

MADHAV STORE ONLINE SALES ANALYSIS

- by Sunidhi Sharma

AGENDA

- OBJECTIVE
- DASHBOARD
SHOWCASE
- INSIGHTS &
RECOMMENDATIONS
- CONCLUSION

OBJECTIVE

As a data analyst, develop a dashboard to analyze Madhav Store's sales performance across regions and help in further expansion strategy.

DASHBOARD SHOWCASE

MADHAV STORE ONLINE SALES ANALYSIS



Overview



Product Analysis



Cusotmer Analysis



Market Overview

Cusotmer RFM
Analysis

Market Analysis

Market
Comparison



OVERVIEW

Year-Qtr-Month

All



500

Total Customers

1500

Total Orders

437.77K

Total Sales

5615

Total Quantity Sold

291.85

Avg Order Value

19

Total States

25

Total Cities

36.96K

Total Profit

8.44%

Profit Percentage

3

Product Categories

17

Total Products

Total Sales by Quarter

161.29K

Qtr 1

87.08K

Qtr 2

71.74K

Qtr 3

117.66K

Qtr 4

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PRODUCT ANALYSIS

437.77K

Total Sales

36.96K

Total Profit

5615

Total Quantity Sold



Saree

Top Sold by Quantity

Tables

Least Sold by Quantity

Printers

Top Sold by Revenue

Skirt

Least Sold by Revenue

Year-Qtr-Month

2018

State-City

All

Total Quantity Sold by Category

Clothing

3.52K

Electronics

1.15K

Furniture

0.95K

Total Sales by Category

Electronics

166.27K

Clothing

144.32K

Furniture

127.18K

Profit by Products

Category	Sub-Category	Total Profit
Electronics	Printers	8606
Furniture	Bookcases	6516
Clothing	Saree	4057
Electronics	Accessories	3353
Furniture	Tables	3139
Clothing	Trousers	2847
Clothing	Stole	2431
Electronics	Phones	1847
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Furniture	Chairs	1627
Clothing	Shirt	1513
Clothing	T-shirt	1500
Clothing	Leggings	-130
Clothing	Skirt	-315
Clothing	Kurti	-401
Electronics	Electronic Games	-644
Furniture	Furnishings	-806



