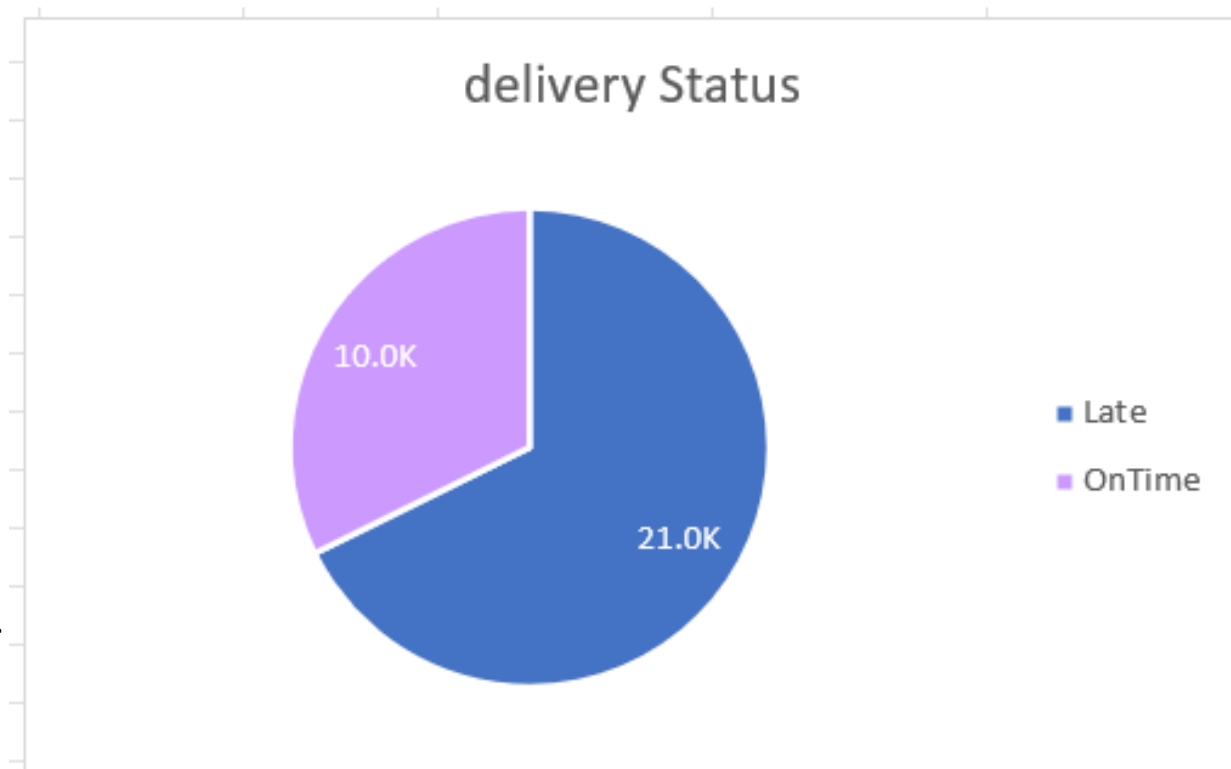
Q.1). Delivery Status

If the delivery time exceeds 3 days from Order date, it will be considered a late delivery.

Delivery	Count of Del-Status
Late	21.0K
OnTime	10.0K

Observation:

- The majority of orders (21K) are delivered late, accounting for more than double the number of on-time deliveries (10K).
- This suggests that there may be issues in the supply chain or delivery process that are affecting timely deliveries.

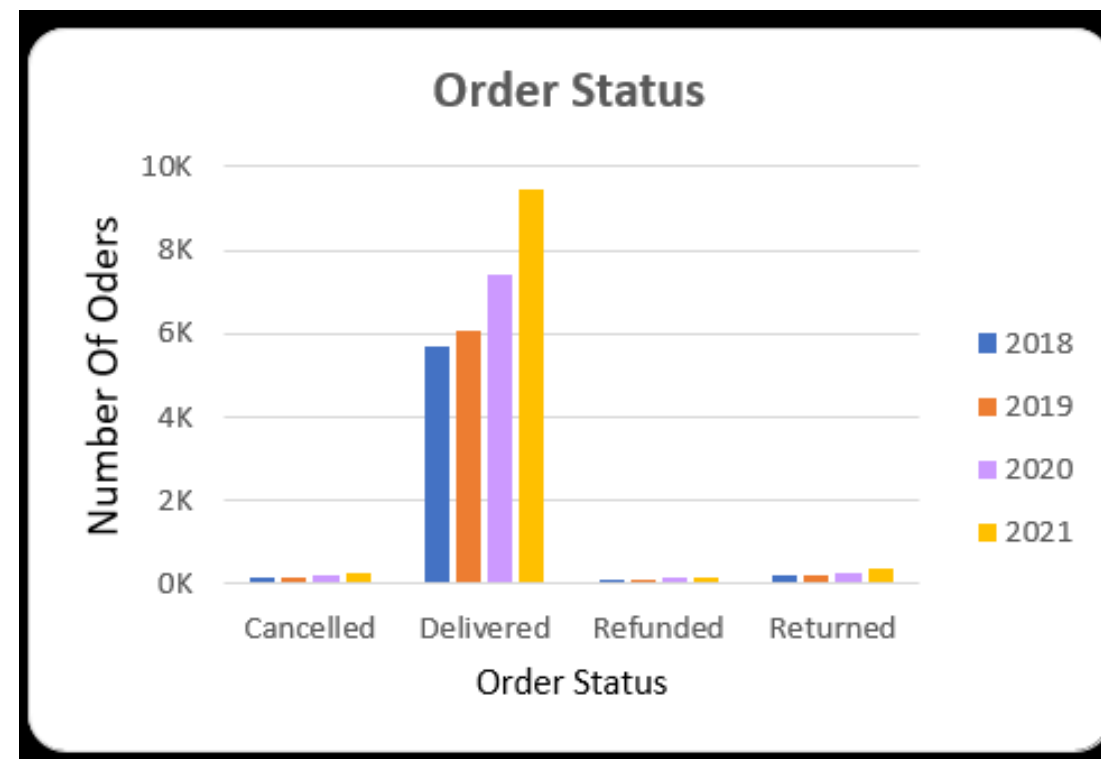


Q.2). Order Status

Count of Status	Column Labels ▼			
Row Labels ▼	2018	2019	2020	2021
Cancelled	174	177	213	280
Delivered	5681	6064	7420	9476
Refunded	107	121	137	152
Returned	229	195	264	357

Observation:

- Delivered orders make up the vast majority of orders across all years. There is a noticeable increase from 2018 to 2021, with 2021 having the highest number of delivered orders at around 9,000. The trend suggests growth in successful deliveries over time, especially peaking significantly in 2021.



