

Retail Analytics Dashboard: Data-Driven Business Insights

Transforming complex retail data into actionable strategies for growth and optimization.

Total Revenue

\$5.2 Million

Achieved this quarter across all channels.

Top Customer Value

\$12,500

Identified 'Elite Shopper' for personalized campaigns.

Best-Selling Product

Premium Smartwatch

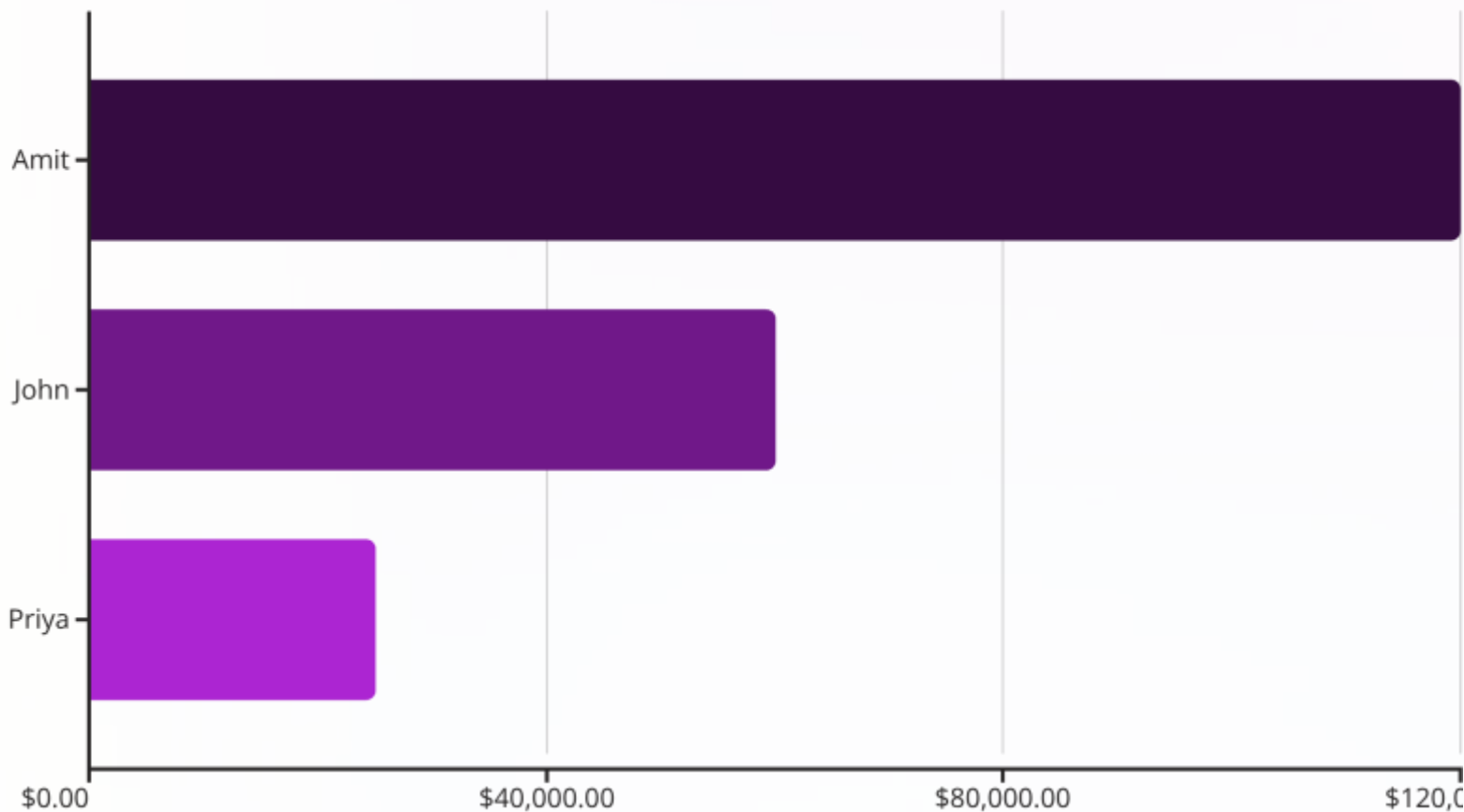
Analyzed sales to optimize inventory and promotions.