CUSTOMER ANALYSIS



500

Total Customers

1500

Total Orders

291.85

Avg Order Value

Year-Qtr-Month

All

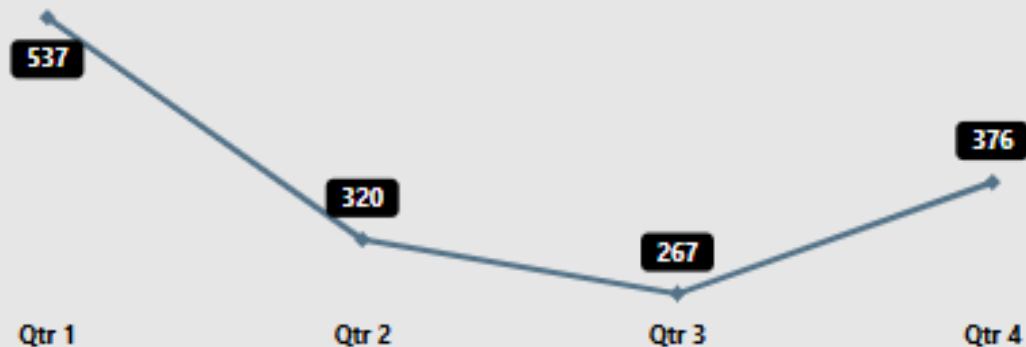
Category|Sub-Category

All

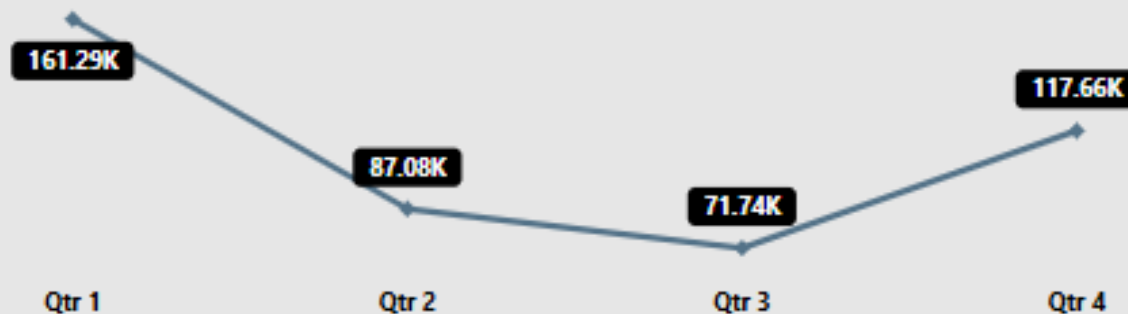
State-City

All

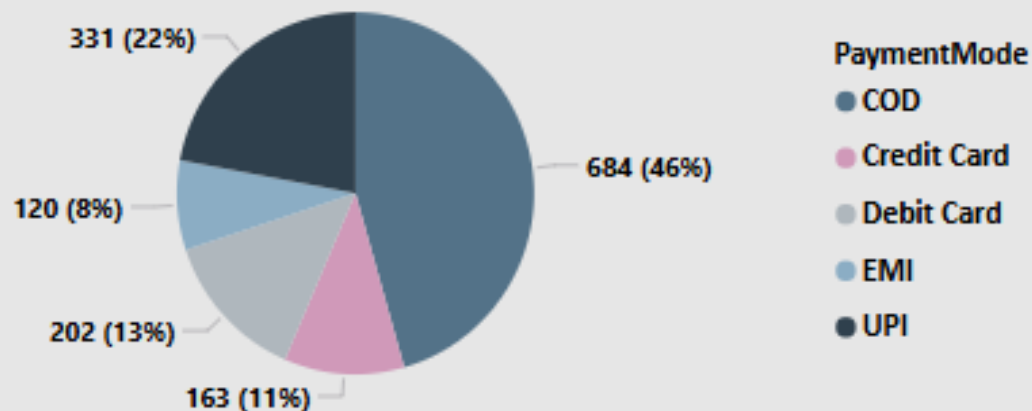
Customer Count by Quarter



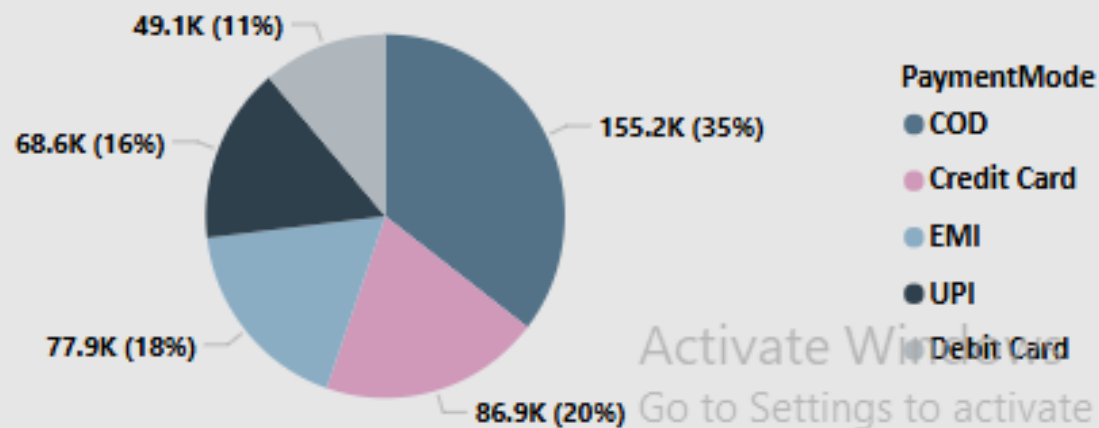
Total Sales by Quarter



Customer Count by Payment Mode



Total Sales by Payment Mode





CUSTOMER RFM ANALYSIS



203.82

Ava Recency

3.00

Ava Purchase Frequency

875.54

Ava Monetary Value

RFM Value

All

State-City

All

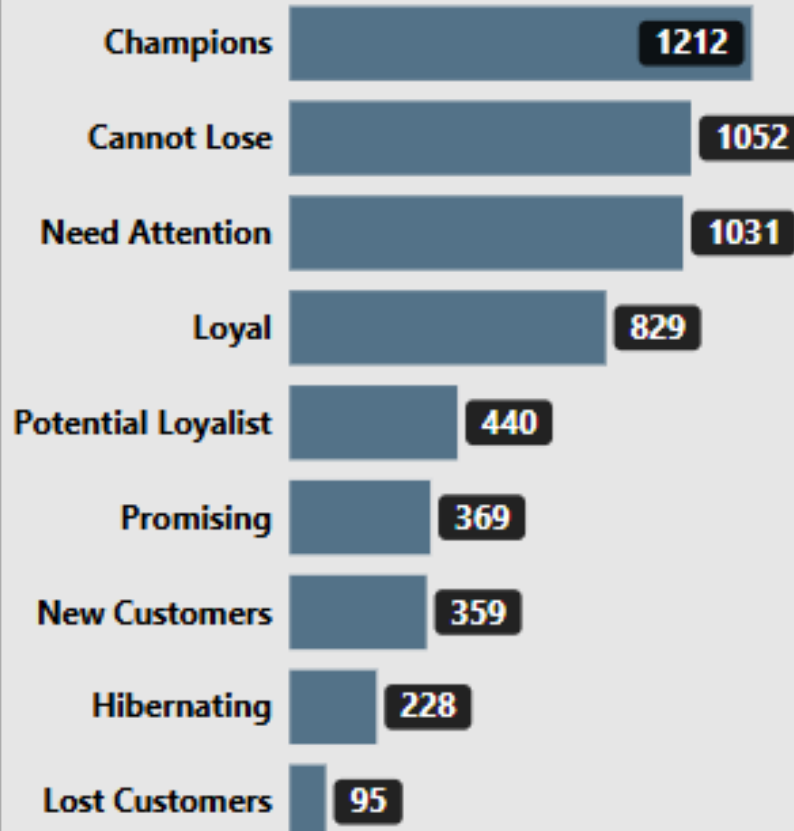
Year-Qtr-Month

All

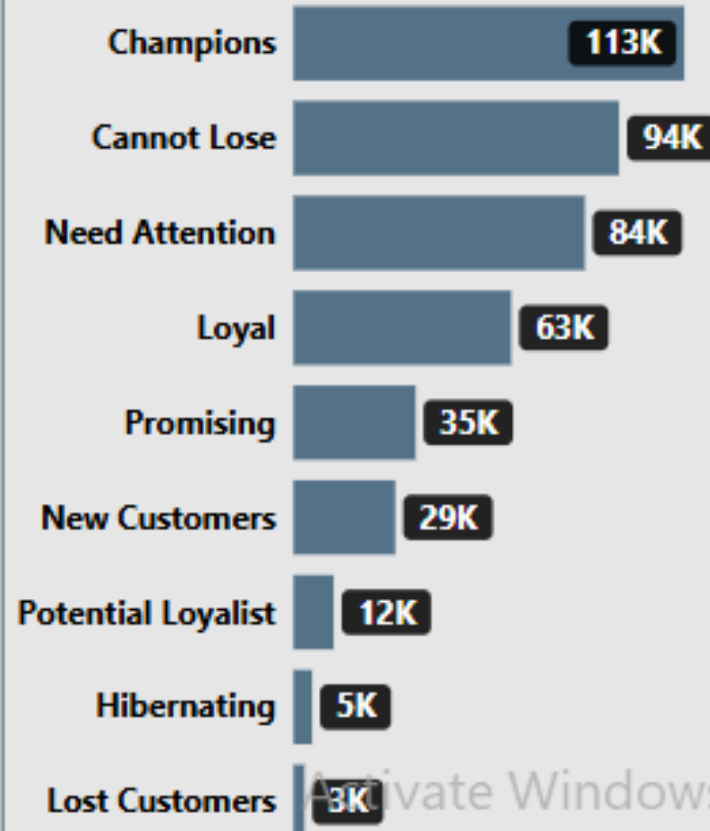
Customers Count by Customer Segment



Total Quantity Sold by Customer Segment



Total Sales by Customer Segment





MARKET OVERVIEW

Year-Qtr-Month

All



Maharashtra

Top Grossing State

Sikkim

Least Grossing State

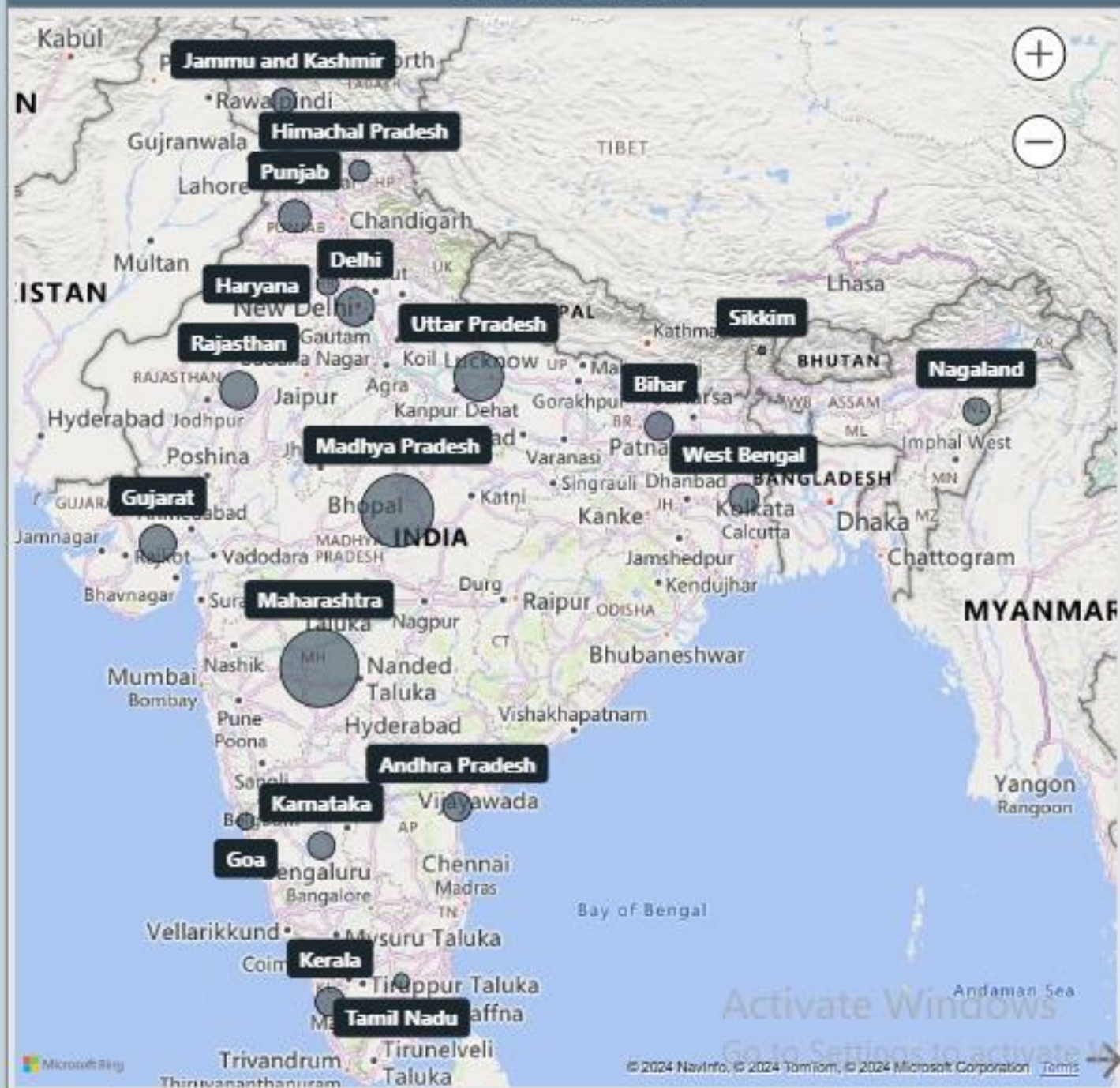
Madhya Pradesh

Most Profitable State

Rajasthan

Least Profitable State

Total Sales by State





MARKET ANALYSIS



500

Total Customers

1500

Total Orders

5615

Total Quantity Sold

437.77K

Total Sales

36.96K

Total Profit

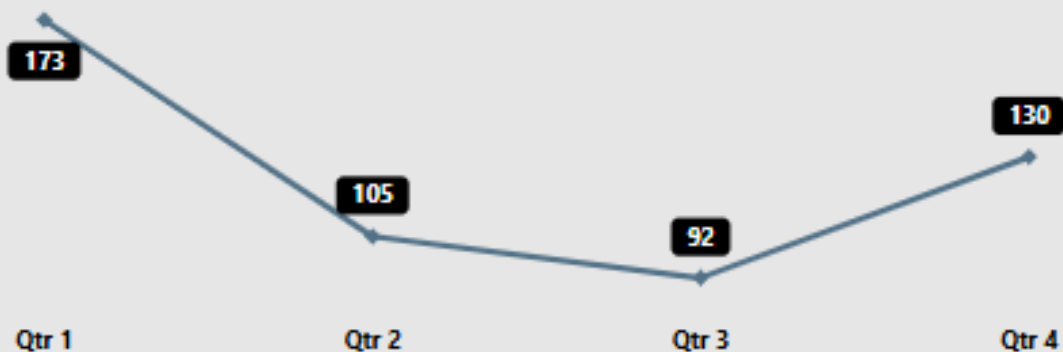
State-City

All

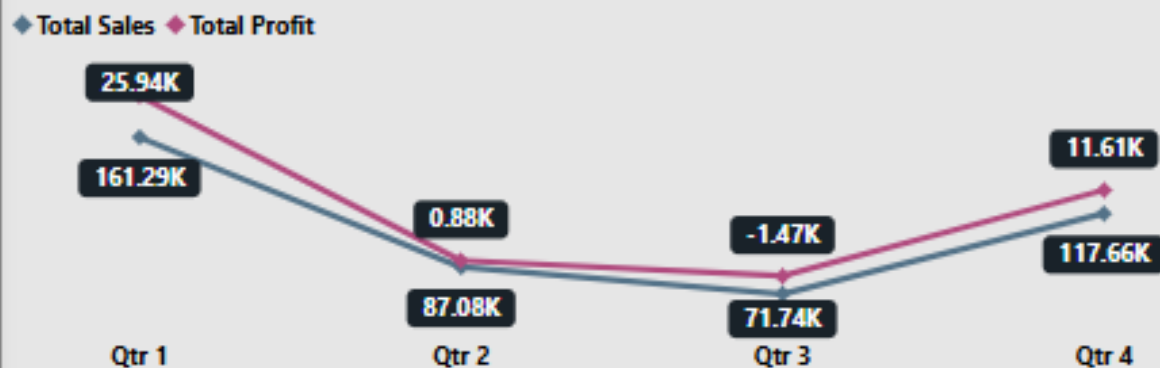
Category|Sub-Category

All

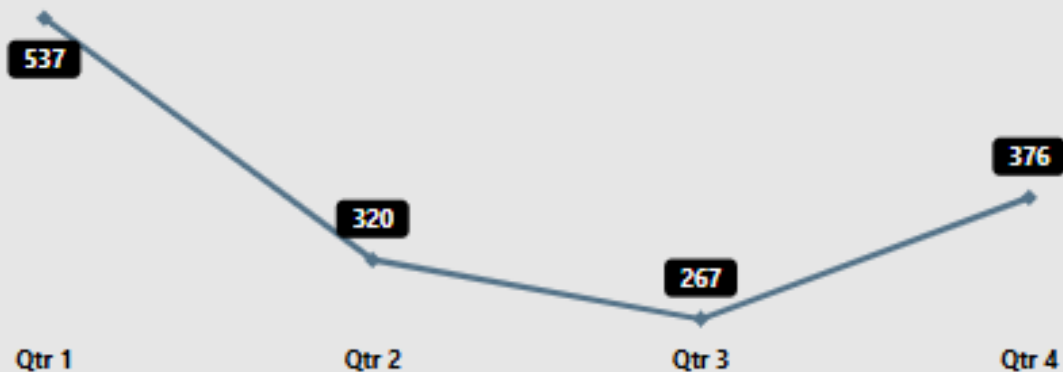
Total Customers by Quarter



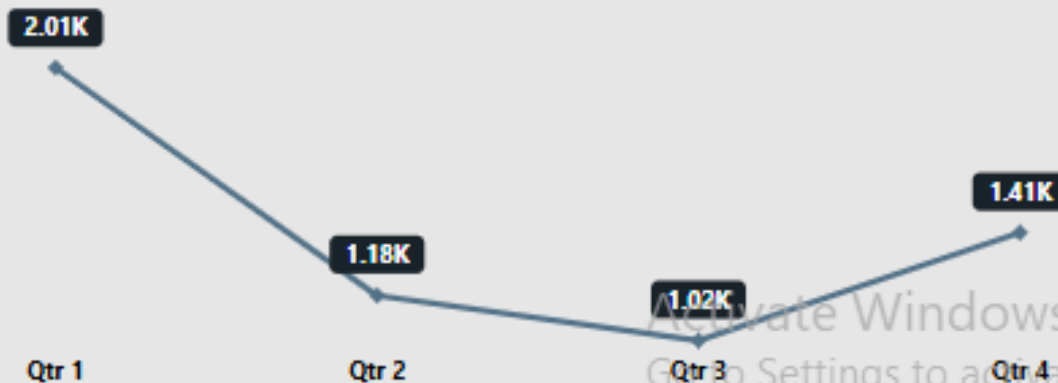