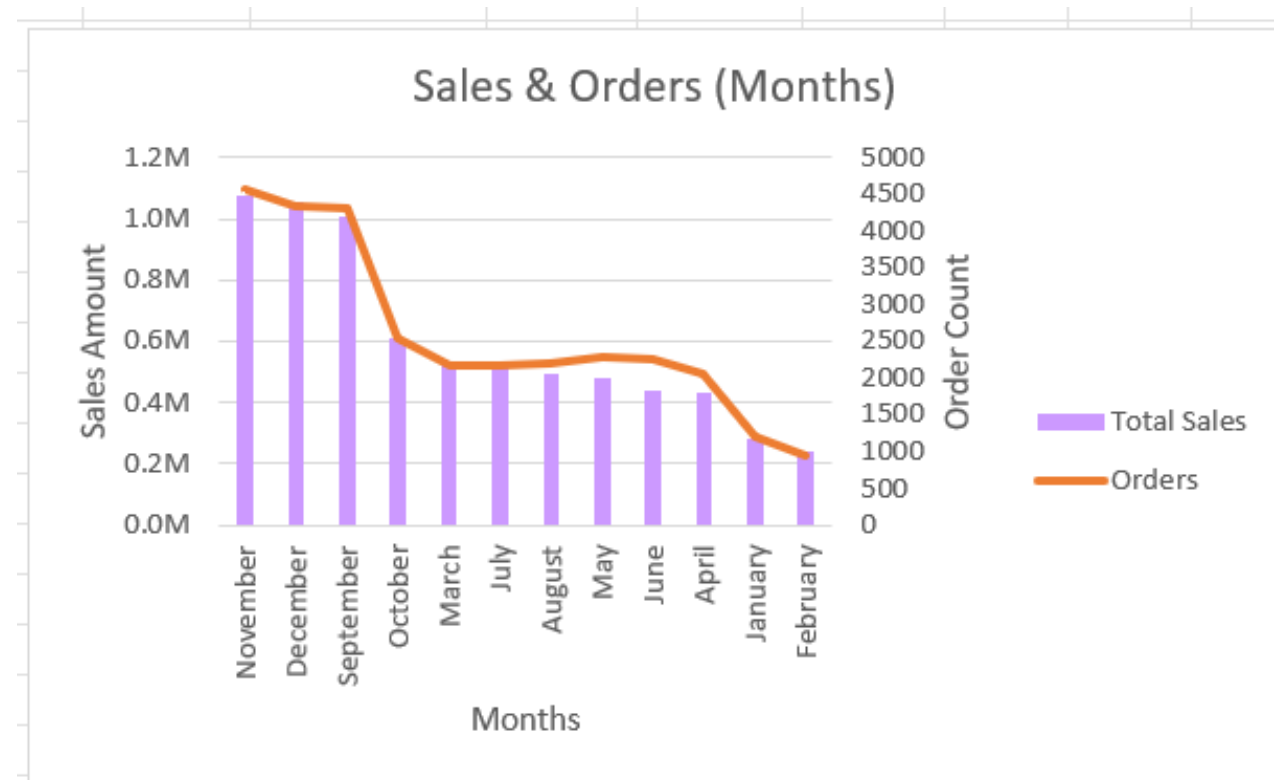
- Cancelled orders are very few in number across all years, almost negligible when compared to delivered orders.
- Refunded and returned orders also remain minimal across all years. Similar to cancellations, these order statuses do not vary much and maintain a low count.

Q.3). Months Vs Sales & Orders

Row Labels	Total Sales	Orders
November	1.1M	4574
December	1.1M	4352
September	1.0M	4297
October	0.6M	2533
March	0.5M	2166
July	0.5M	2183
August	0.5M	2196
May	0.5M	2290
June	0.4M	2255
April	0.4M	2059
January	0.3M	1193
February	0.2M	949

Observation:

- November shows the highest sales and order count, with sales amount reaching around 1.1M and orders around 4,000. This could indicate a seasonal boost.
- Both Sales and Orders experience a steep drop starting from December through February.
- From March to October shows a relatively stable Sales and Order count.
- There's a general downward trend from November onward, with the lowest figures recorded in February.

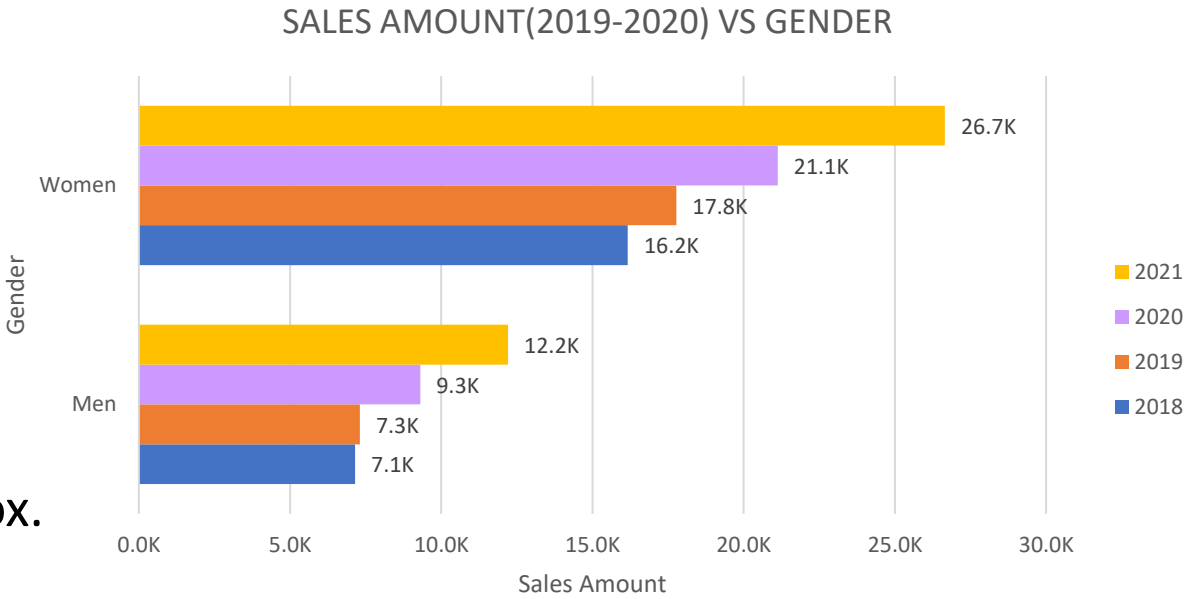


Q.4). Sales Vs Gender

Sum of Quantity				
Column Labels				
Row Labels				
	2018	2019	2020	2021
Men	7.1K	7.3K	9.3K	12.2K
Women	16.2K	17.8K	21.1K	26.7K

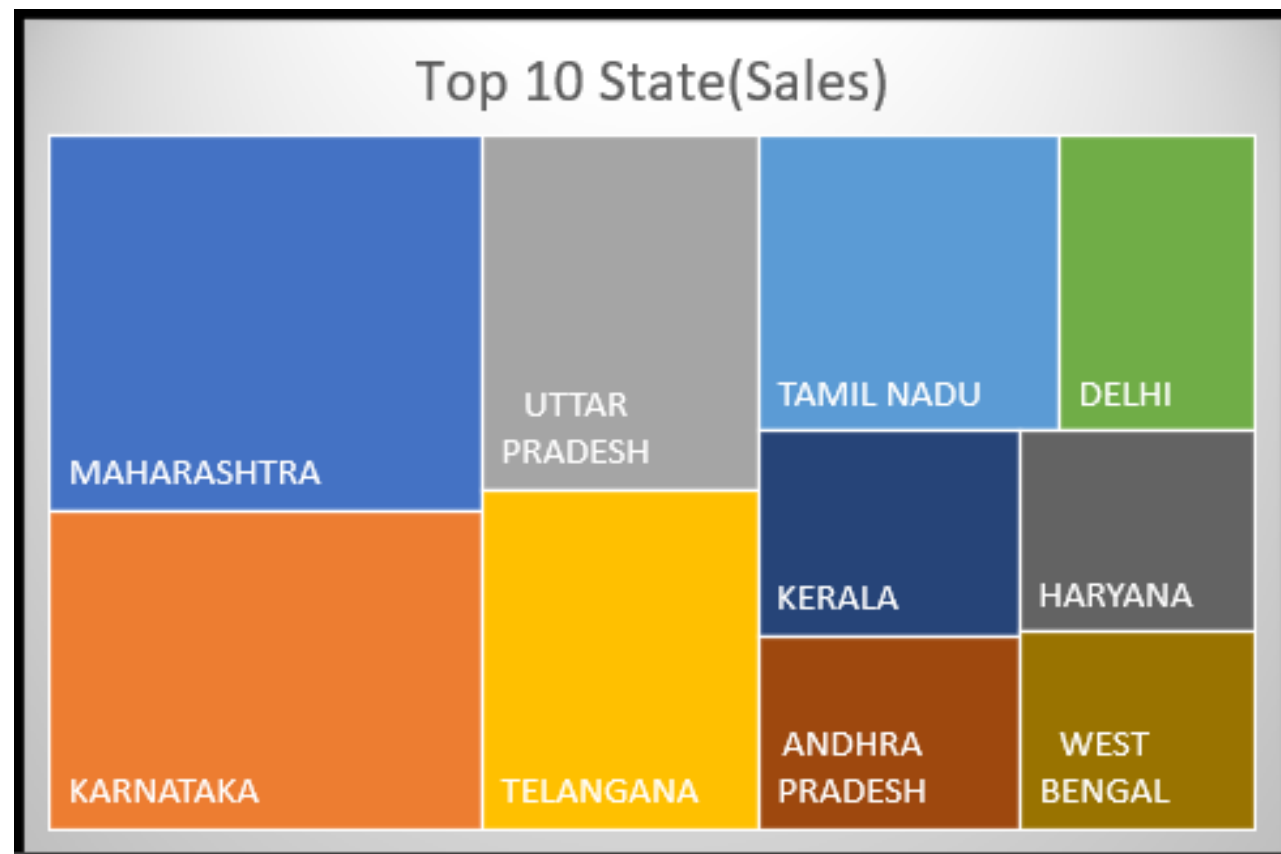
Observation:

