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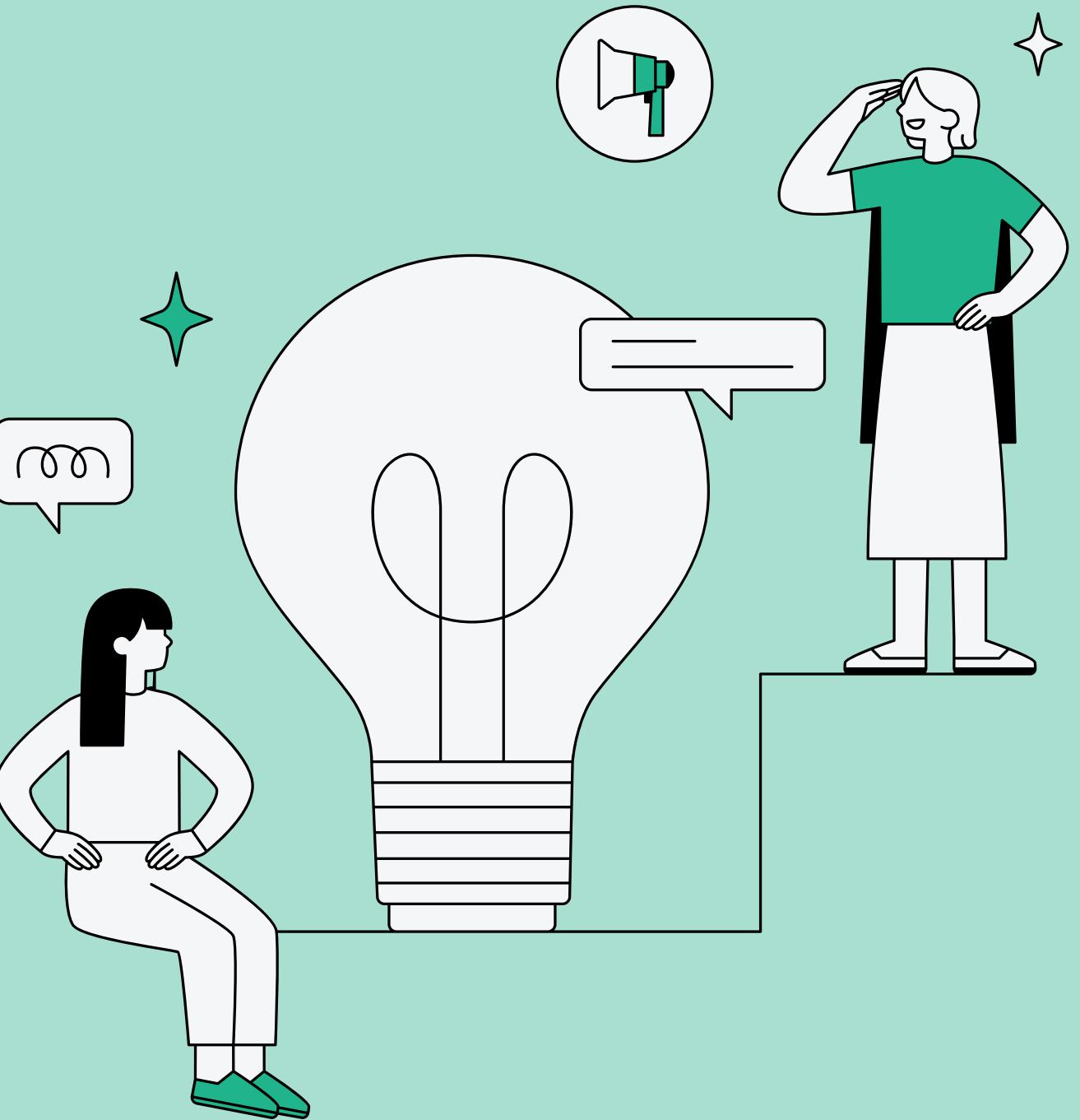
Task 1