Total Sales and Total Profit by Quarter



Total Orders by Quarter



Total Quantity Sold by Quarter





MARKET COMPARISON

Year-Qtr-Month

All

Category | Sub-Category

All



Total Customers by State

Maharashtra	94
Madhya Pradesh	93
Rajasthan	32
Gujarat	27
Punjab	25
Uttar Pradesh	25
Delhi	24
West Bengal	22
Karnataka	20
Bihar	16
Kerala	16
Andhra Pradesh	15
Nagaland	15
Goa	14
Haryana	14
Himachal Pradesh	14
Jammu and Kashmir	14
Sikkim	12
Tamil Nadu	8

Total Quantity Sold by State

Madhya Pradesh	1227
Maharashtra	1091
Uttar Pradesh	387
Gujarat	328
Delhi	290
Rajasthan	282
Punjab	216
West Bengal	216
Bihar	206
Jammu and Kashmir	177
Nagaland	173
Karnataka	166
Kerala	157
Andhra Pradesh	146
Goa	145
Himachal Pradesh	113
Haryana	111
Sikkim	93
Tamil Nadu	91

Sales and Profit by State

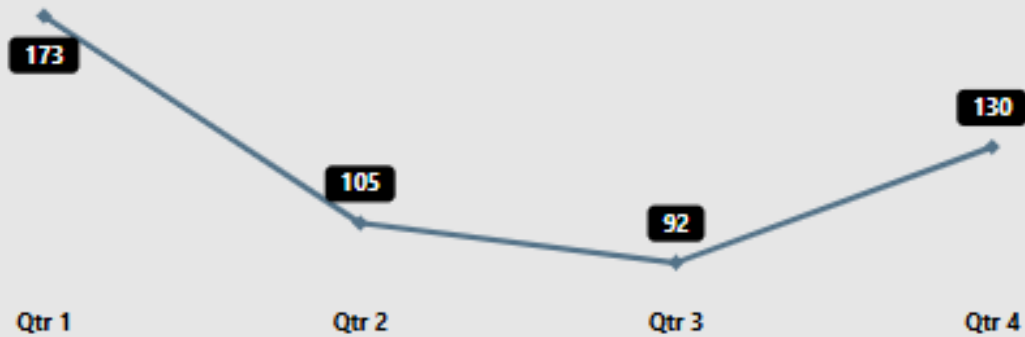
State	City	Total Sales	Total Profit
Madhya Pradesh	Indore	63680	6763
Maharashtra	Pune	43612	6160
Uttar Pradesh	Mathura	28747	3335
Tamil Nadu	Chennai	6276	2602
Kerala	Thiruvananthapuram	13871	2435
West Bengal	Kolkata	14328	2074
Delhi	Delhi	22957	1958
Gujarat	Ahmedabad	14543	1846
Bihar	Patna	13417	1787
Himachal Pradesh	Simla	8666	1662
Punjab	Chandigarh	12279	1453
Haryana	Chandigarh	8863	1325
Gujarat	Surat	6828	1155
Maharashtra	Mumbai	58886	803
Madhya Pradesh	Bhopal	23783	619
Karnataka	Bangalore	12520	449
Sikkim	Gangtok	5276	401
Goa	Goa	6705	350



