



Bazaar Business Analytics

January **2025**

Date: 14th April

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Link to Queries: <https://github.com/Shayan-codingways/Bazaar-Case-Study>

About Shayan

Have a Look! Here's someone looking at you -
That's Me, **SHAYAN**

You know what? I'm studying Mathematics at IBA — yeah, you might've seen that on my resume.

But here's the real deal: I don't just study math; I live it.

For me, every number tells a story, and every problem is a puzzle waiting to be solved. I'm someone who loves thinking deeply, chasing patterns, and making sense of chaos.



9104

Orders

There were about 9104 orders from different stores across the month



196.9M

Sales

Achieved total sales of Rs 196.9 Million mainly through FMCG products



21.7K

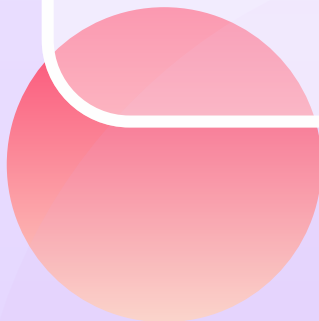
Avg Order

A store on average orders products totalling RS 21628.55.



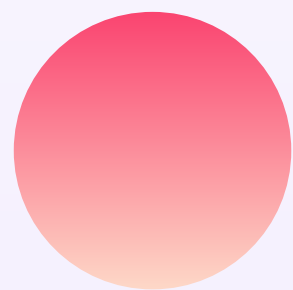
Financial Metrics

Our financial stability positions us well for future growth.

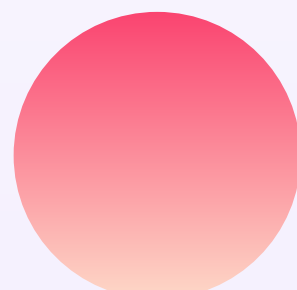


Identifying the Loopholes

In jan 2025, we notices a few trends that need that needs to resolved.



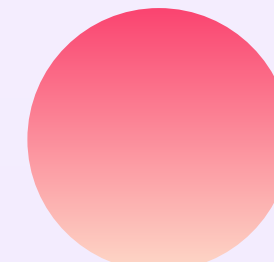
Only **28.25 %** of stores place at least one order, highlighting a significant conversion gap of about **71.75%** stores just signing up and not ordering.



High Order Cancellation Rate of about **14.26%** is concerning why as store keepers tend to change their mind.



Spikes in orders are observed towards the end of the month, depicting some unusual purchase habits.



Out of **1544** stores who ordered only 1 store have ordered over **200** times (**247**) and just **3** other stores ordered over **100**.



Customer Behaviour and Conversion Insights

Interestingly, the **General Trade sector** leads in orders, indicating that traditional retail stores remain the core revenue drivers.

Orders and sales **spike toward the end of the month**, likely due to restocking behavior.

Top-selling products like **Olper's Full Cream Milk (Pack of 27)** and **Tarang Tea Whitener** reflect that essentials and FMCG multipacks dominate customer preferences.

Impact on Business

The problems mentioned have the following drawbacks



High Customer Acquisition Cost -
Paying to acquire customer who
churn after one order



Inventory Strain at the end of the
month lead to late deliveries and
stockouts

Maximizing Conversions

Our strategic roadmap to achieve growth goals in upcoming months

10034 Stores Didn't order at all

Change of Mind due superior deals/offers by competitors after sign-up

Competitor analysis would be the best way to judge whether rates offered are justified

Offer discount campaigns on first-order or off on shipment charges and also mention it on adds on high aquisition platforms like 'Google'

Maximizing Conversions

Our strategic roadmap to achieve growth goals in upcoming months

Only 374 out of 1544 onboarded stores have placed just one order – indicating a 75% drop-off after the first purchase.

This reflects a major conversion gap, where stores fail to return after the initial order, suggesting poor retention possibly due to delivery issues, pricing, lack of trust, or unengaging onboarding.

Maintain 5 star reviews and resolve all sorts of delivery hassles as the stores look for urgent stock piles and as can be seen that most orders come at the end of the month.

- Smart Follow-ups within 3 days of first order delivery via WhatsApp/SMS.
- Limited-time reorder discounts for second orders placed within 7 days.
- Trust-building nudges like easy return policies and highlighted 5-star reviews.

Repeat Orders

Our strategic roadmap to achieve growth goals in upcoming months

Just 21 stores out of 1544 order more than or equal to 30 times a month.