Sales Data Analysis



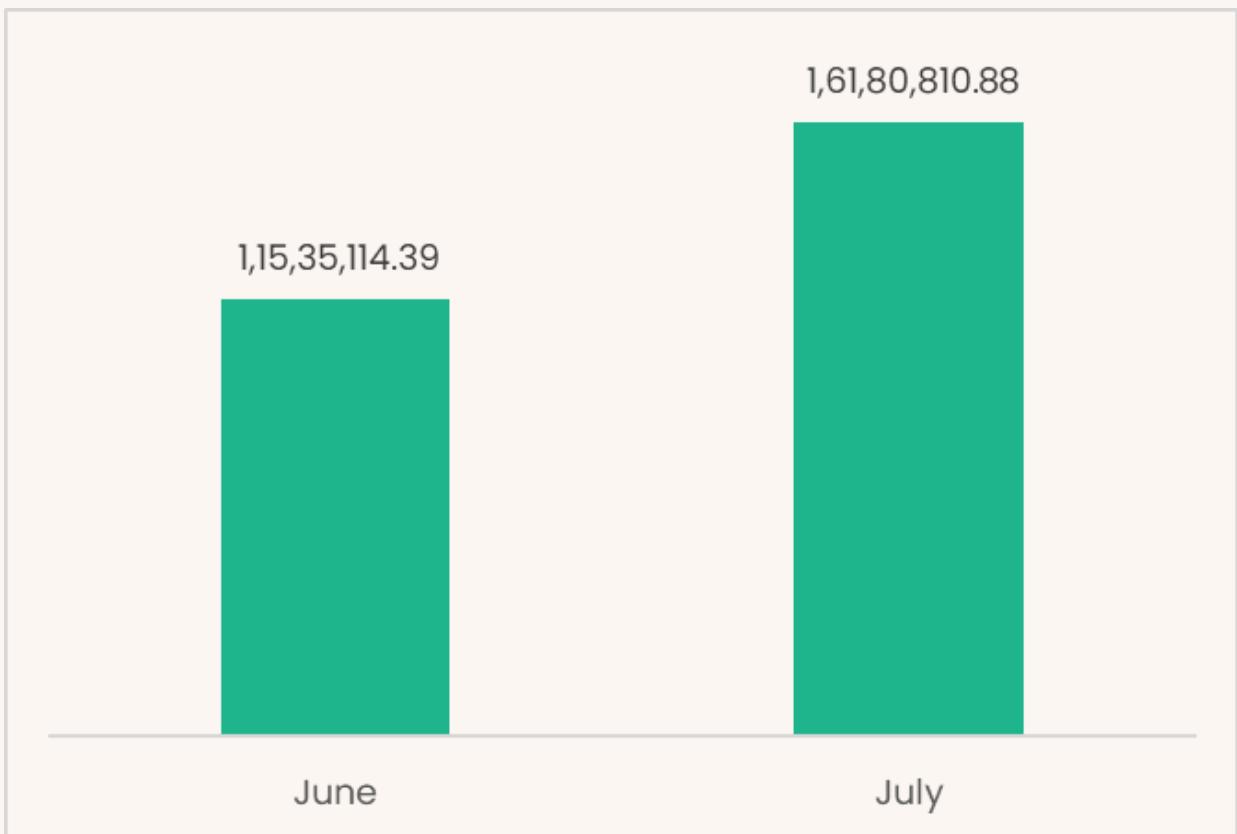
Introduction

The following dataset contains sales information spanning two months, including product code, ID, language, amount paid, payment status, coupon code, and payment mode.