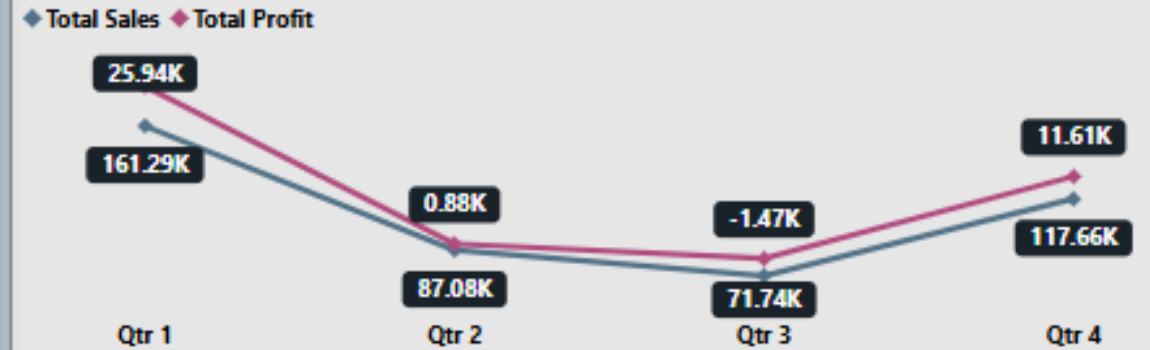
INSIGHTS & RECOMMENDATIONS

- **Total Revenue** by the end of the year 2018 is 437.77K, of which 8.4% (Rs 36.96K) is profit.
- The trend among all 5 parameters is the same.
- In Q1 and Q4, we had good sales due to the festive season but in Q2 and Q3, there was a decline. So by providing better and customized deals, we can further boost our revenue and profit during this time of the year.

