

Simple Threads

Quarter 1, 2025 Analysis Report

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Executive Summary :

It is the data of simple thread company, which tells about Q1 of 2025. In this data, you have to analysis the sales analysis, customer analysis, campaign analysis and advanced analysis.

Data Cleaning And Adjustment :

- In customer dataset one customer id was missing so I removed the customer data.
- In purchase information some date were in text form so I converted this date into numerical form.
- Some prices of product information is text format, I have converted into integer format.
- Some of the cities name were wrong in customer information, so I have corrected them.

Key Matrices And Their Value :

Metric	Value/Range
Unique customer	22

Total purchase amount	22770
Total no. of customer	40
Repeated Customer	18
Customer Repeat Rate	45%
Average amount	569.25
purchase per unique customer	1035
median(amount)	510
Discount	10 - 20%
Age range	18 - 64
Average age	43
median(age)	42

Customer Analysis :

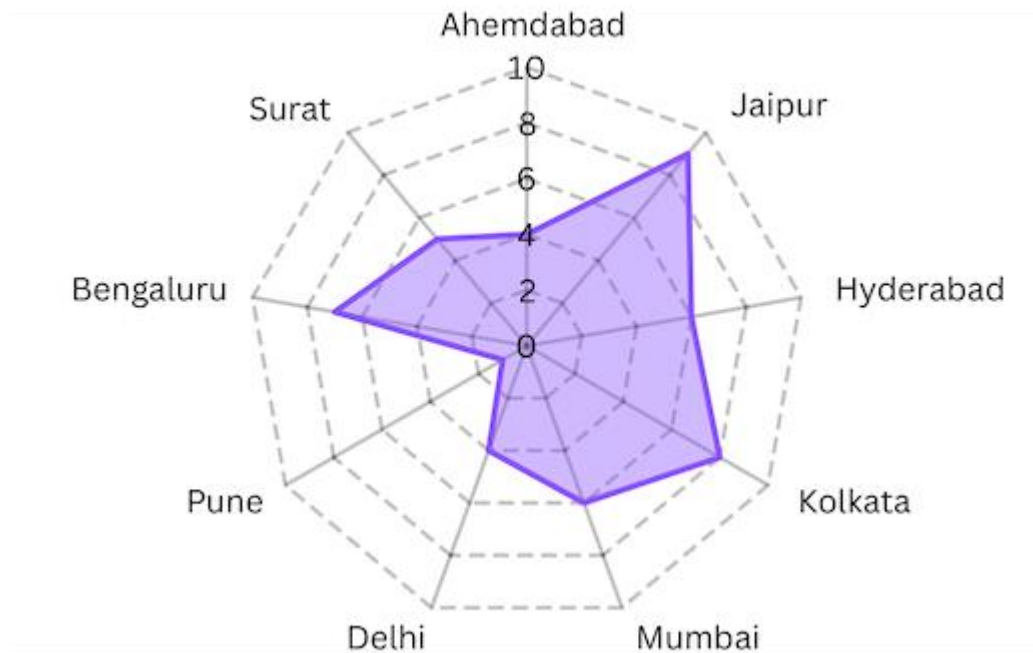
- Unique Customers :**

There are 22 unique customers made purchase from our store during Q1 of 2025 and our total customers made purchase in Q1

of 2025 is 40, which shows our customer repeat rate is 45%. which means our products are meeting the expectation of customers.