Overview

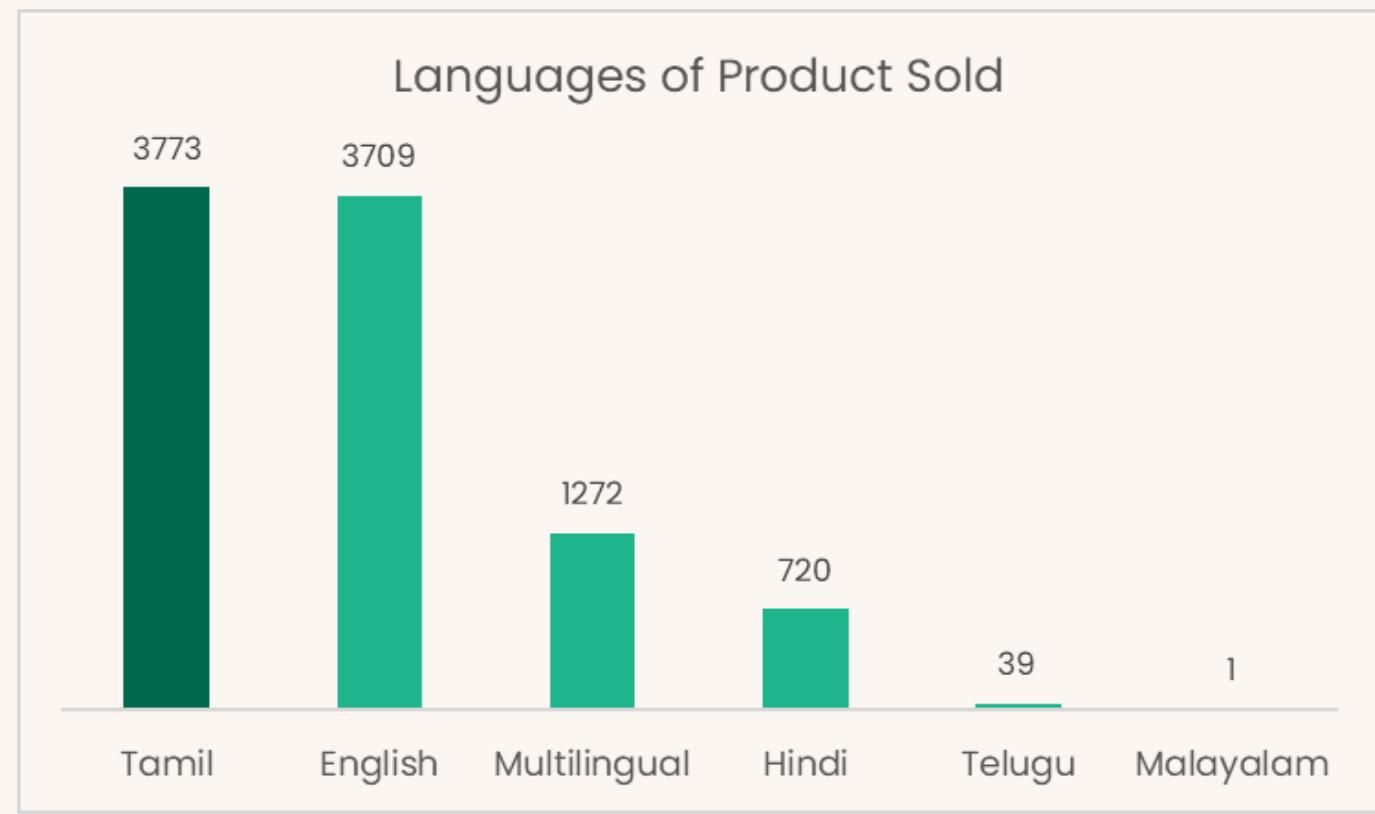
- The total fee initiated amounts to ₹2,54,61,785.93, with ₹22,54,139.34 successfully paid and ₹51,595.29 refunded, resulting in a **grand total of ₹2,77,67,520.56** for the period of two months.
- Monthly trends highlight significant activity, with **₹1,15,35,114.39** recorded in June and **₹1,61,80,810.88** in July.
- On July 22, 2022, the sales reached their peak, with the highest amount recorded at **₹20,65,904.6**. In contrast, June 1, 2022, marked the lowest point in sales, with only ₹15,591.86.



Initiated	25461785.93
Paid	2254139.34
Refund	51595.29
Grand Total	27664329.98

Overview

- The products were available in multiple languages, including English, Hindi, Malayalam, Tamil, Telugu, and others.
- Among these, the highest sales were recorded for the **Tamil** and **English** language , these languages, likely due to their large user bases, contributed significantly to the products' overall success
- However, when considering the total sum of the cost of products brought into light, it is evident that the **Multilingual** and **English** products have topped the sales in terms of cost.