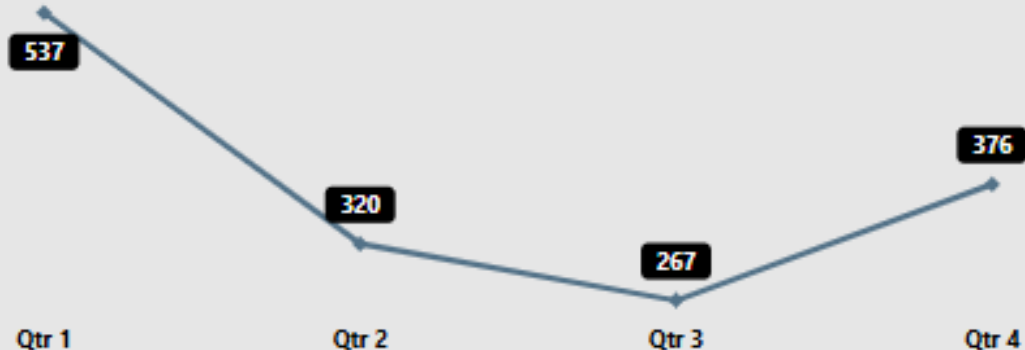
Total Customers by Quarter



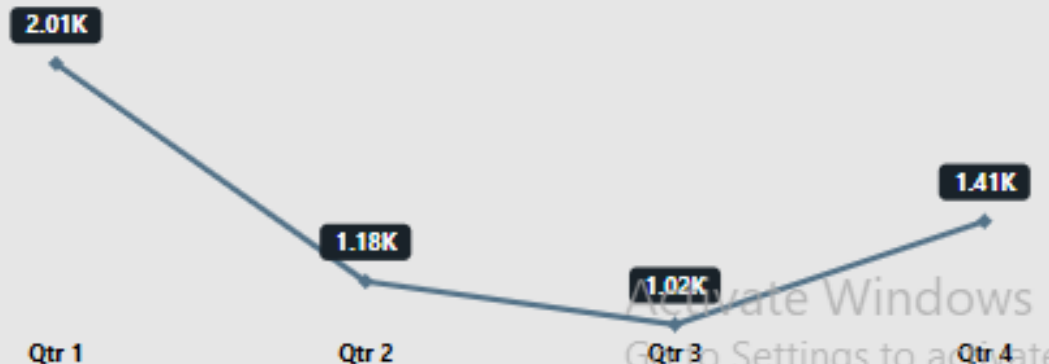
Total Sales and Total Profit by Quarter



Total Orders by Quarter

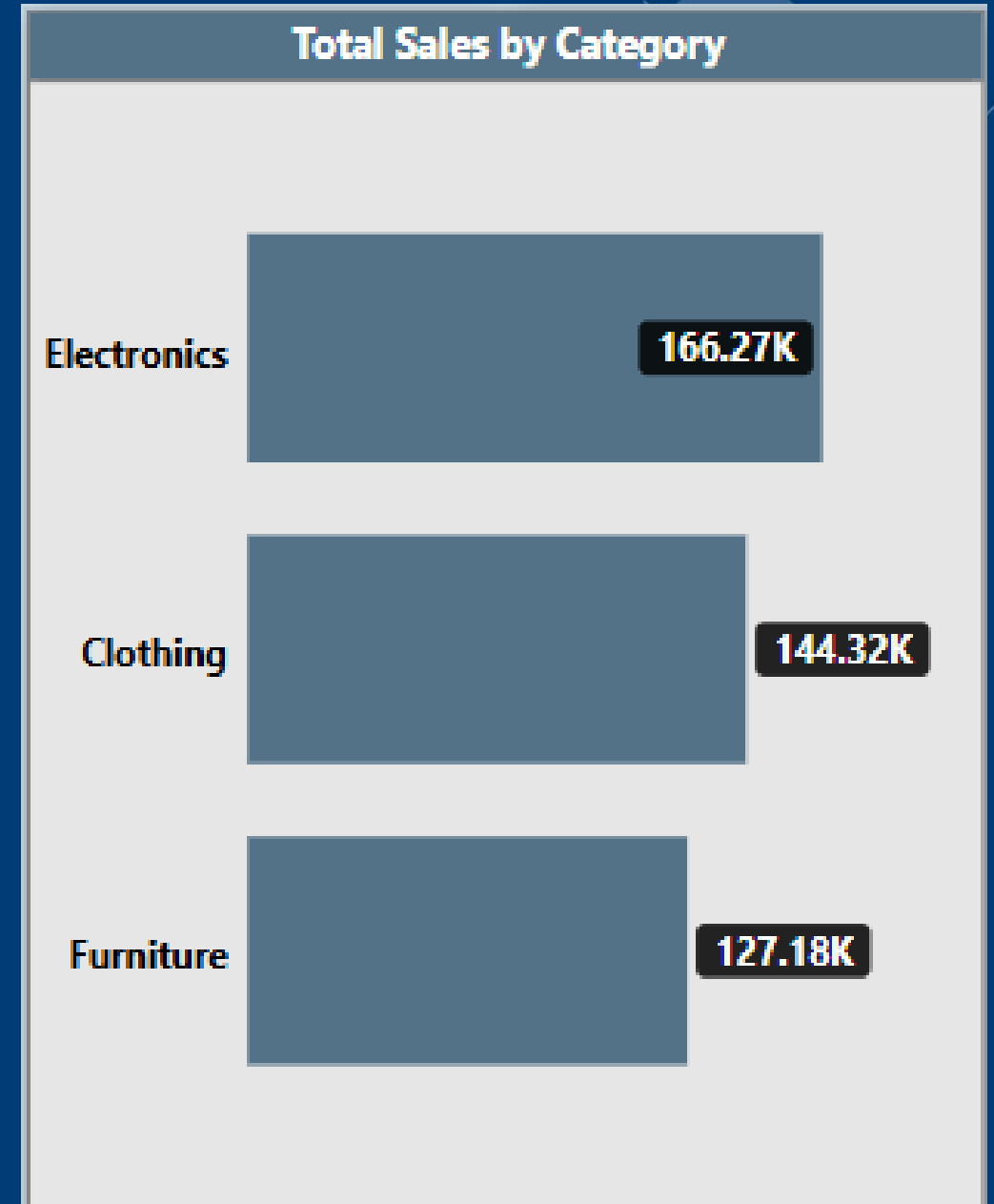


Total Quantity Sold by Quarter

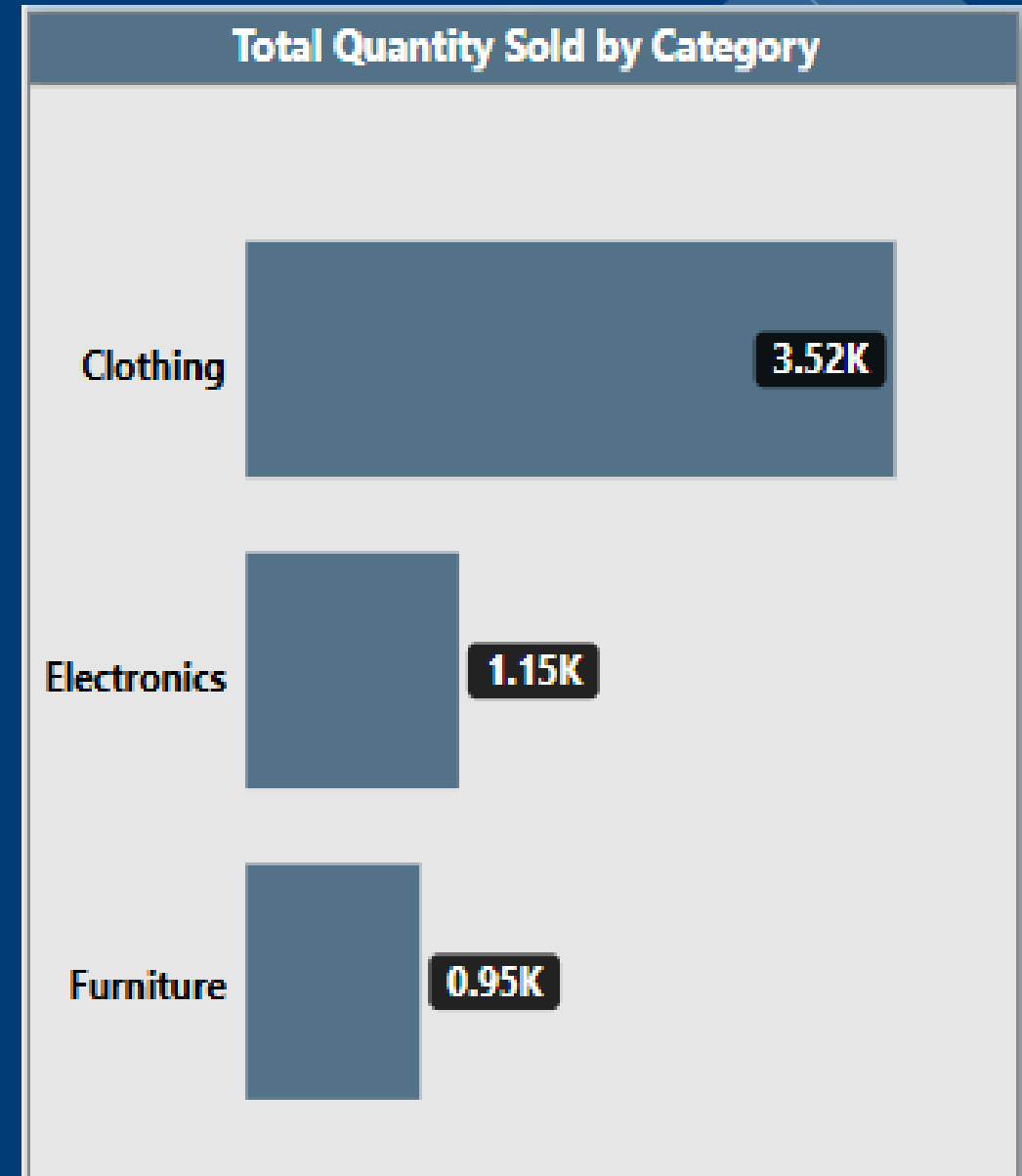


PRODUCT ANALYSIS INSIGHTS

- The store offers 17 products in 3 categories namely Clothing, Electronics, and Furniture.
- The Revenue Share of each Product Category is –
 1. Electronics – 38%
 2. Clothing – 33%
 3. Furniture- 29%



- By Quantity, the most sold category is Clothing (62.7%) followed by Electronics (20.4%) and Furniture(16.9%).



- By Profitability, Clothing (36.04%) was closely followed by Electronics (35.6%) and then Furniture (28.34%).

Profit by Products		
Category	Sub-Category	Total Profit
Electronics	Printers	8606
Furniture	Bookcases	6516
Clothing	Saree	4057
Electronics	Accessories	3353
Furniture	Tables	3139
Clothing	Trousers	2847
Clothing	Stole	2431
Electronics	Phones	1847
Clothing	Hankerchief	1823
Furniture	Chairs	1627
Clothing	Shirt	1513
Clothing	T-shirt	1500
Clothing	Leggings	-130
Clothing	Skirt	-315
Clothing	Kurti	-401
Electronics	Electronic Games	-644
Furniture	Furnishings	-806

- **Sarees** are the top-selling product, and most profitable product in the clothing category. Given its versatility(suitable for parties, workplaces, gifting, etc.) we can boost both purchase frequency and monetary value by expanding the variety offered and introducing limited-time deals or discounts while slightly increasing prices.
- **The printer** is the top-grossing and most profitable product, but due to its high-end nature, sustaining its sales requires attracting new customers.
- **Kurtis, Leggings, Skirts, Electronic Games, and Furnishings** are in demand but are currently unprofitable.
- Steps to improve profitability:
 1. Negotiate better vendor deals, such as discounts on OTP or early payments.
 2. Reduce logistics costs.
 3. Adjust prices based on market trends.
 4. If these measures are optimized, consider replacing them with better-margin products.

Total Quantity Sold by Sub-Category

Saree	795.00
Hankerchief	741.00
Stole	671.00
Furnishings	310.00
T-shirt	305.00
Phones	304.00
Bookcases	297.00
Electronic ...	297.00
Printers	291.00
Chairs	277.00
Shirt	271.00
Accessories	262.00
Skirt	248.00
Leggings	186.00
Kurti	164.00
Trousers	135.00
Tables	61.00

Total Sales by Sub-Category

Printers	59.25K
Saree	59.09K
Bookcases	56.86K
Phones	46.12K
Electronic...	39.17K
Chairs	34.22K
Trousers	30.04K
Tables	22.61K
Accessories	21.73K
Stole	18.55K
Hankerchief	14.29K
Furnishings	13.48K
Shirt	7.56K
T-shirt	7.38K
Kurti	3.36K
Leggings	2.11K
Skirt	1.95K