- Women Shows more product Consumption (Approx. 81.7K) Compared to men (Approx. 36K) in 4 years.
- Both Women and Men shows Highest product Consumption In year 2021, whereas Lowest in year 2018.



Q.5). Top 10 States (Sales)

State	Sum of Sales
MAHARASHTRA	1.1M
KARNATAKA	0.9M
UTTAR PRADESH	0.6M
TELANGANA	0.6M
TAMIL NADU	0.6M
DELHI	0.4M
KERALA	0.4M
ANDHRA PRADESH	0.3M
HARYANA	0.3M
WEST BENGAL	0.3M

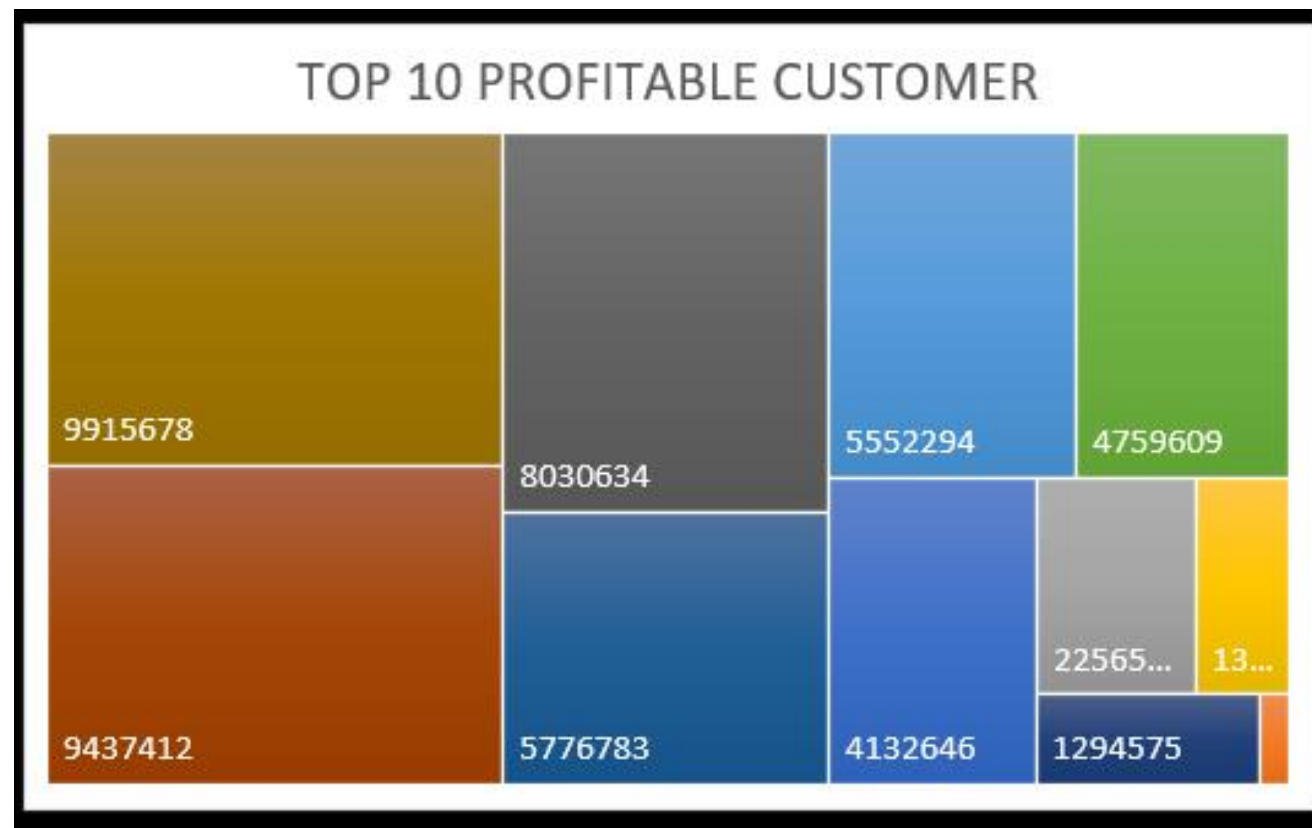


Observation:

- Maharashtra has the Most Sales (1.1M) from all the State, It shows that most consumption of products.

Q.6). Top 10 Profitable Customers (Sales)

Row Labels	Sum of Profit
4132646	8400
172811	8400
2256577	8400
1328999	6758
5552294	6720
4759609	6720
1294575	5040
9437412	5040
8030634	5040
9915678	4946
5776783	4946



Observation:

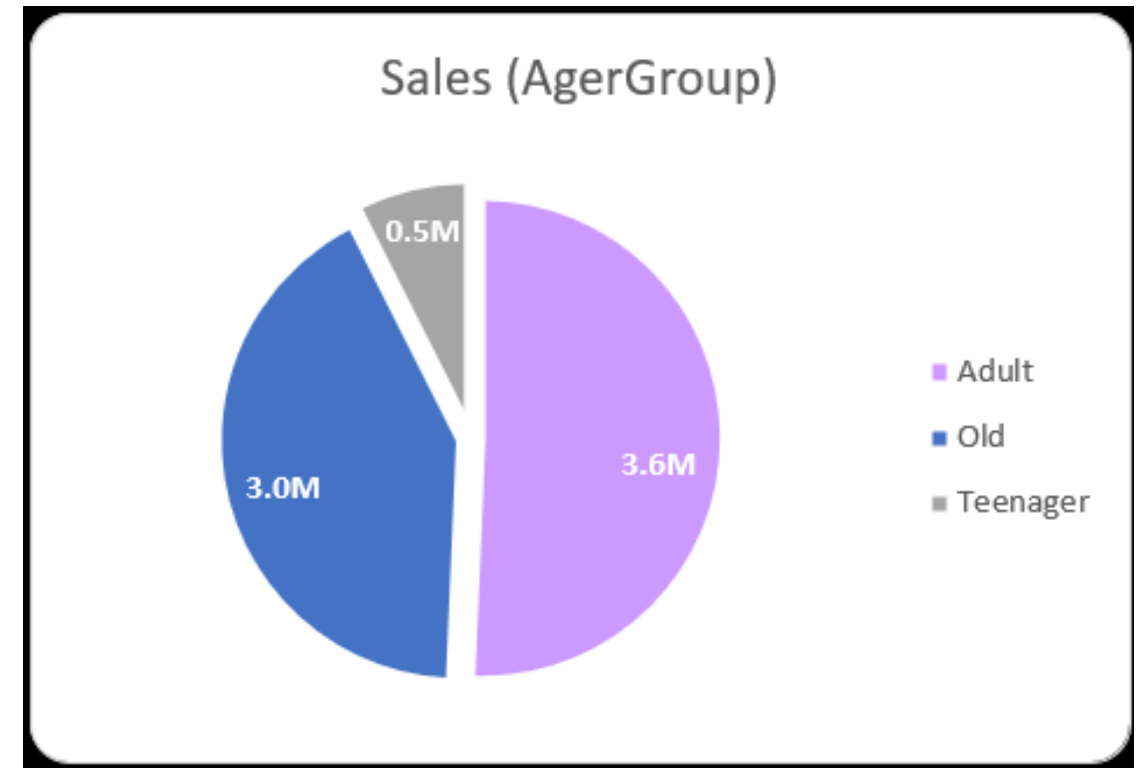
- From all the customers, these are the Top 10 customer that provide most Profit.