Customer Lifetime Value Analysis

Customer Performance

CLV analysis:

- Measures total customer monetary contribution.
- Identifies high-value customers for retention.



₹1.2L

Top Customer Value

Amit: Highest spender.

3

Active Customers

Total analyzed.

Key Insight: Amit is our top-value customer.
Focus retention on top customers to maximize revenue.

Best-Selling Products



Smart TV

2 units sold, quantity leader



Laptop

1 unit sold, premium electronics



Mixer Grinder

1 unit sold, home appliance



Air Conditioner

1 unit sold, seasonal demand


Key Insights:

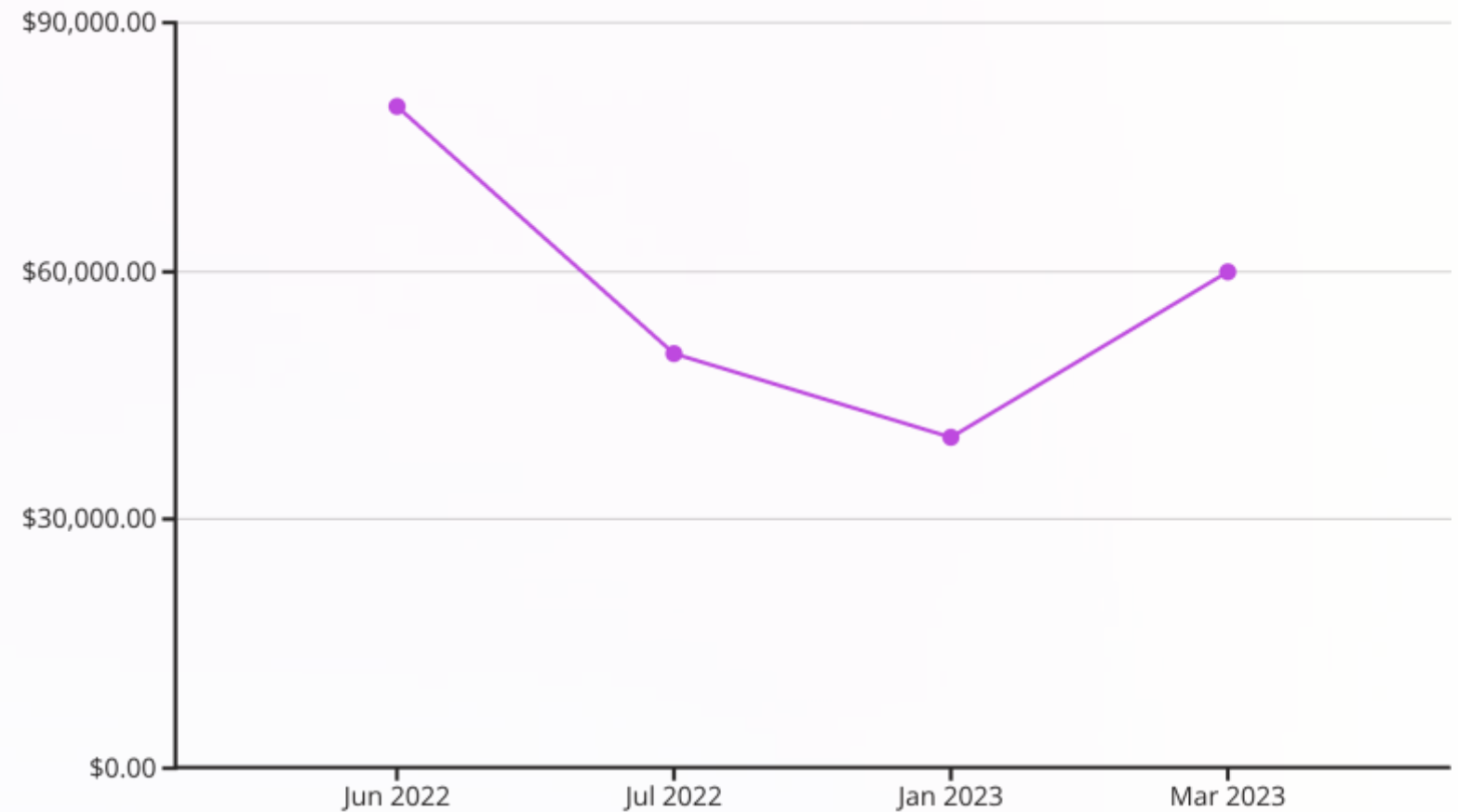
- *Smart TV is the best-selling product with 2 units.*
- *Laptop, Mixer Grinder, and Air Conditioner each sold 1 unit.*
- *These insights help optimize inventory and marketing efforts.*