Profit by Products

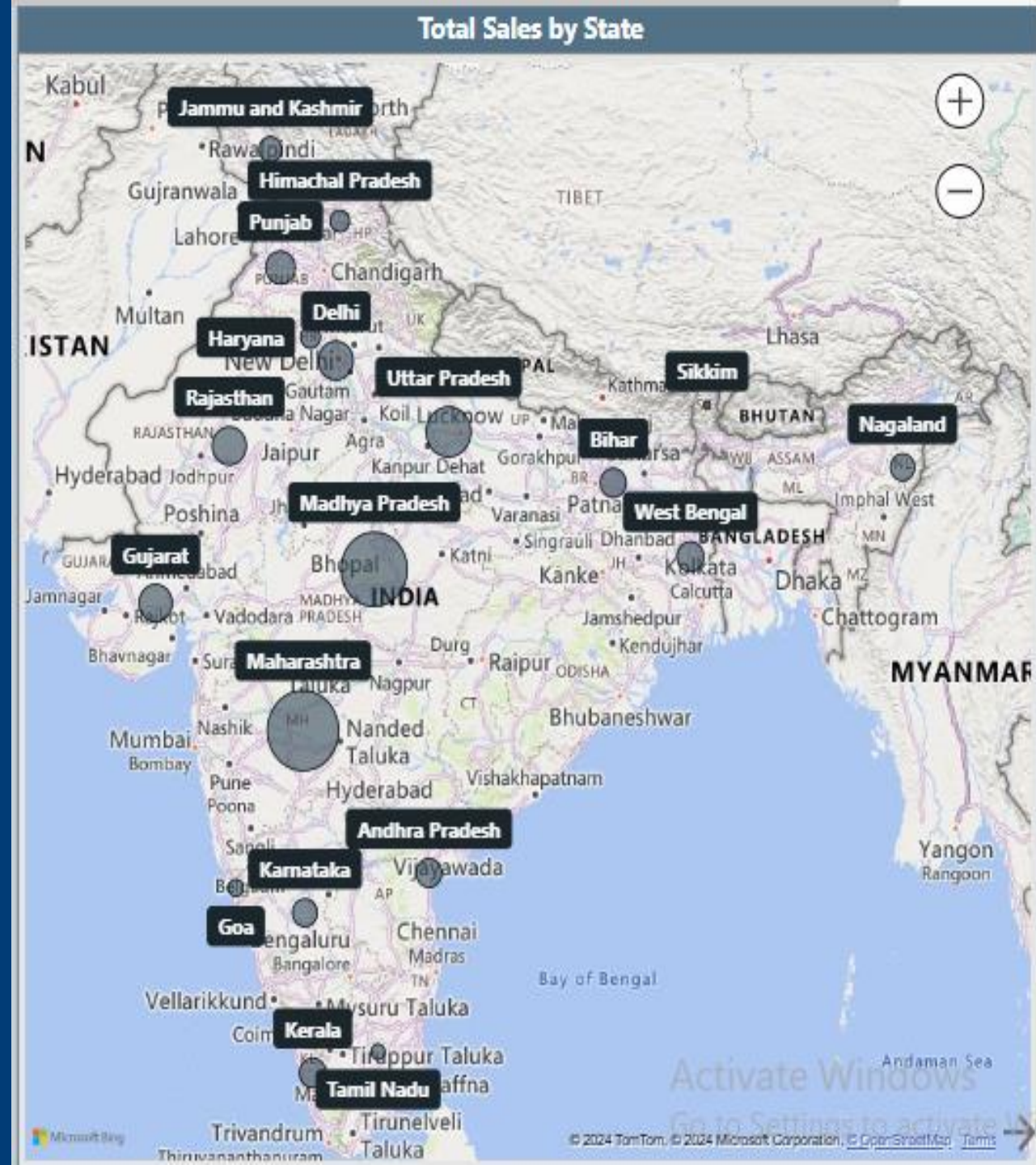
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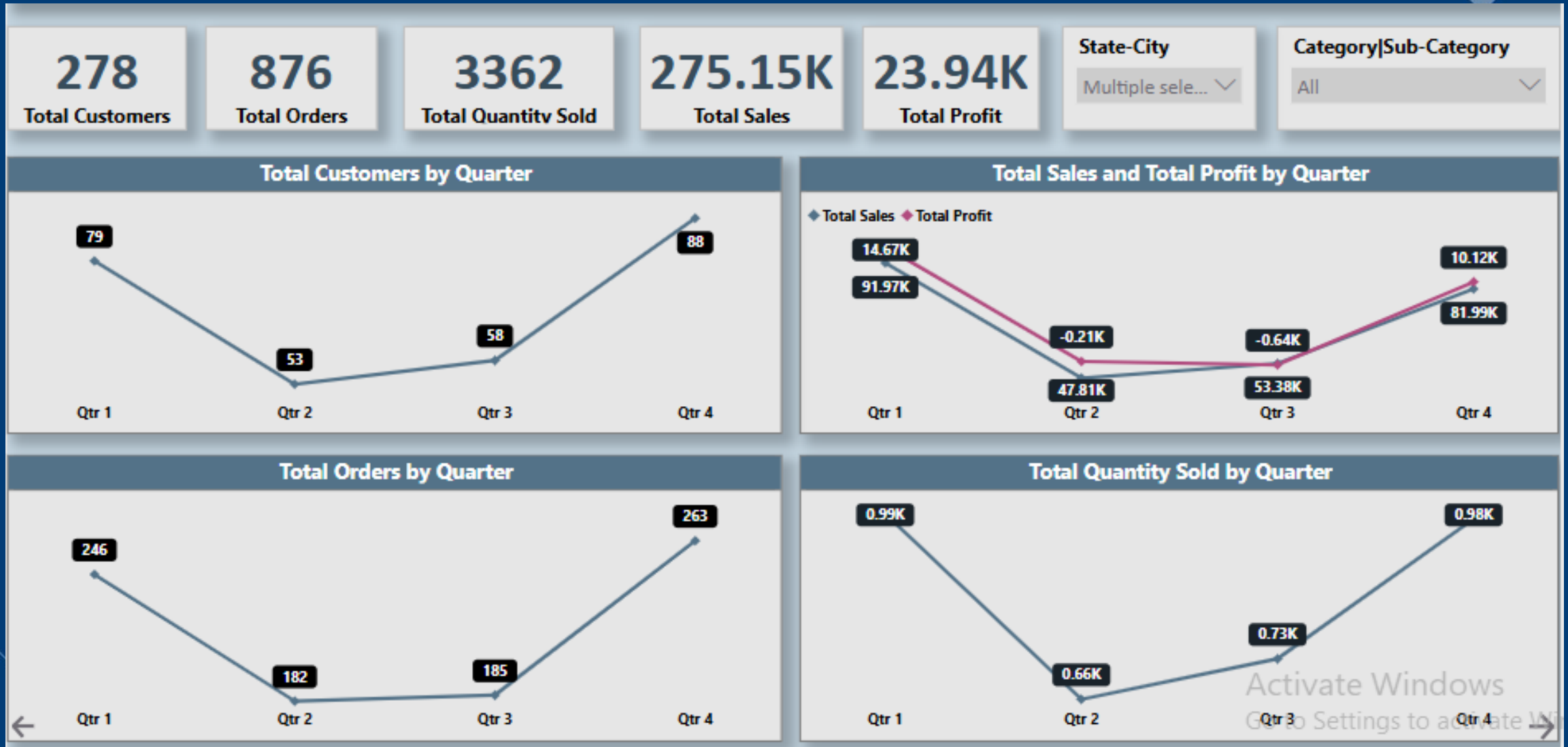
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MARKET ANALYSIS INSIGHTS -

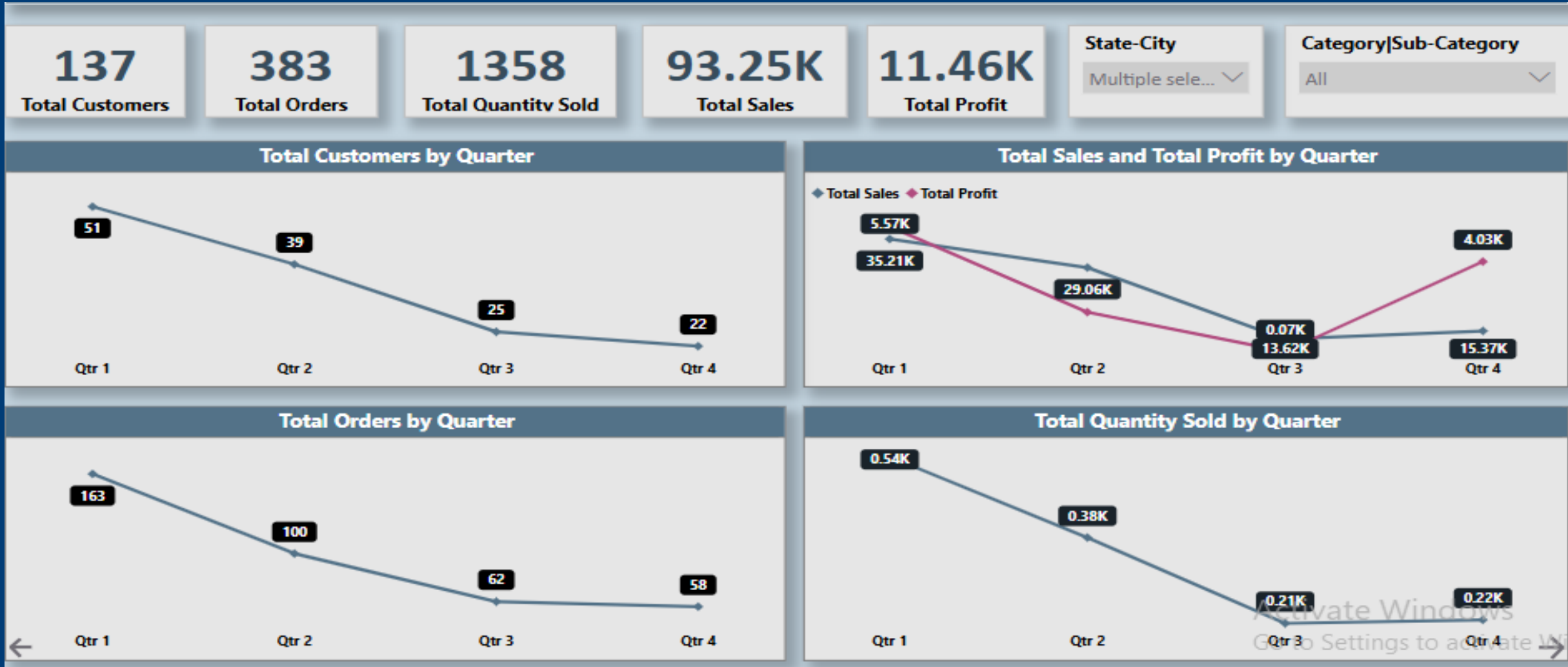
- We have a presence in 19 states and 25 cities
- No Presence in the eastern states of Chhattisgarh; Odisha; Jharkhand and in the North-Eastern States of Assam; Arunachal Pradesh; Mizoram; Manipur; Tripura.
- Top Grossing State is Maharashtra (Rs.102498)
- Most Profitable is Madhya Pradesh (Rs.7382).
- Least Grossing State is Sikkim (Rs.5276).
- Least Profitable or loss-making states are Rajasthan(Rs.-323) and Andhra Pradesh (Rs.-280).