Multilingual	9800312.45
English	9241759.75
Tamil	7709656.91
Hindi	954136.54
Telugu	61155.91
Malayalam	499

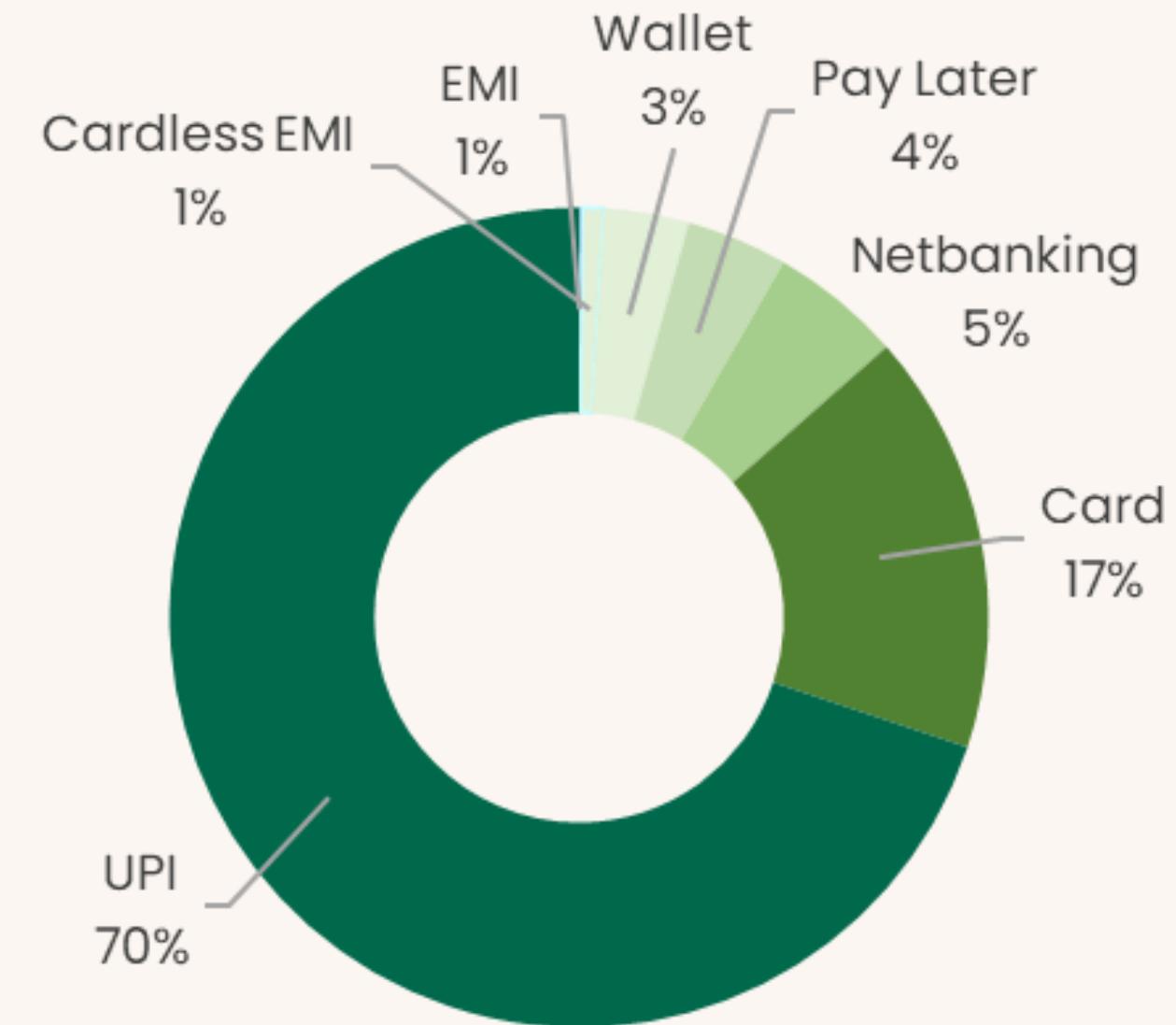
Insights

Products priced between ₹1,000 and ₹10,000 have performed significantly better, suggesting this price range appeals most to customers by offering a good balance of value and affordability.



