

# Customer Sales Insight Analysis

Project Author: Vaibhav Vishwkarma

Date: 10 November 2024

Contact: vaibhavvishwkarma167@gmail.com

## Table of Contents

- 1. Overview
- 2. Summary Table
- 3. Customer Age Preference
- 4. Sales Distribution by Product Category
- 5. Monthly Sales Trend
- 6. Top 5 Selling Products
- 7. Sales by State
- 8. Payment Mode Analysis
- 9. Conclusion

## Overview

This report provides a comprehensive analysis of the customer sales data. It highlights key metrics, sales trends, and payment modes that reveal customer preferences and market opportunities.

## Summary Table

Average Sales Amount (INR):	17,331
Total Sales Amount (INR):	2,928,938

## Customer Age Preference

The bar chart below shows the sales amount by age groups ranging from 15 to 65, revealing the most active customer demographics.

Key Insights:

- 25-34 age group shows the highest sales, making them the leading customer base.
- 15-24 and 35-44 age groups also contribute significantly.

## Sales Distribution by Product Category

The bar chart shows the sales amount across various categories: Apparel, Electronics, Groceries, Home Decor, and Sports.

Key Insights:

- Electronics lead in sales, showing high consumer interest.
- Apparel and Groceries have consistent demand.
- Sports and Home Decor sales are lower, presenting opportunities for targeted marketing.

## Monthly Sales Trend

The line chart represents the monthly sales trends, helping us understand sales peaks and stability throughout the year.

Key Insights:

- Sales peak around months 5 and 11, likely due to seasonal promotions.
- Sales are otherwise stable with slight fluctuations, indicating consistent demand.

## Top 5 Selling Products

The horizontal bar chart below displays the top-selling products, reflecting consumer preferences in specific product categories.

### Key Products:

1. Smartphone - Highest demand
2. Laptop
3. Jeans
4. Headphones
5. Smartwatch

## Sales by State

The map below highlights sales distribution across states in India, showing regional sales performance.

### Key Insights:

- Higher sales in Maharashtra, Karnataka, and Delhi.
- Potential for growth in states with lower performance through local marketing.

## Payment Mode Analysis

The pie chart below shows the sales distribution by payment methods, indicating customer payment preferences.

### Key Insights:

- UPI and Debit Card are the most popular, reflecting digital transaction trends.
- Cash is still widely used, showing a preference for traditional payment.
- Credit Card usage is moderate, indicating a mix of consumer spending habits.

## Conclusion

The insights from this analysis offer a detailed understanding of customer preferences and purchasing patterns. By leveraging these insights, businesses can improve marketing strategies and optimize sales performance.