Lack of order repetition may be because of trust building or lack of sales for small-scale stores.

We can introduce a 'credit system' where we can lend products to our customers on credit by authenticating their identity just as it happens physically.

This system can be introduced for newly onboarded but inactive retailers, giving them a low-risk first-order credit to build trust and drive initial conversions.

Low Revenue Mondays

Orders recorded on Mondays are the lowest throughout the week.



Storekeepers likely placed their major orders on Thursday or Friday, so by Monday, they're stocked up and not looking to reorder yet.



Business owners often use Monday to: review weekend sales, reconcile accounts, plan the week

Bazaar Ecommerce Dashboard January 2025

Day Name

Friday

Monday

Saturday

Sunday

Thursday

Tuesday

Wednesday

21.63K

Average Order Value

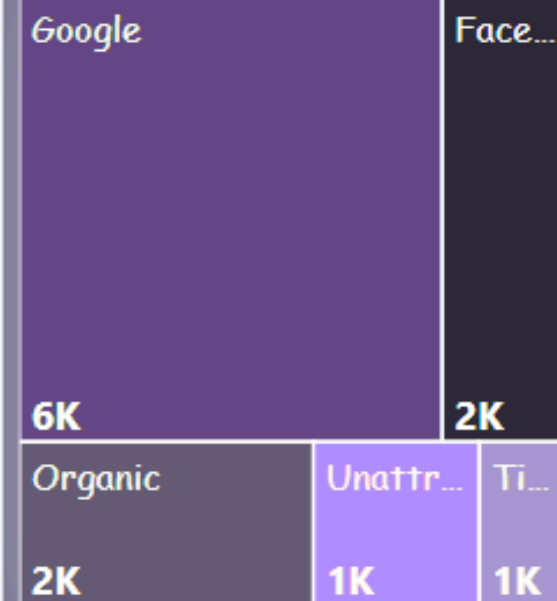
14.3%

Cancel Order

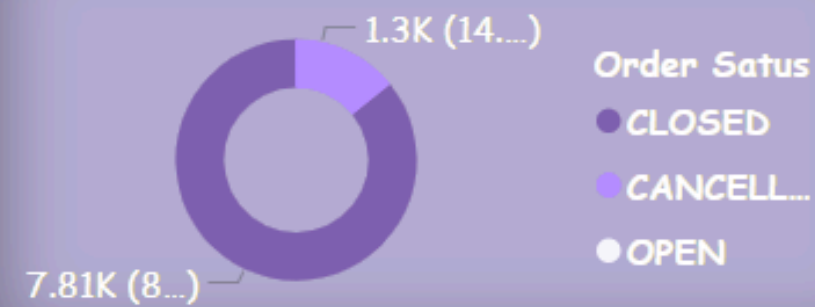
28.25%

Atleast One Order

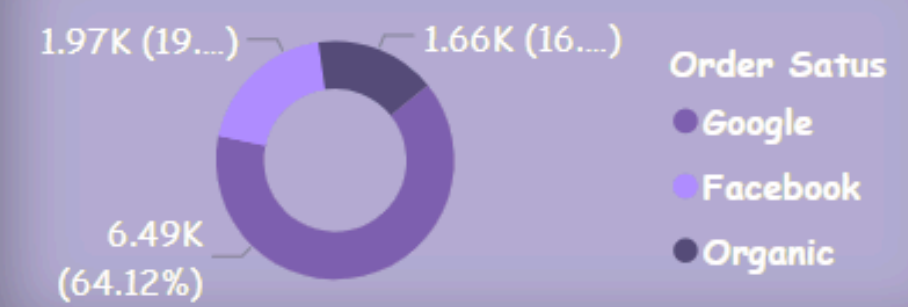
Aquisition Platforms



Orders By Order_status



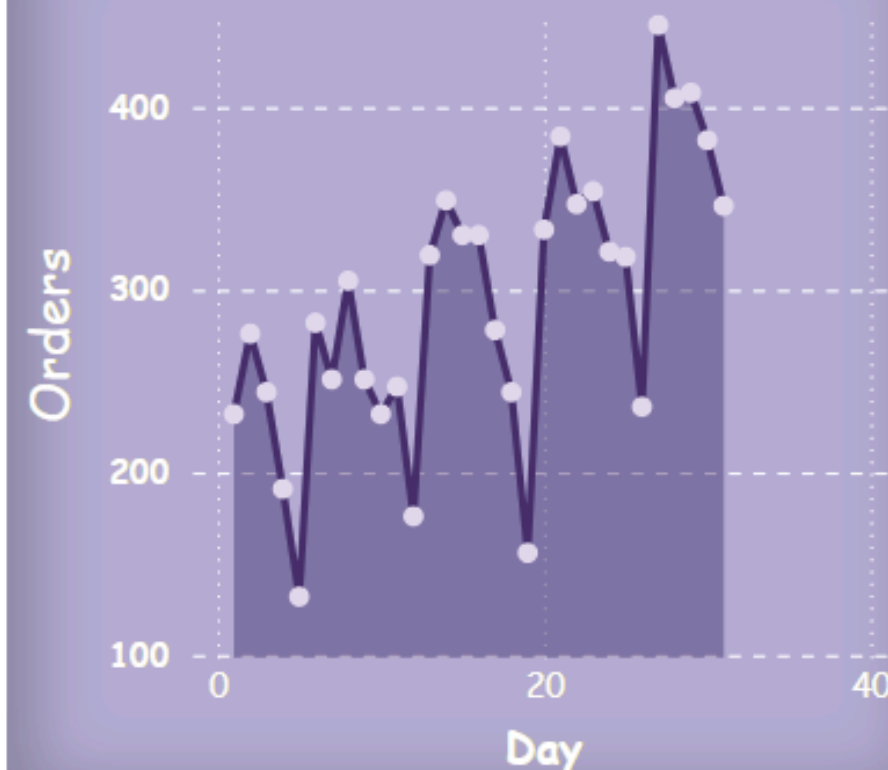
Acquisition By Platform



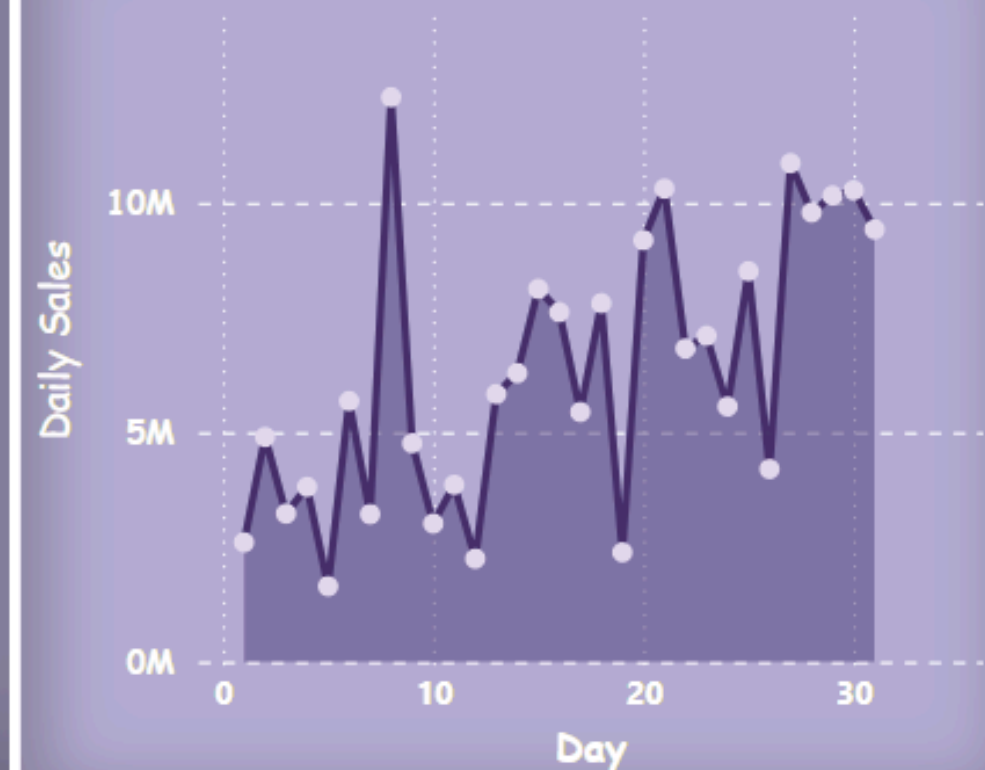
Sales By Store Channel



Orders By Day



Sales By Day





"Success is a journey, not a destination. Every milestone brings us closer to greatness."

Aaron Loeb, Borcelle



Thank You

We look forward to another month of progress and achievement together.

Link to Queries and Dashboard:

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