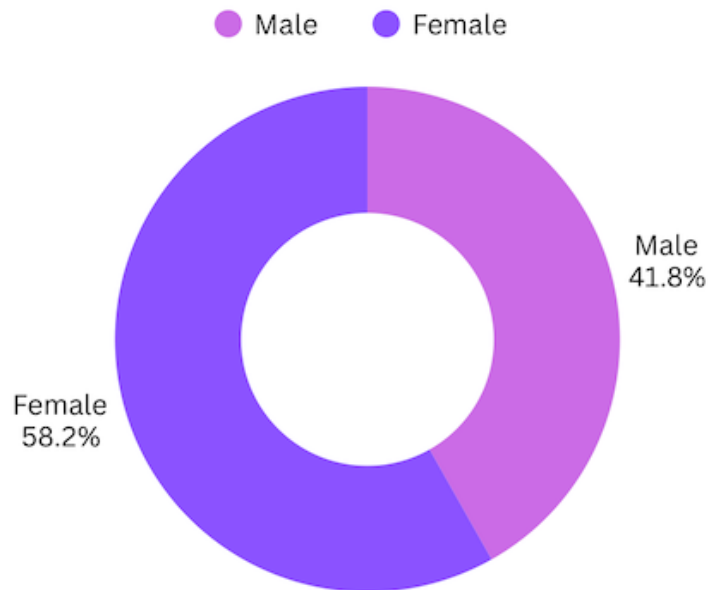
- **Customer Distribution :**

- 1. Areal Distribution :**



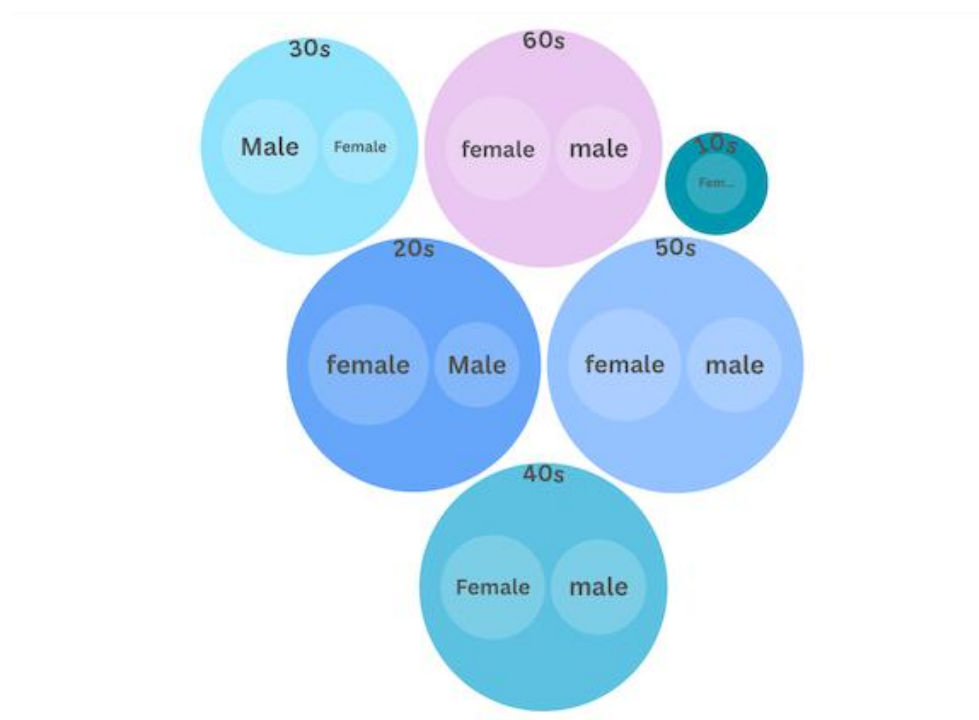
From this chart we can say that customers from various regions across India are purchasing our product. However we can see that all of the customers those who have made purchase are from cosmopolitan towns like Surat, Jaipur, Bengaluru etc. Almost all of the cities are situated in north of India other than Bengaluru & Hyderabad.

- 2. Gender Distribution :**



Most of our customers are female. So, it indicates that are products are appealing to females. So, either we have to focus more on female customers to attain or spend more on R&D of male products so that we can produce more valuable products that can attracts more customers.

