Aditya E-Commerce Sales Dashboard

Business Insights Report

Executive Summary

Total Sales Amount: Rs370K

Total Quantity Sold: 3,656 units

Average Order Value (AOV): Rs96K

Total Profit: Rs33K

Despite strong sales and unit movement, profit margins are relatively modest, indicating opportunities to optimize costs or pricing strategies.

Geographic Insights

Top Performing States by Sales:

1. Uttar Pradesh (Highest Sales)

2. Rajasthan

3. West Bengal

Recommendations:

- Prioritize top states for inventory allocation and marketing campaigns.

- Implement regional loyalty programs and personalized promotions.

Product Insights

Quantity Sold by Category:

- Clothing: 53.31%

- Electronics: 25.77%

- Furniture: 20.92%

Top Sub-Categories by Profit:

- Printers (Highest Profit)

- Bookcases

- Sarees, Tables, Trousers

Recommendations:

- Focus campaigns on high-profit sub-categories like Printers.

- Evaluate pricing and sourcing of high-volume, low-margin products like Clothing.

Monthly Trends

Profit by Month:

- High Profit Months: January, March, October, December

- Loss Months: May, June, July

Recommendations:

- Conduct deeper analysis to uncover causes of summer losses.

- Launch targeted promotions in low-performing months to smooth revenue.

Customer Insights

Top Customers by Purchase Amount:

- Yogesh (Most Valuable Customer)

- Other key customers: Yohann, Yash, Yaanvi, Wale

Recommendations:

- Establish a VIP or Loyalty Program.

- Engage top customers for feedback, referrals, or testimonials.

Payment Mode Analysis

Quantity by Payment Mode:

- Cash on Delivery (COD): 40.6%

- UPI: 18.24%

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- Debit Card: 15.73%

Recommendations:

- Encourage digital payments through incentives.

- Reduce COD usage to minimize risk of returns and improve cash flow.

Strategic Takeaways

1. Leverage regional sales data to sharpen geographic targeting.

2. Improve profit margins by promoting high-margin sub-categories.

3. Flatten seasonal dips with timely campaigns and discounts.

4. Nurture top customers to enhance retention and brand loyalty.

5. Shift customer behavior toward digital payments to streamline operations.