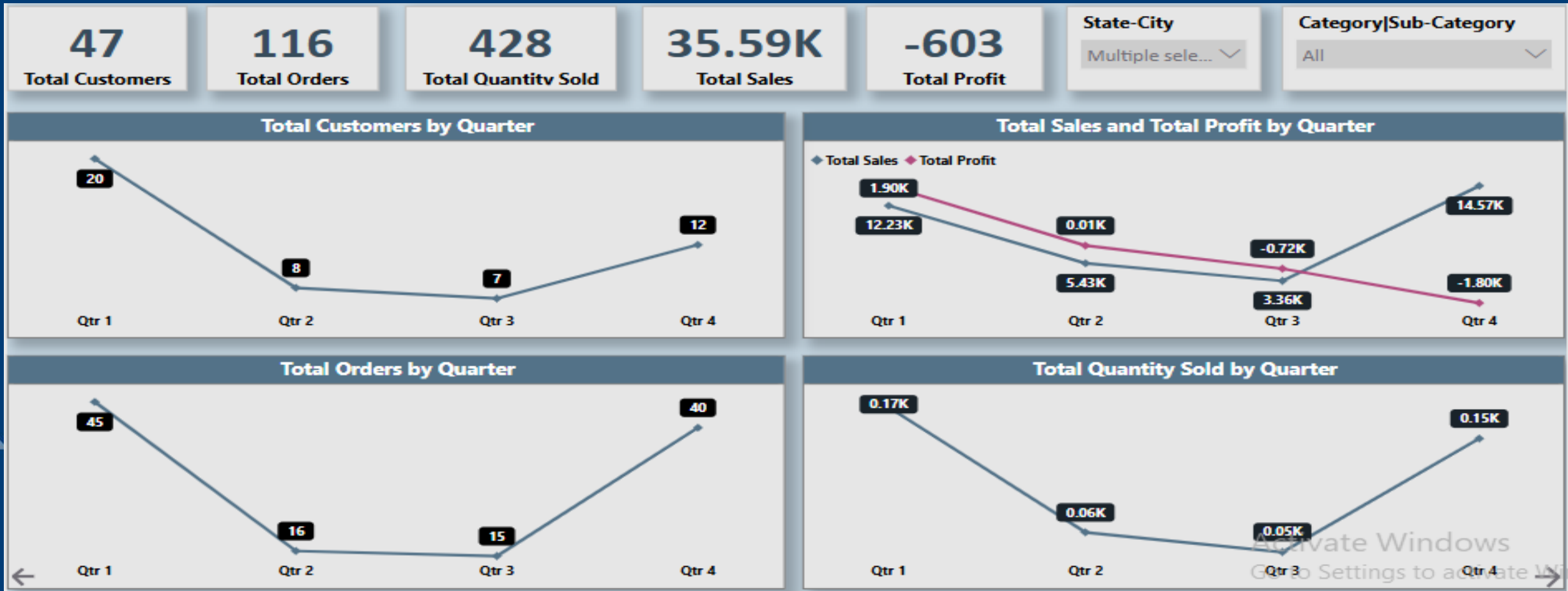
- Expansion can be done in the states of **Madhya Pradesh; Maharashtra; Gujarat; Punjab; Uttar Pradesh and Himachal Pradesh.**
- As over 50% of our Customers, Orders; Sales, and Profits come from these 6 states



- States of Bihar; Haryana; Goa; Kerala; Karnataka; Nagaland; Sikkim; Tamil Nadu and **West Bengal** are doing fine but they have the potential to perform better.
- This potential can be achieved by continuous customer feedback and improving the customer experience.



- States of **Rajasthan & Andhra Pradesh** though doing good for all parameters except profits.
- We are making losses in these two states despite good sales, for which the probable reasons could be –
 1. Increased orders of low-profit margin products and decreased orders of high-profit margin products.
 2. High operating costs in these states.

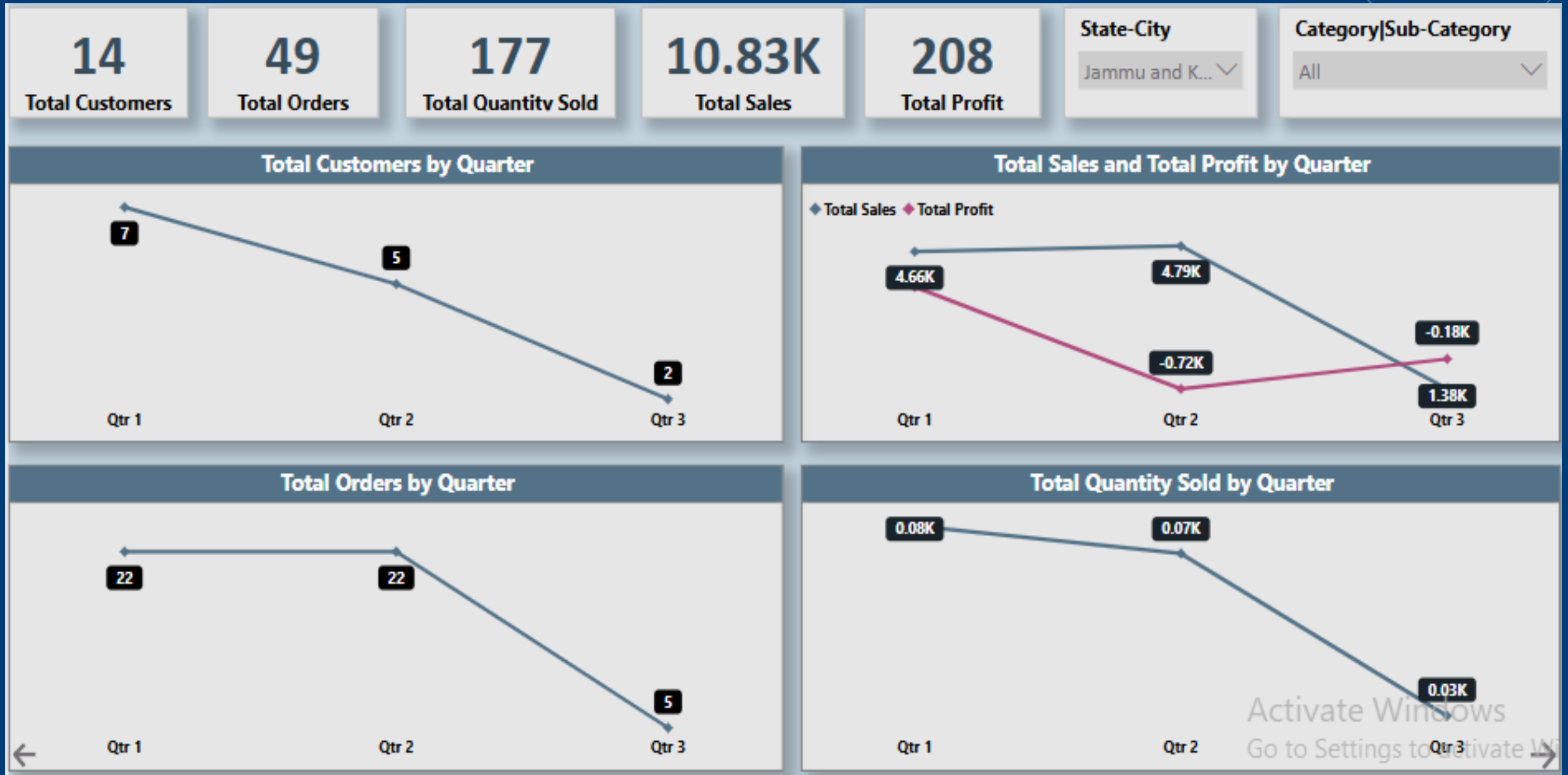


- In **Delhi and Jammu & Kashmir**, though we are in profits, but the number of customers, orders, sales, and profits is steeply decreasing which is not good for the business in the long term.
- Also the sales are not throughout the year.
- The reason for this trend could be increased orders of expensive high-end products (Electronics and Furniture) having high-profit margins that are not bought frequently.
- What can be done –
 1. Either invest more in the marketing of other products that have high purchase frequency or continuously increase the new customer base for high-end products.
 2. We can close our services in these two states and divert the resources for expansion and increasing profits in other states.