3. Age Distribution :



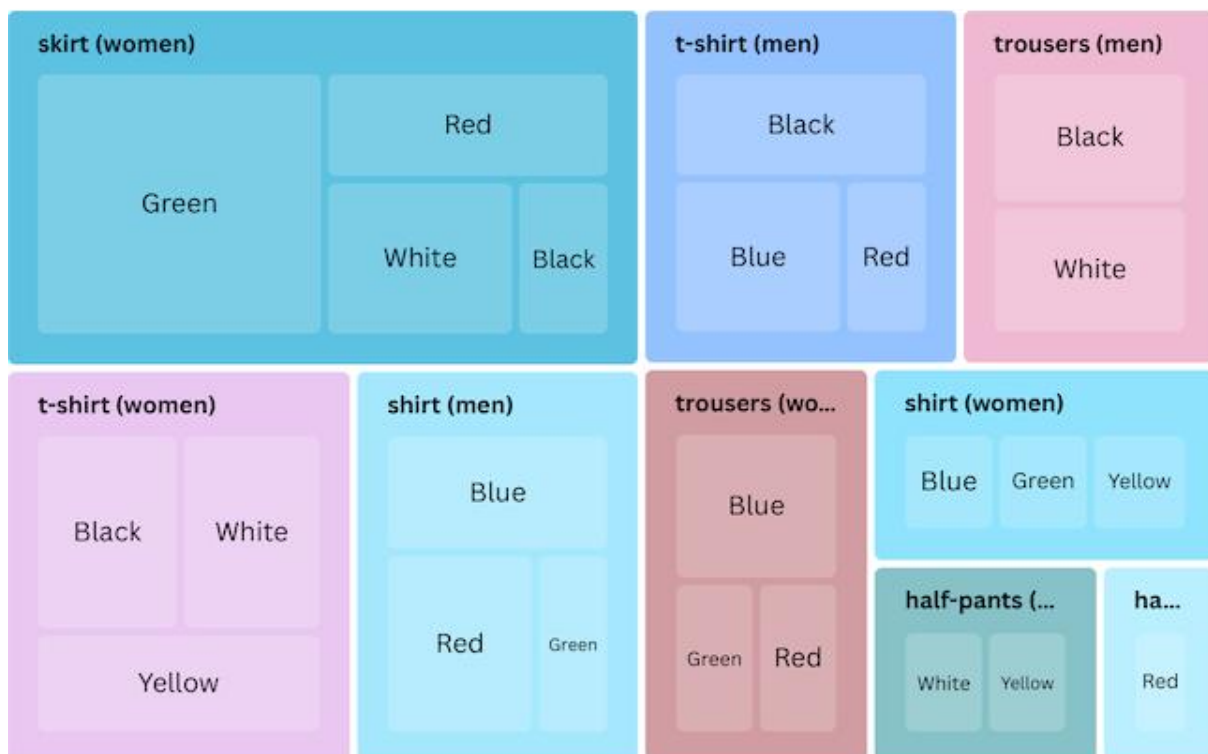
From above chart, we observe that most of our customers, who are in their 10s and 20s are females. So, we have to focus mostly on female customers from the age group of 10- 30. Also, we can observe that in the age group of 40 - 60, male to female ratio among our customers are similar, therefore we have to give similar focus on both females and males in the 40s and 50s age groups.

Spending Analysis :

Average spending per customer is 569.25 and average spending per unique customer is 1035.

Sales Analysis :

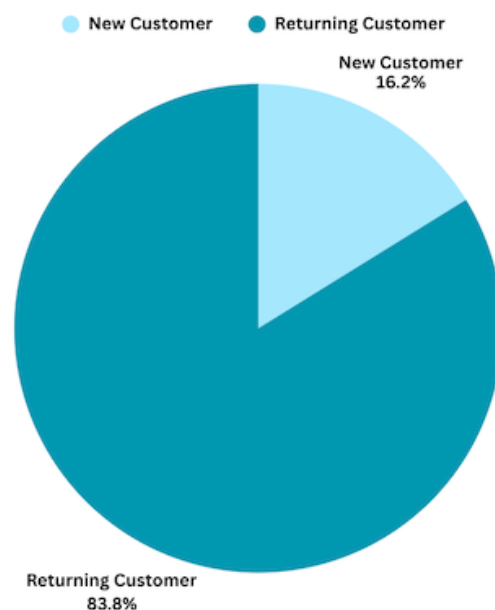
Top Performing Products :



From the above sales data , we can conclude that the best selling product is women skirt similarly the 2nd best selling product is women t-shirt followed by man's shirt & t-shirt. Our green skirt is trending across categories. Some of the products are not performing well at all i.e. man & woman half pent. So, we should discontinue that product category or spend more on their marketing.

Revenue Distribution :

During Q1 of 2025 the total revenue generated is 22770.