Q.7). AgeGroup Vs Sales

Row Labels	Sum of Sales
Adult	3.6M
Old	3.0M
Teenager	0.5M

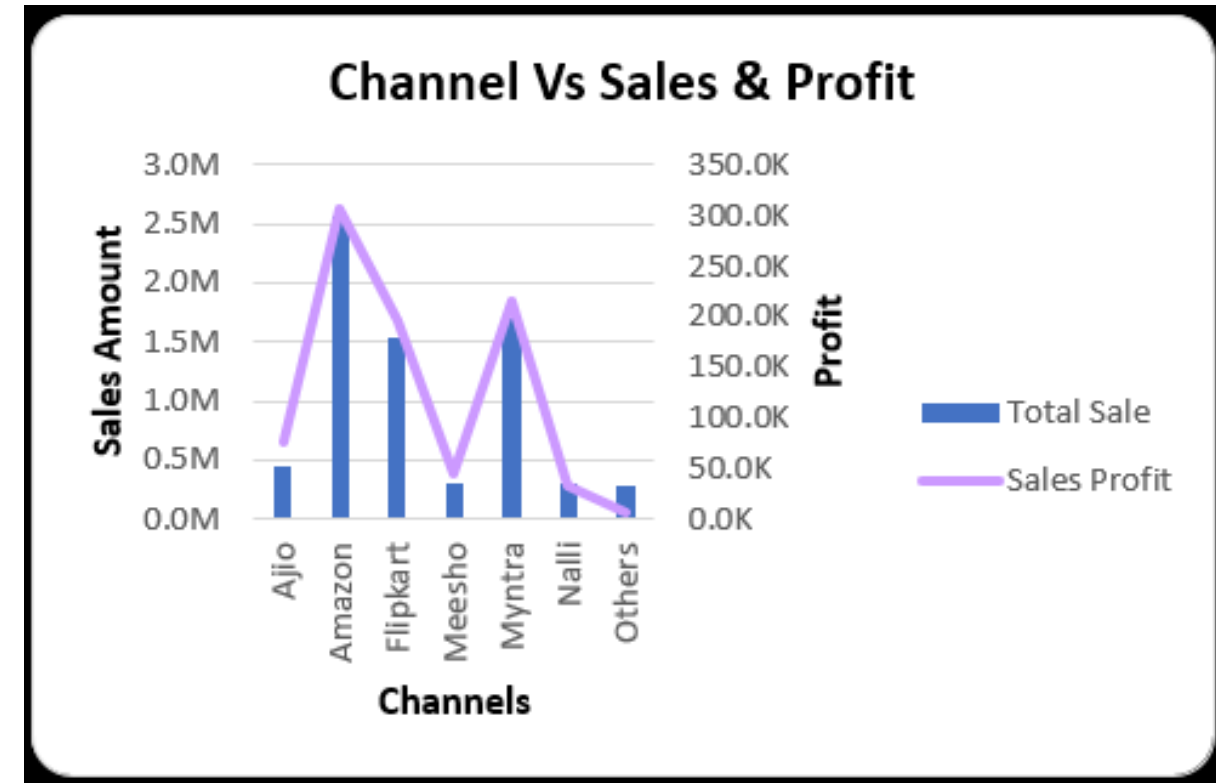
Observation:

- Adults are the largest customers In term of Sales, making up the largest portion at 3.6M .
- The “Old” category follows closely with 3M in sales.
- “Teenager” contributes the least in Sales, which suggests the lower engagement or purchasing power among this group.



Q.8). Channel Vs Sales & Profit

Row Labels	Total Sale	Sales Profit
Ajio	0.4M	76.1K
Amazon	2.6M	305.5K
Flipkart	1.5M	195.3K
Meesho	0.3M	45.9K
Myntra	1.7M	216.2K
Nalli	0.3M	33.3K
Others	0.3M	7.8K



Observation:

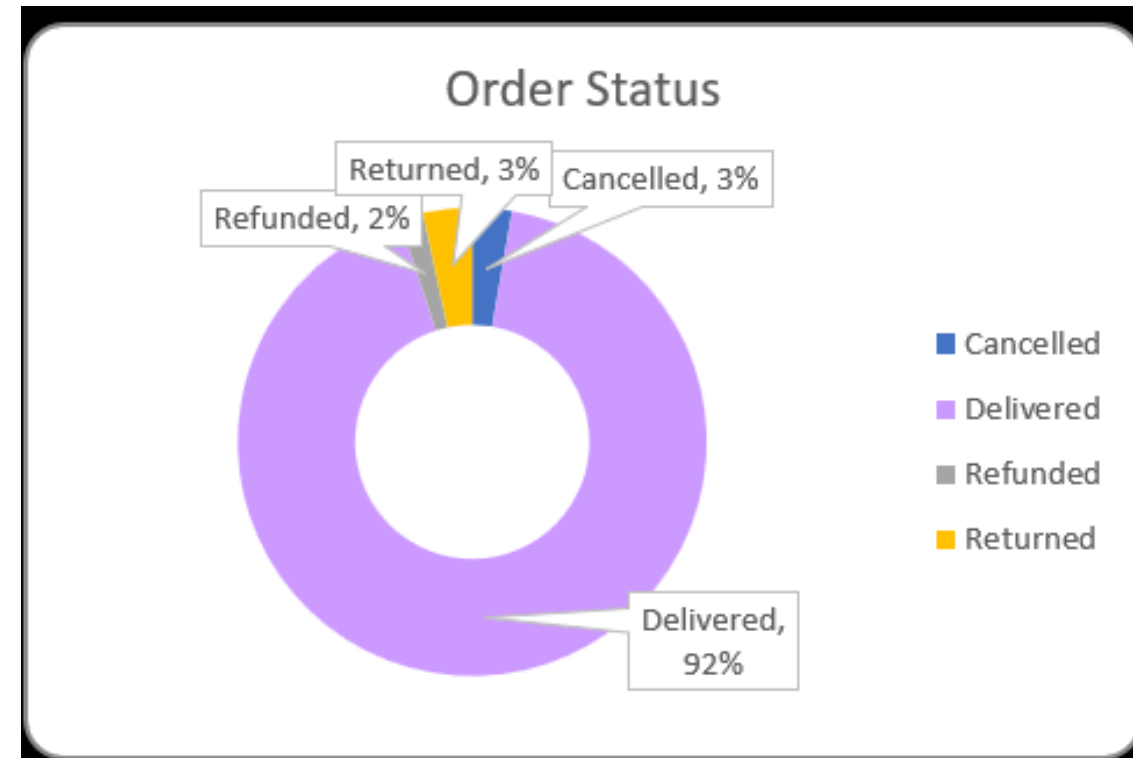
- Amazon has the highest Sales and Profit at 2.6M sales amount and 0.3M Profit amount among all the Channels.
- Meesho, Nalli and Other follows each other closely in Sales at 0.3M and least profits .

