

Reliance Smart Store Sales Analysis Conclusion

SQL exploration reveals several strategic insights that can directly inform business decisions:

1. Frequently Brought Products

By identifying the top-selling products in our store such as Wardrobes, Vegetables, Sofa. Store can optimize stock levels and run targeted promotions. This ensures high-demand items are always available

2. Customer Trust & Product Quality

High cancellation rates—especially in Sweater and comics—signal potential quality issues. Addressing these through feedback loops and product refinement can reduce returns and enhance customer satisfaction.

3. Peak Purchase Timing

The analysis shows Evening hour as the busiest time slot. This calls for increased staffing, promotional visibility, and technical readiness (e.g., server load handling) during that window to maximize conversions.

4. Personalization & Loyalty Programs

With clear visibility into customer-level spending the store can deploy personalized offers and loyalty discounts that align with top valuable customers.

5. Category Investment Strategy

Accessories and Clothing emerge as a high-revenue, high-demand category. Strategic investment in this department—through better sourcing, marketing, and inventory planning—can yield strong returns.

6. Returns & Cancellations Management

Since Accessories also show high returned rates, improving product quality and customer experience in this category is critical. This dual focus on revenue and reliability will strengthen the brand.

7. Payment Experience Optimization

Credit card, EMI, and debit card methods dominate. Streamlining these payment channels—ensuring speed, security, and reliability—can enhance the overall shopping experience.

8. Targeted Marketing by Age Group

Store's Major Revenue is Generated from 35-50 and 50+ Age group customers, store can introduce new products which align with the interest of customer of such age group

9. Seasonal Trend Awareness

Monthly sales trends highlight peak seasons. This analysis conclude that in the

Ending months of year there is increase in revenue so store can work on these to improve revenue further by adding more staff during this period , launching more offers etc

10. Gender-Based Category Preferences

Gender-wise analysis of product categories enables more precise merchandising and advertising strategies, ensuring that offerings align with customer preferences.