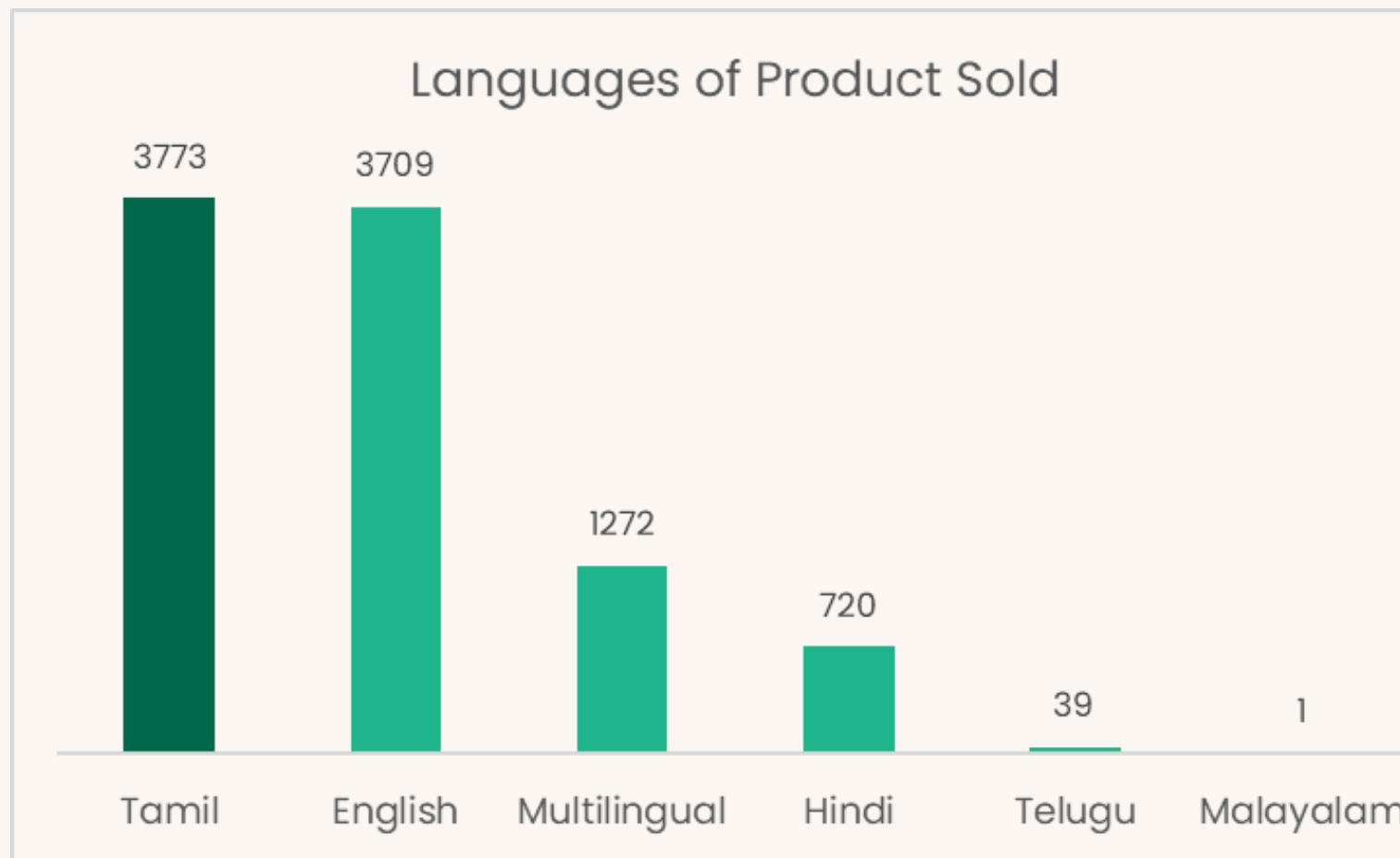
Insights

Most users prefer UPI for payments, so **offering exclusive coupons or discounts to UPI users could boost engagement**, increase sales, and encourage repeat purchases.