Q.9). Order Status

Row Labels	Count of Status
Cancelled	2.72%
Delivered	92.25%
Refunded	1.67%
Returned	3.37%

Observation:

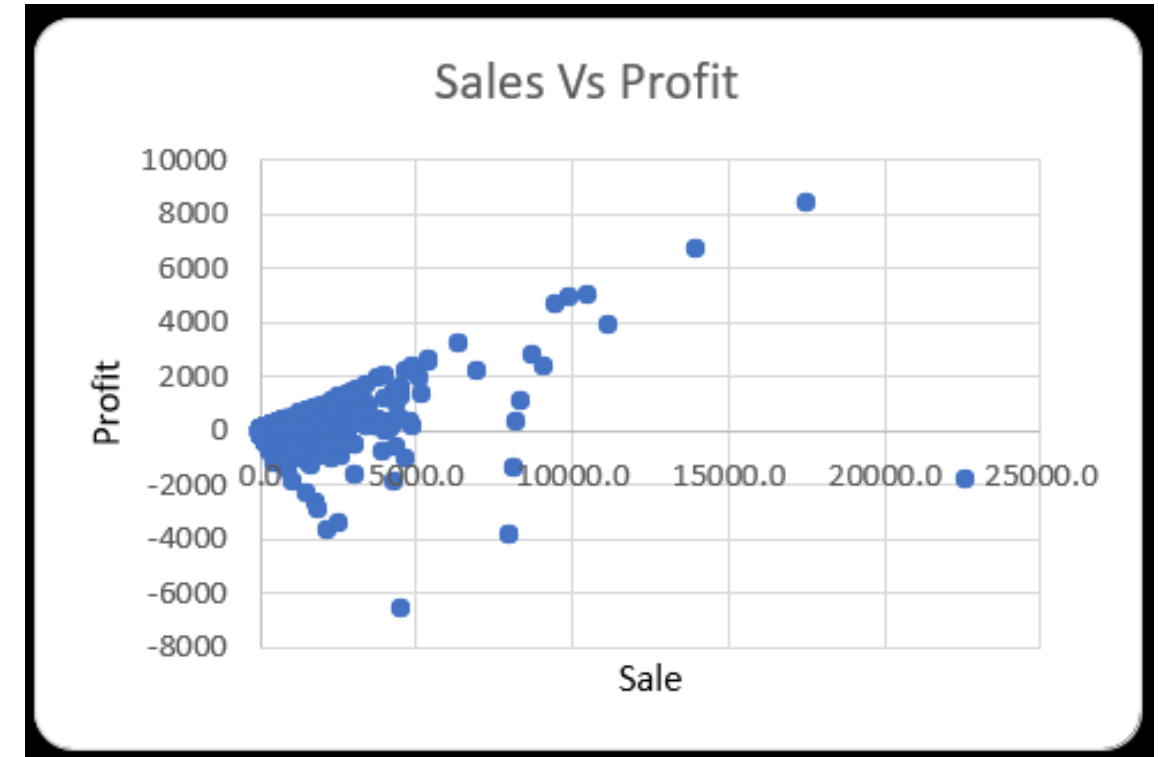
- Majority (92%) of the Orders are successfully delivered to the customers.
- Approximately 6% orders are Cancelled and Returned by customers due to various reasons.
- Approximately 2% customers asked for Refund due to various reasons.



Q.10). Sales vs Profit

Observation:

- There is a general upward trend, suggesting that higher sales are often associated with higher profit. However, the correlation appears weak as the points are spread widely.
- There are some data points with very high sales (up to 25,000) that show relatively high profits, but they are sparse.
- Some data points show negative profit values even with significant sales, indicating loss in certain sales instances.
- Many data points are clustered around the lower sales and profit values, with a dense concentration below 5,000 in sales and 2,000 in profit.



Q.11). Sales vs After-Discount Sales

Observation:

- Concentration of Discounts: Most data points are clustered around lower sales values (under 5,000) and show a wide range of discount percentages, from 0% up to around 80%.
- Higher discounts (above 0.5) are relatively rare and are mostly concentrated at lower sales values. The discount percentages decrease as sales values increase, with fewer discounts observed on higher sales amounts.
- There are some outliers in high sales values (around 25,000) with a discount applied, though these are very rare.
- Few data points exist for sales amounts above 10,000, suggesting either fewer high-value sales or less frequent discounts at that level.

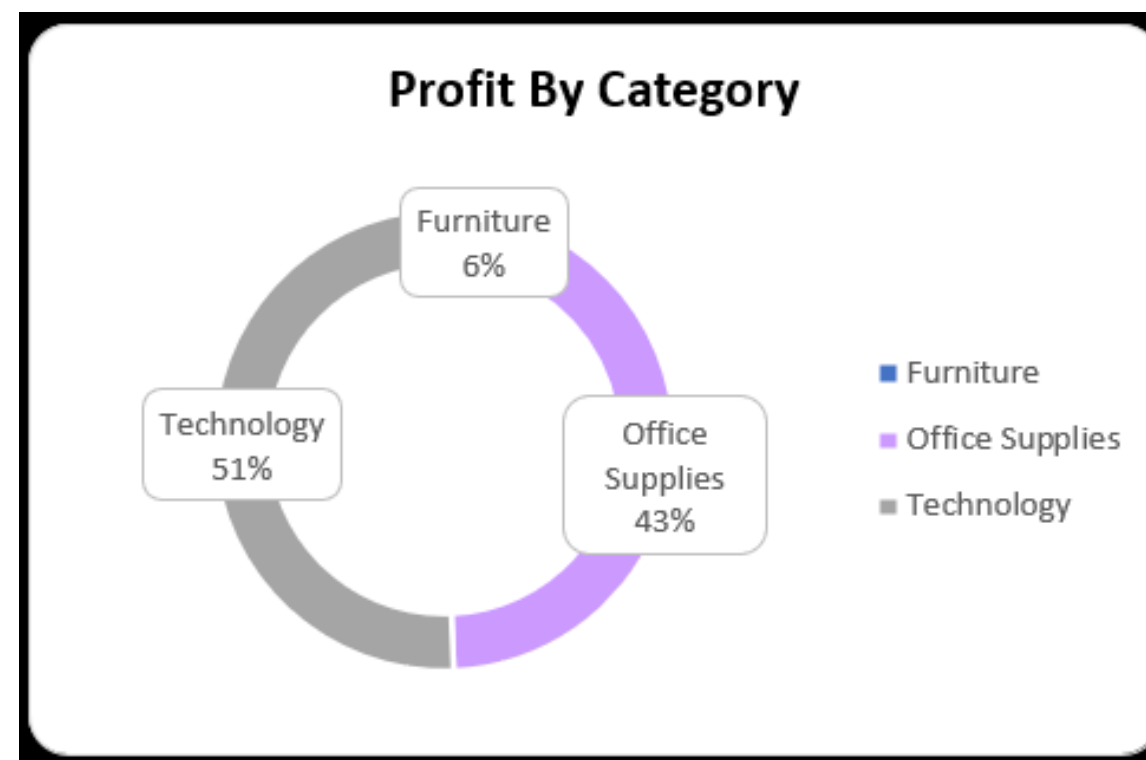


Q.12). Category wise Sales

Row Labels	Sum of Profit
Furniture	55172
Office Supplies	379018
Technology	445723

Observation:

- Technology accounts for the largest share of profit at 51%, making it the primary contributor to overall profits.
- Office Supplies contributes 43% to the profit, a substantial portion just behind Technology.
- Furniture contributes only 6%, indicating it is a minor contributor to profit compared to the other categories.