Delhi Trend

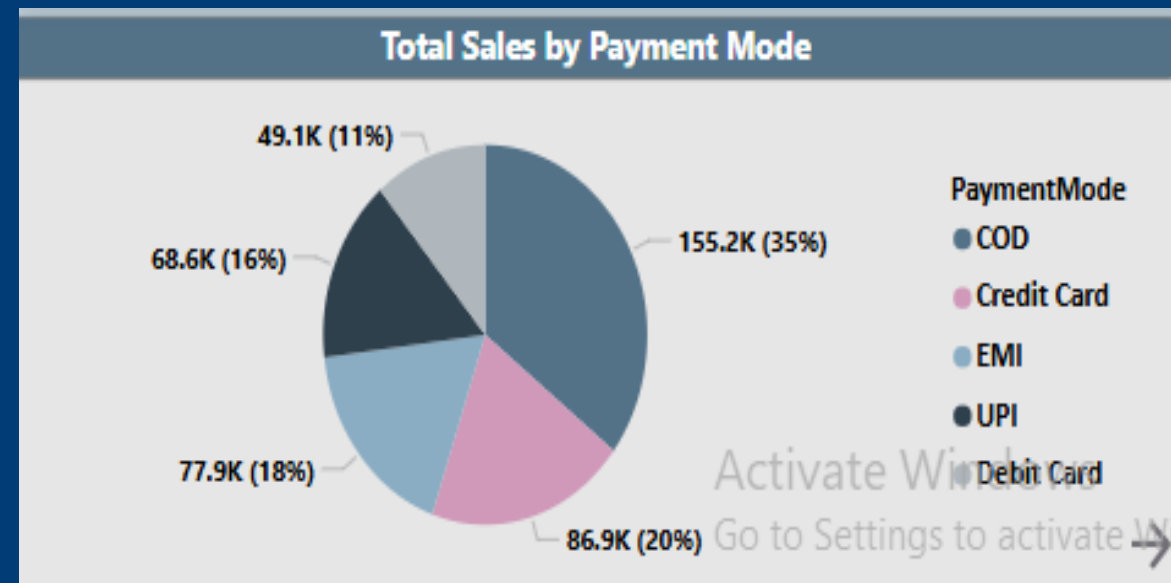
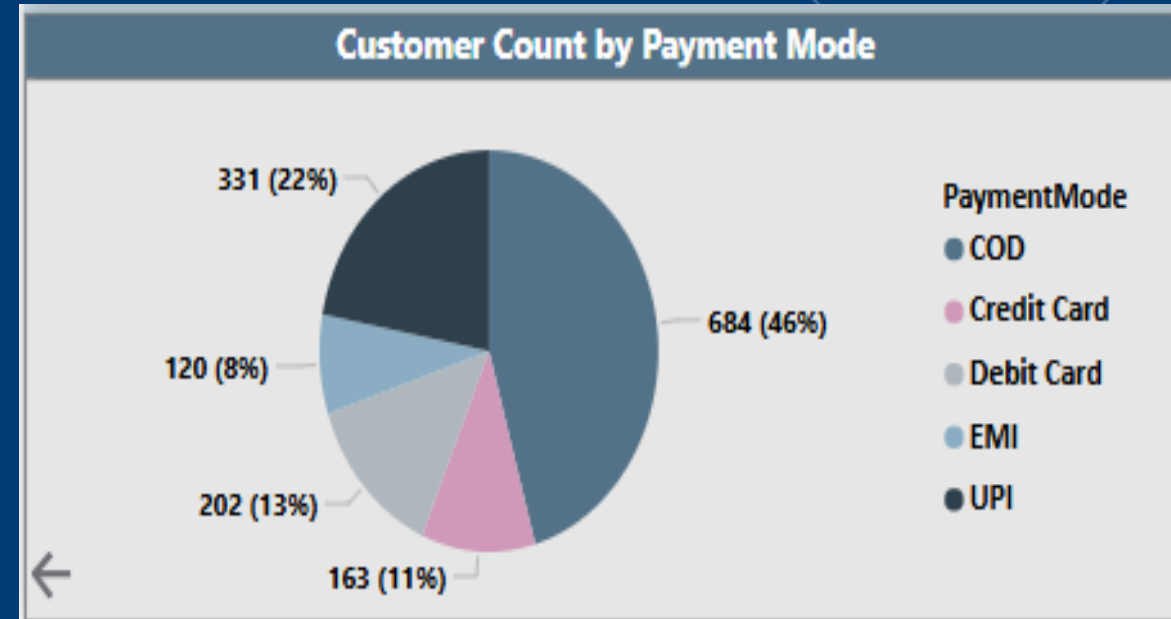


Jammu and Kashmir Trend



PAYMENT MODE INSIGHT -

- 46% of customers pay via Cash on Delivery (COD) and the rest pay by online methods like Credit Card; Debit Card; EMI; and UPI.
- High Cash payments mean a high operating cost of handling cash which is one of the factor for decreased profits.
- What can be done –
 1. Dynamically limit COD amounts based on regions, with lower limits in metro cities and higher limits in smaller cities to retain customers.
 2. Offer incentives like coupons or reward points for online payments to encourage digital transactions.



CUSTOMER RFM ANALYSIS INSIGHTS -

- Average Recency – 204 i.e. on an average customers visited 6-7 months ago.
- Average Purchase Frequency – 3 i.e. on average customers visit 3 times a year.
- Average Monetary Value – 875.5 i.e. on an average customers are purchasing mid-range products.
- Based on the RFM score there are 9 customer segments – Champions, Loyal, Potential Loyalists, Promising, Need Attention, Cannot Lose, Hibernating, Lost, & New Customers.

- 1. Champions:** These are our most valuable customers who shop frequently, spend a lot, and have shopped recently.
- 2. Loyal Customers:** Regular shoppers who spend a fair amount but not as much as Champions.
- 3. Potential Loyalists:** Customers who shop somewhat regularly but tend to spend less.
 - Champions, Loyal and Potential Loyalists account for 30% of Customer and 48% of revenue.
 - They mainly buy clothing and electronics.
 - Offer special deals to Champions and loyal customers for being high-value customers. This will help us retain them, generate positive feedback, and enhance their experience. Displaying such deals will also act as a nudge to potential loyalists.
- 4. Promising Customers:** They spend a moderate amount and have shopped recently but don't visit often.
 - Provide timely nudges, such as reminders about new arrivals or new deals, to increase visiting frequency.

- 5. Need Attention Customers:** They don't shop much and spend less, but they've shopped relatively recently.
 - Gather feedback on their experience and products to address issues before losing these customers.
- 6. Cannot Lose /Occasional Big Spenders:** These customers buy expensive products but shop rarely and haven't visited in a while.
 - Add more variety in high-ticket items like furniture and offer discounts on big purchases to encourage them to shop more often.
- 7. Hibernating Customers:** These shoppers have low activity and spend very little.
 - Collect feedback and create targeted campaigns to re-engage them.
- 8. New Customers:** They've only shopped once or twice recently.
 - Use special offers for initial purchases, timely reminders, feedback collection, and exceptional service to convert them into regular customers.
- 9. Lost Customers:** Customers who haven't shopped in a long time and spend very little.
 - Focus less on this group unless there's a low-cost way to re-engage them.

CONCLUSION

1. Regional Targeted Marketing:

1. Tailor promotional strategies to specific regions based on demand patterns and customer preferences.
2. Prioritize regions with higher potential for growth or profitability.

2. Cost Optimization:

1. Work with multiple vendors to negotiate better deals and reduce dependency on a single supplier.
2. Limit order quantities for low-cost products, as delivering them may be inefficient and cost-prohibitive and optimize products.
3. Evaluate packaging costs and identify ways to reduce expenses while maintaining product quality and safety.

3. Improved Engagement Strategy: through dynamic marketing campaigns and personalized outreach to reduce recency gaps and boost purchasing frequency.

4. Upselling and Cross-Selling: Leverage mid-range spending trends by bundling products or promoting premium categories to increase overall revenue.

By implementing these strategies, the store can improve operational efficiency, reduce unnecessary expenses, and drive both revenue and profit growth.

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THANK YOU!