

Maddy e-Commerce Sales Performance

Key Performance Metrics:

- **Total Sales Revenue:** 438K
- **Total Quantity Sold:** 5,615 units
- **Total Profit:** 37K
- **Average Order Value (AOV):** 121K

Sales & Profit Insights:

- **Top Performing State:** Maharashtra leads in sales, followed by Madhya Pradesh and Uttar Pradesh.
- **Category Contribution:** Clothing dominates (63%), followed by Electronics (21%) and Furniture (17%).
- **Payment Mode Preference:** Cash on Delivery (COD) is the most used mode (44%), followed by UPI (21%) and Credit (12%).
- **Profit Trends by Month:** Peak profits were observed in **January, February, and December**, while **June and July saw negative profits**.
- **Top Profitable Sub-Categories:** Printers lead in profitability, followed by Bookcases and Accessories.

Recommendations for the Sales Team:

1. **Boost Sales in Low-Performing States:** Increase marketing efforts in Gujarat and other underperforming regions to balance sales.
2. **Enhance Digital Payment Incentives:** Promote UPI and credit card transactions to reduce reliance on COD.
3. **Seasonal Sales Strategy:** Strengthen promotional campaigns in mid-year months (June-July) to mitigate losses.
4. **Category Expansion:** Focus on high-margin sub-categories like Printers and Bookcases for higher profitability.
5. **Customer Engagement:** Harivansh and Madan Mohan are key customers; develop loyalty programs to retain them and encourage repeat purchases.

By implementing these strategies, the sales team can maximize revenue and profit while improving overall customer experience.