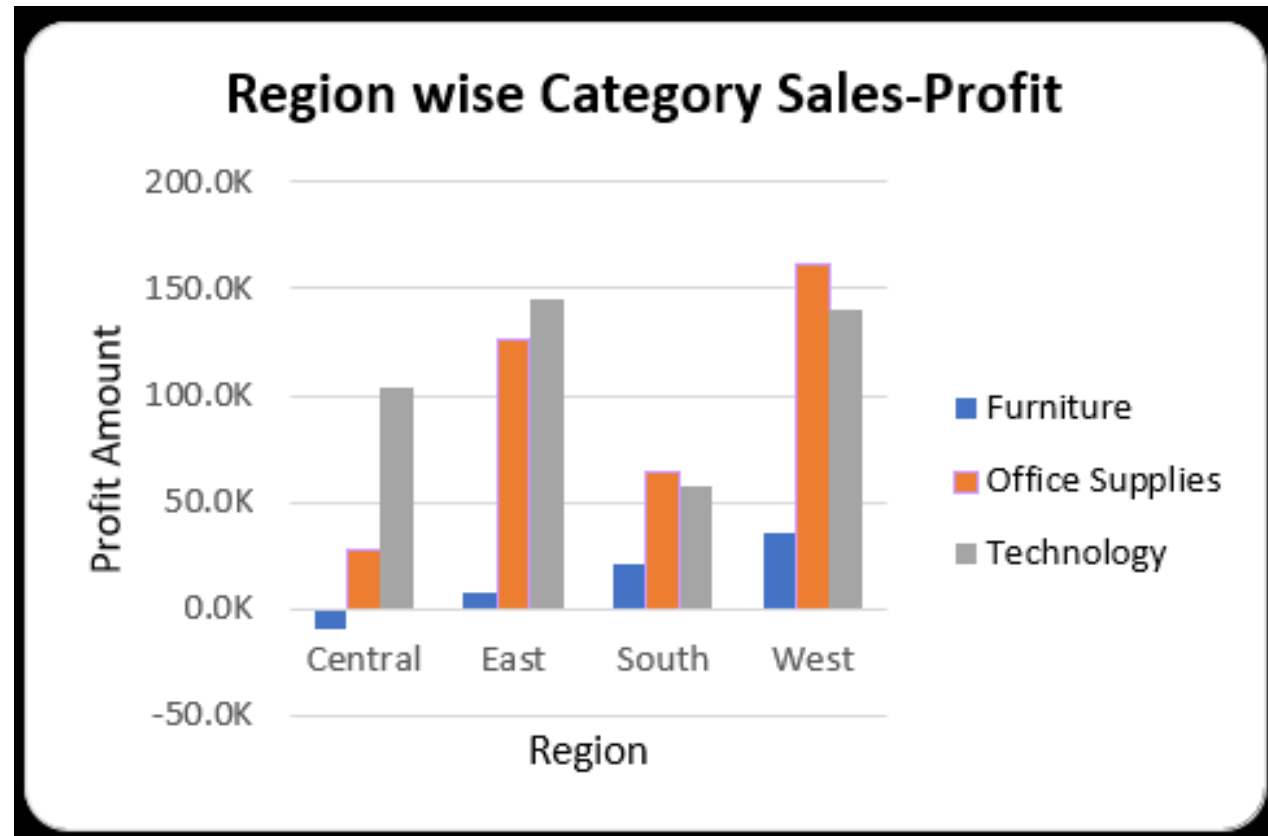


Q.13). Region wise Category Sales-Profit

Sum of Profit	Column Labels ▼		
Row Labels ▼	Furniture	Office Supplies	Technology
Central	-9.2K	27.2K	103.3K
East	7.8K	126.7K	145.0K
South	20.8K	63.9K	57.2K
West	35.7K	161.2K	140.2K

Observation:

- The West region performs best overall in terms of profit, especially in Office Supplies and Technology.
- Technology tends to generate the highest profits across most regions, while Furniture has low or negative profits, especially in the Central region.

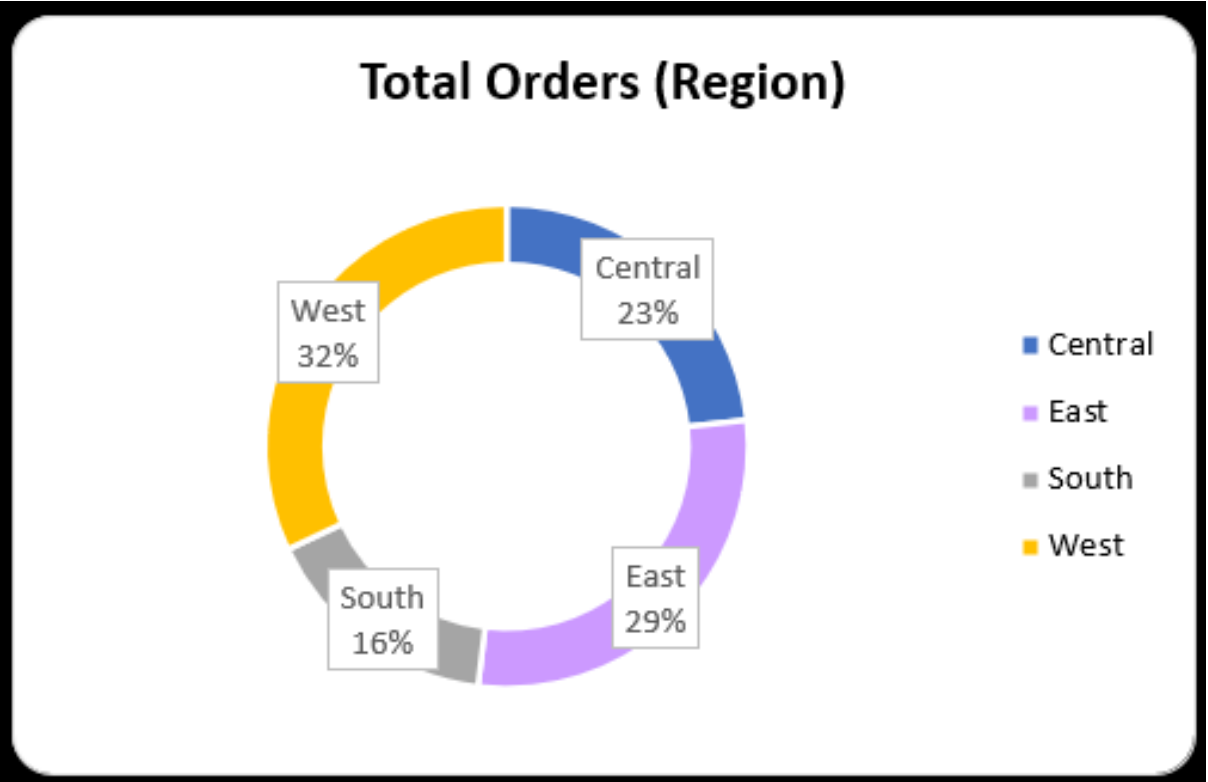


Q.14). Region vs Total Orders

Row Labels	Count of Status
Central	23%
East	29%
South	16%
West	32%

Observation:

- The West and East regions together make up over 60% of the total orders, suggesting that these regions are likely the primary focus for this business.
- The South region's smaller percentage could indicate either a smaller customer base, fewer marketing efforts, or other regional factors impacting order volume.
- There may be opportunities to increase order volumes in the Central and South regions through targeted strategies, given their lower percentages compared to West and East.