Insights

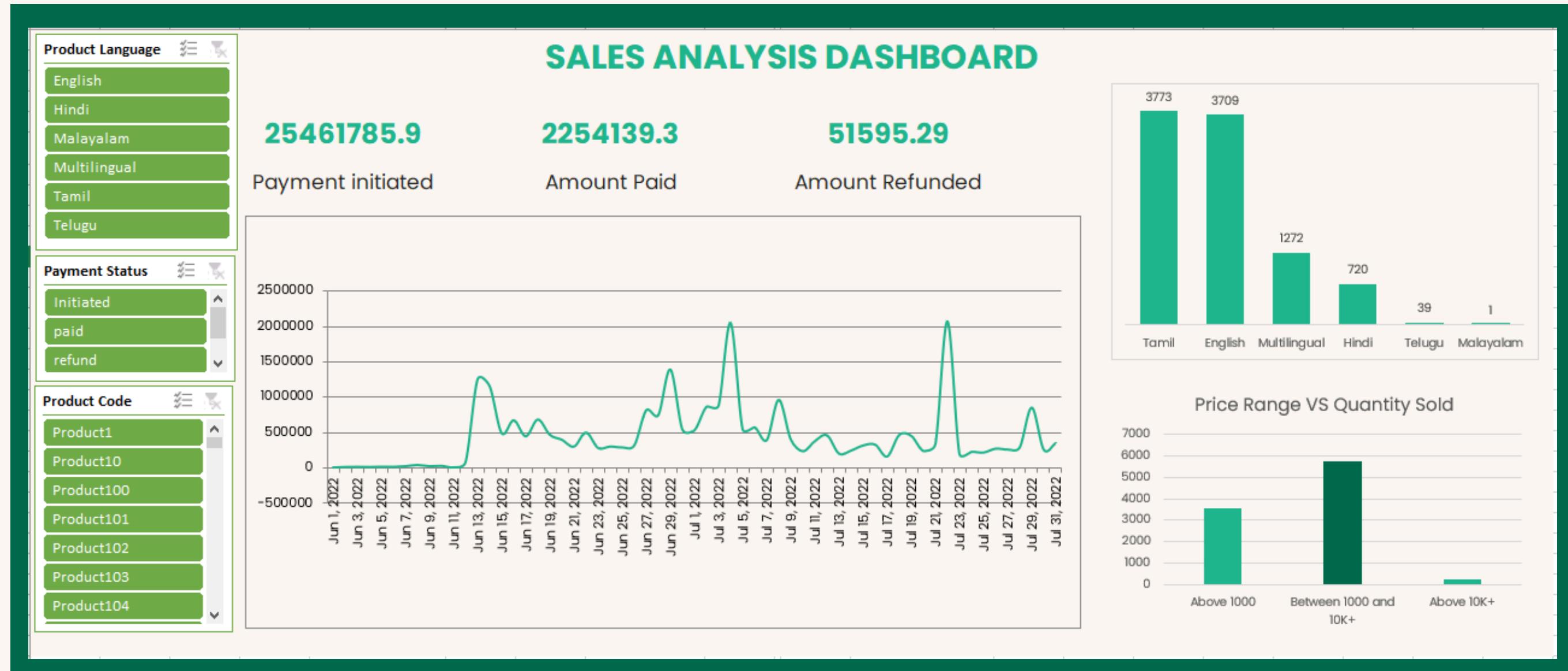
- Multilingual, English, and Tamil products have shown exceptional success, indicating strong demand and customer preference for these languages. To capitalize on this trend, increasing the production of content in these languages would be a strategic move to further boost sales and engagement.
- Additionally, targeted promotional strategies can be explored for other languages to expand their reach and improve performance in those segments.



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Insights

- **Product 4 has the highest refund rate**, indicating potential issues with its quality or customer satisfaction. Addressing these concerns could help reduce refunds and improve customer retention.
- **Product 8 has seen the highest number of payment initiations** and has performed the best overall, suggesting it resonates well with customers and drives sales effectively.



Dashboard