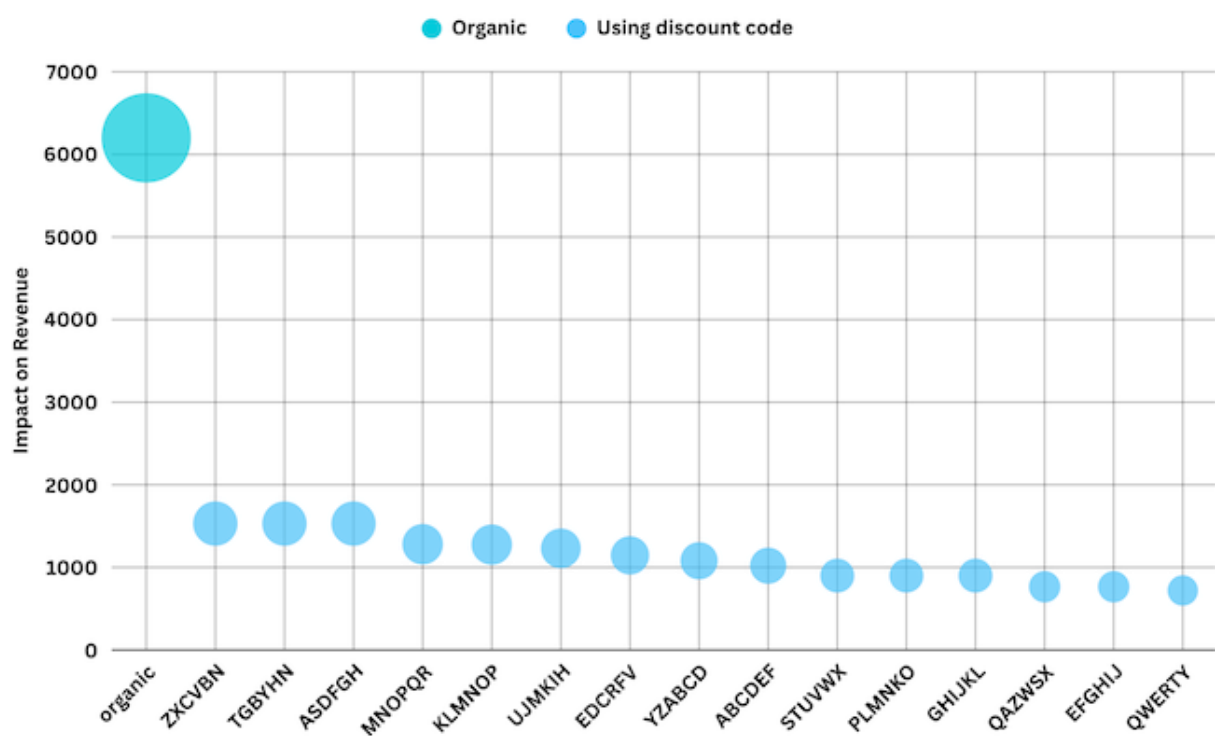


83.8% revenue generated from our returning customers where as only 16.2% of our revenue is contributed by our new customers. Around 27.2% of our customers are new which makes their average revenue contribution 614.2 rupees. Also it indicates that 72.8% of our customers who have purchased once our product as come back and purchased again.

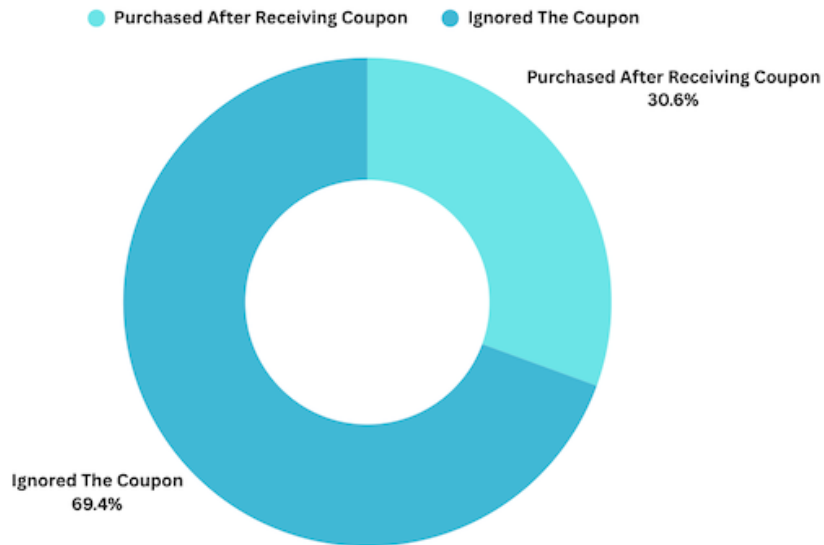
Campaign Analysis :

Campaign Impact :

During Q1 of 2025, around 16570 rupees of revenue generated by applying the discount code which is significantly higher then the organic sale. This can be confirmed by the graph we have plot below.