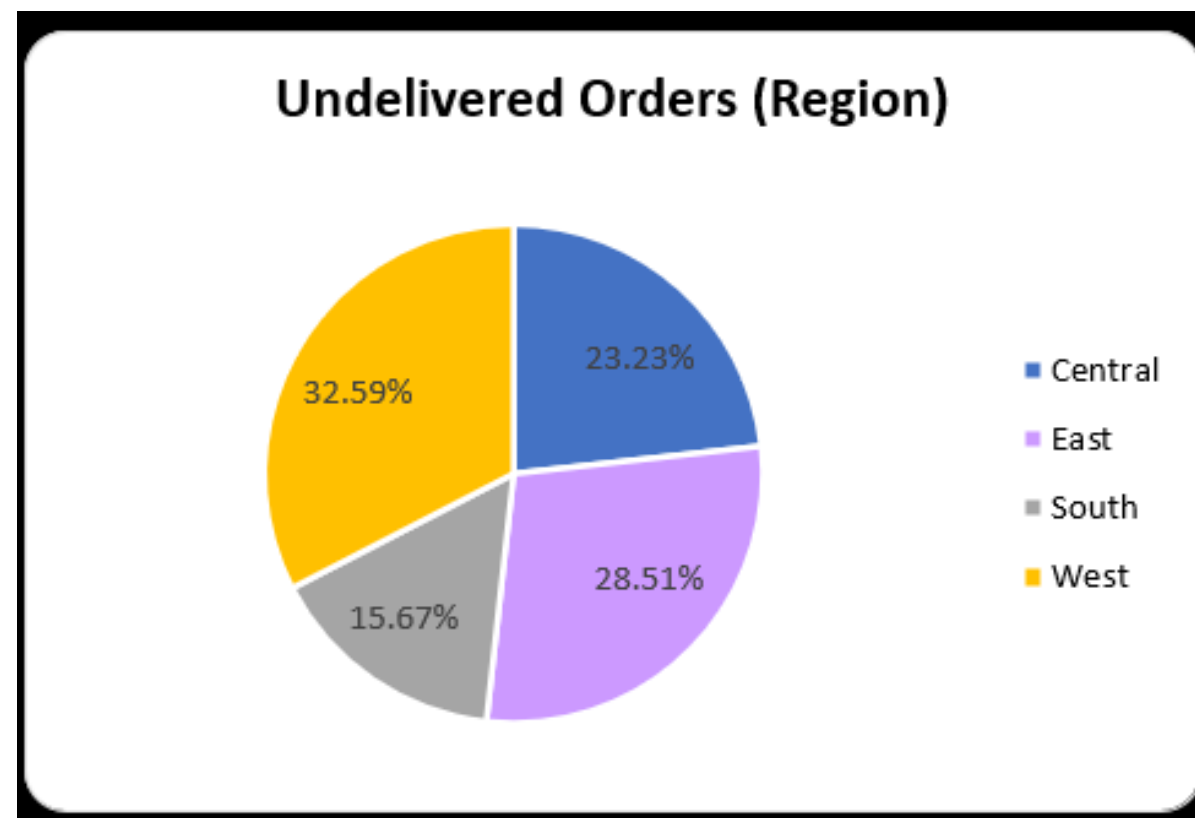


Q.15). Region vs Undelivered orders

Status	(Multiple Items)
DEL-Region	Undelivered order count
Central	23.23%
East	28.51%
South	15.67%
West	32.59%

Observation:

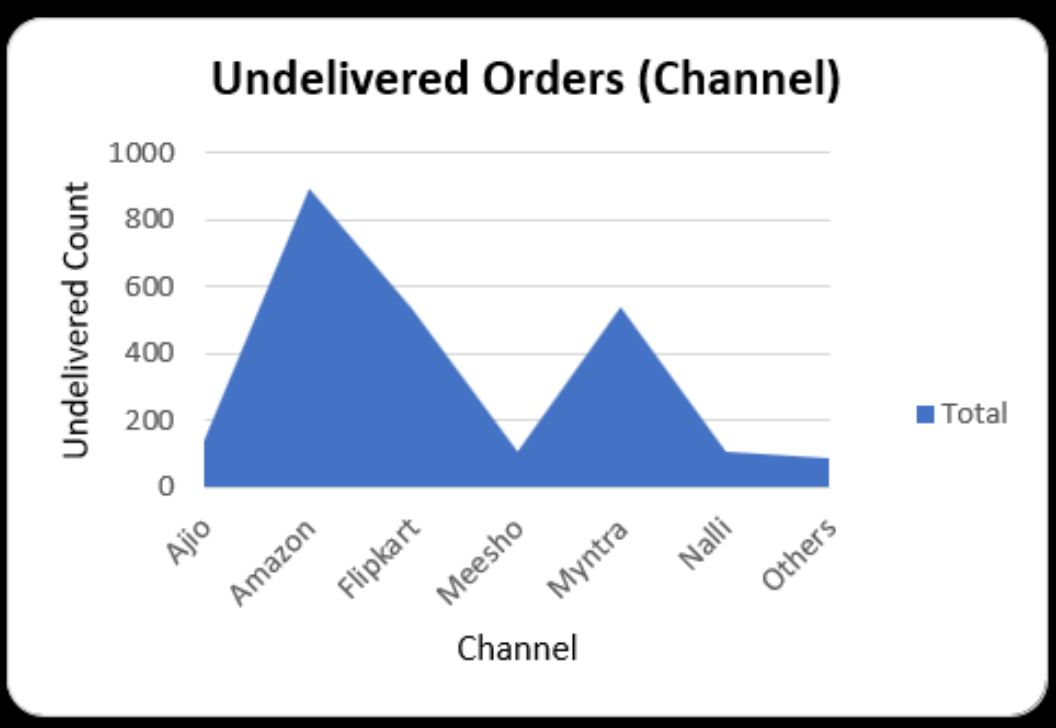
- West: 32.59% - This region has the highest proportion of undelivered orders, mirroring its high total orders.
- East: 28.51% - East also has a high percentage of undelivered orders, close to the West region.
- Central: 23.23% - The Central region has a moderate proportion of undelivered orders.
- South: 15.67% - The South region has the lowest percentage of undelivered orders.



Q.16). Channels vs Undelivered orders

Status	(Multiple Items)	
Channel	Udelivered order Count	
Ajio	138	
Amazon	892	
Flipkart	530	
Meesho	110	
Myntra	541	
Nalli	109	
Others	86	

Observation:

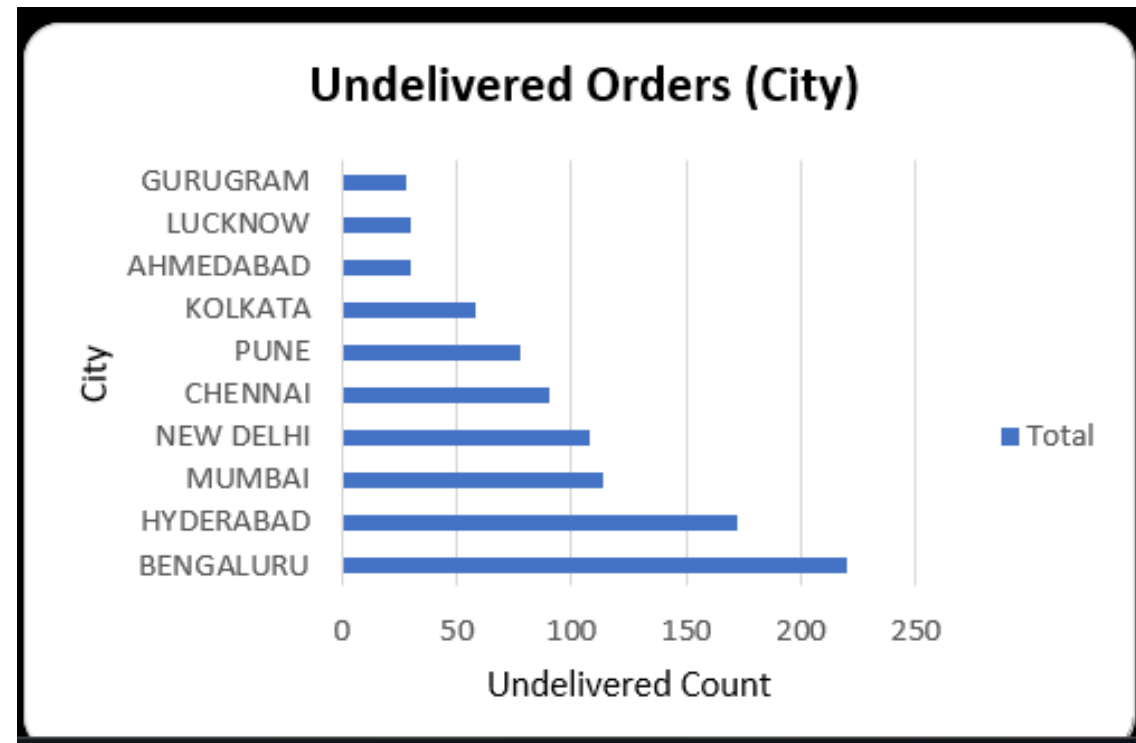
- Amazon has the highest undelivered orders, nearing 900, indicating potential issues with its fulfillment process or delivery challenges.
 - Flipkart follows, though with a significantly lower count than Amazon, indicating relatively better performance in terms of deliveries.
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- Channels like Ajio, Meesho, Nalli, and Others show relatively low undelivered order counts, suggesting either lower order volume or better handling in their delivery process.