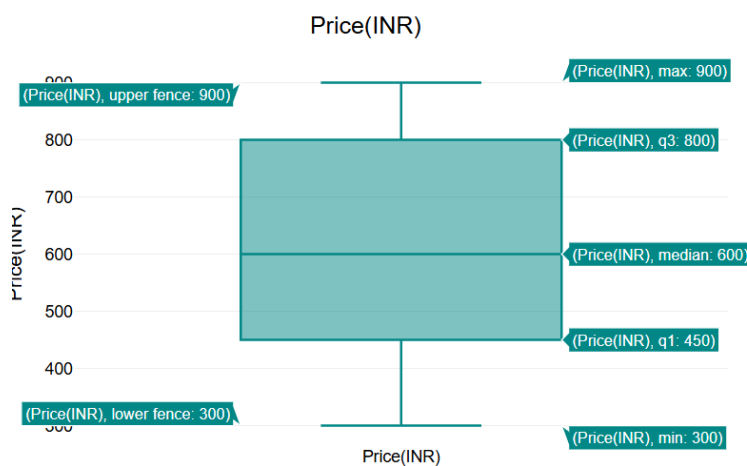


From the above chart it is quite clear that there is a significant impact of the campaign which has generated around 72.8% of the revenue during this period.

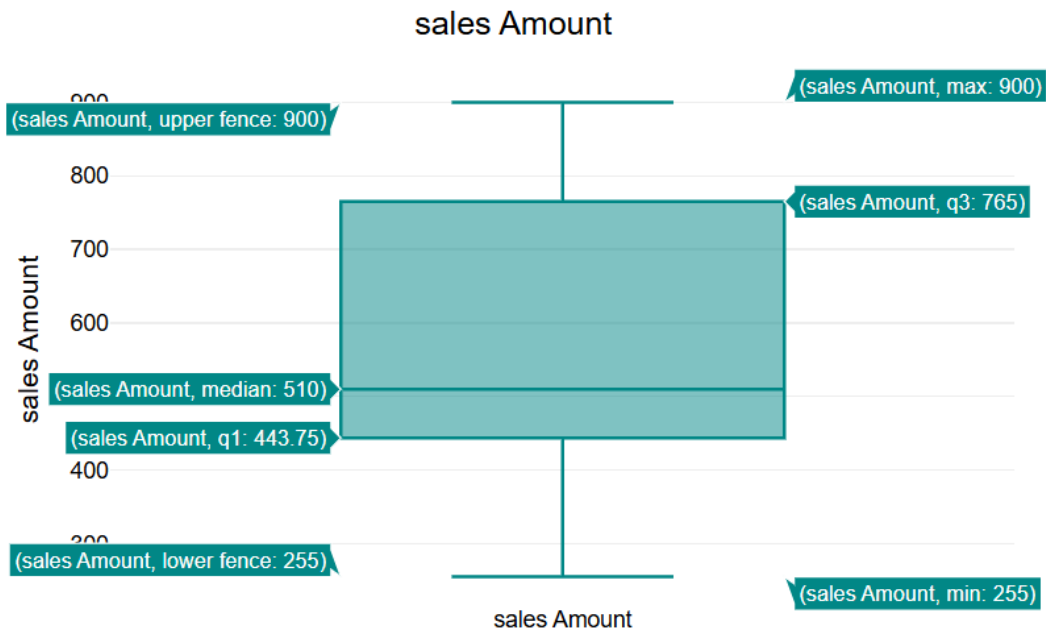


After receiving the coupon total 11 customers made purchase using the coupon, which has made a 30.6% conversion rate, which is much more than the industry average. It is showing the significant impact of the campaign. During this campaign, “QAZWSX” code has been used 3 times making it the most used code, while “ZXCVBN”, “TGBYHN” & “ASDFGH” are the codes which have generated 1530 rupees of revenue each, making these the most profitable discount codes.