Q.17). City vs Undelivered orders

Status	(Multiple Items)
Row Labels	Count of Status
BENGALURU	220
HYDERABAD	172
MUMBAI	114
NEW DELHI	108
CHENNAI	90
PUNE	78
KOLKATA	58
AHMEDABAD	30
LUCKNOW	30
GURUGRAM	28

Observation:

- Bengaluru, Hyderabad, Mumbai, and New Delhi stand out for having the most undelivered orders. Focusing on logistics and delivery solutions in these cities could potentially reduce the majority of undelivered orders.
- Smaller Cities: Cities like Gurugram, Lucknow, and Ahmedabad have low undelivered counts, indicating better delivery efficiency or lower demand.

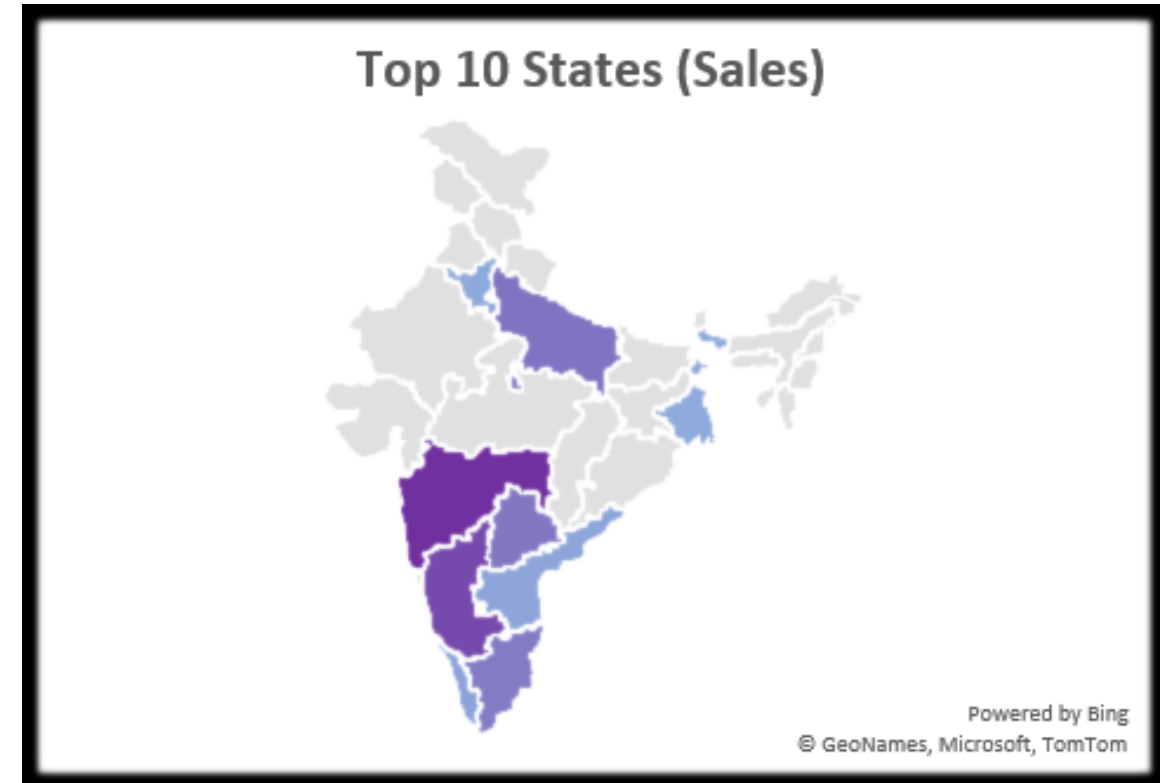


Q.18). Top 10 States(Sales wise)

State	Sum of Sales
MAHARASHTRA	1.1M
KARNATAKA	0.9M
UTTAR PRADESH	0.6M
TELANGANA	0.6M
TAMIL NADU	0.6M
DELHI	0.4M
KERALA	0.4M
ANDHRA PRADESH	0.3M
HARYANA	0.3M
WEST BENGAL	0.3M

Observation:

- Maharashtra and Karnataka has the Most Sales (2.0M) from all the State, It shows that most consumption of products. This includes states in the southern and western parts of India, suggesting these areas are key markets.
- The light blue shades suggest states with relatively lower sales within the top 10, possibly indicating areas with potential for growth but currently less engagement compared to the darker regions.



Insights

- The majority of orders (21K) are delivered late, accounting for more than double the number of on-time deliveries (10K). This suggests that there may be issues in the supply chain or delivery process that are affecting timely deliveries.
- In Sales, There's a general downward trend from November onward, with the lowest figures recorded in February.
- Women Shows more product Consumption (Approx. 81.7K) about more than twice Compared to men (Approx. 36K) in 4 years.
- Maharashtra has the Most Sales (1.1M) from all the State, It shows that most consumption of products.
- Most of the Product Sales (about 92%) are done by Old & Adult AgeGroup.
- Technology accounts for the largest share of profit at 51%, making it the primary contributor to overall profits. Technology tends to generate the highest profits across most regions, while Furniture has low or negative profits.
- There is a general upward trend in sales-profit, suggesting that higher sales are often associated with higher profit. However, the correlation appears weak as the points are spread widely.
- The data suggests that discounts are heavily applied to lower-value sales, while higher-value sales are achieved with minimal discounting.
- Bengaluru, Hyderabad, Mumbai, and New Delhi stand out for having the most undelivered orders. Cities like Gurugram, Lucknow, and Ahmedabad have low undelivered counts, indicating better delivery efficiency or lower demand.
- Flipkart has the highest undelivered orders, nearing 900, indicating potential issues with its fulfillment process or delivery challenges.
- About 60% of Total orders & undelivered orders are from west and east region.

Recommendations

- Paying More attention on males due to low sales by giving them discounts, adding more male related items.
- There's a general downward trend from November onward, with the lowest figures recorded in February. You can increase the sales by providing various offers during the downward trend starts.
- Focus more on Delivery issues in east & west region as most of the order are placed from these 2 regions, there may be issues in the supply chain or delivery process that are affecting timely deliveries.
- “Teenager” contributes the least in Sales, which suggests the lower engagement or purchasing power among this group. You can give this AgeGroup discount offers, add more products for them to increase sales.