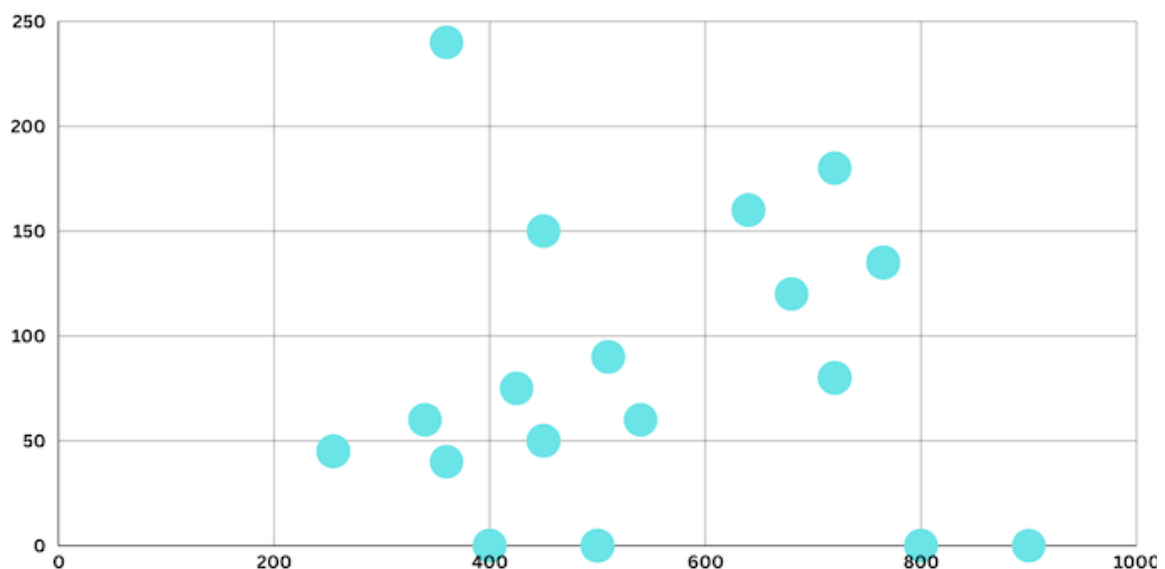
Advanced Analysis :



From the above box plot, we can see that maximum product price is 900, while minimum is 300. While the average is 600.



From this above box plot, we can observe that the maximum sales amount is 900, while the minimum sales amount is 255. The average sales amount is 510.



The above chart suggests correlation between sales amount and discount is 0.061, which indicates a weak correlation between discount and sales amount. It will be not right to say increase in discount can lead to more sales.

Key Observations :

1. **Campaign Effectiveness :** In Q1 of 2025 a massive amount of sales has been given by the campaign which makes it one of the most effective campaign for this quarter.
2. **Outlier And Their Significant :** Some low value purchases (255) has been made in this quarter which is indicating entry level product pricing, while no high value outlier is there suggesting pricing and product has been mixed well-calibrated for the market.
3. **Product Dominance :** Women apparel has been dominated in both sales volume and revenue in this quarter.
4. **Discount Effectiveness :** Discount campaign thrives by driving a massive 73% of the sales revenue, but discount depth doesn't strongly influence the purchase amount.
5. **Transaction Pattern :** As no significant outlier has been detected indicating a stable transaction pattern. Our customers age is ranging from 19 to 60 but most of our customers are in their 20s, 30s or 40s suggesting a mature and urban customer base, with a female majority.

Recommendation :

- Expand women apparel offerings especially skirts and shirts, as it drives a massive sales amount in our revenue.
- Optimize discount strategy focusing on targeted, moderated discounts on a specific amount purchase and above rather than blank discounts, as the campaign is highly successful, but the discount effectiveness is not.
- Increase average sale per customer through curated bundles and loyalty incentives, which will significantly improve profit per order.
- Improve customer data integration aligning ids with deeper demographics and behavioural analysis and real time data integration, as customers from purchase information data set are missing from the customer information data set.
- Target key reasons like Jaipur, Bengaluru, Kolkata & Hyderabad by increasing marketing and inventory.

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