Monthly Sales Trend

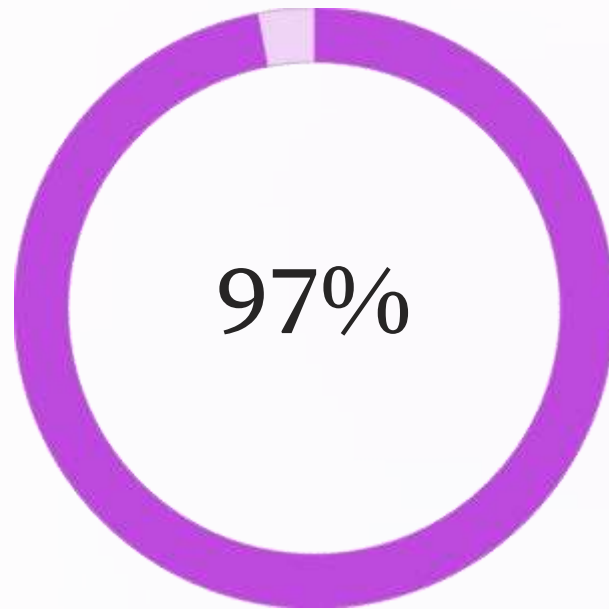
Revenue Performance

- *Key for sales growth, seasonal trends, and inventory planning.*
- *June 2022: Highest revenue (\$80,000).*
- *Strong performance: Jan and Mar 2023.*
- *Moderate revenue: Jul 2022 (\$50,000), Feb 2023 (\$40,000).*

 **Peak Performance:** Revenue peaked in June 2022. Strong Q1 2023 recovery indicates seasonal patterns or effective campaigns.

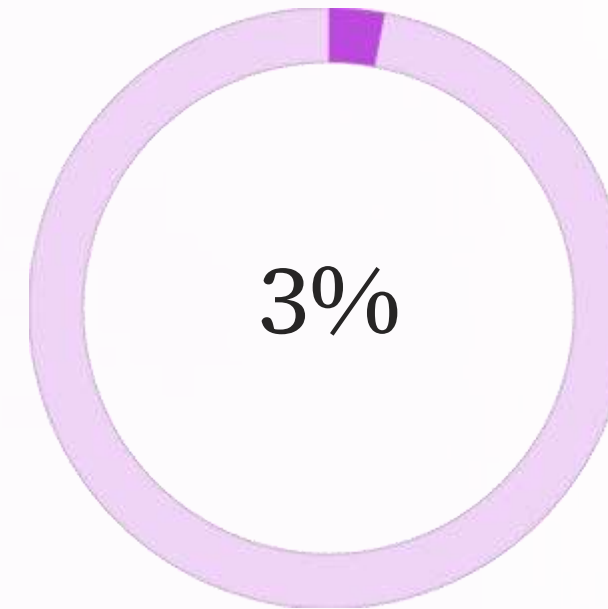


Category-wise Revenue Distribution



Electronics

₹1,75,000 total



Home Appliances

₹5,000 total

Electronics Dominate

- *Electronics: ₹1,75,000 (97% of sales)*
- *Strong market position in consumer electronics.*
- *Home Appliances: ₹5,000 (3% of sales)*
- *Untapped opportunity for diversification.*

Strategic Implications

- *Leverage electronics expertise for growth.*
- *Explore premium electronics lines.*
- *Targeted marketing for home appliances.*
- *Consider bundling strategies.*

Inventory: No Stock Risk



Zero Stock Risk

No stock below 10 units

Healthy Inventory

Adequate stock levels

Customer Retention

1

Repeat Customer

Only Amit

2

Total Orders

From Amit



Average Order Value (AOV)

₹46.2K

Average Order Value


Mean transaction size

Why AOV Matters

- *AOV (₹46,250) reveals typical transaction size.*
- *Crucial for understanding customer spending.*
- *Guides sales targets.*
- *High AOV suggests premium purchases and strong market position.*

Strategic Uses

- *Set free delivery thresholds.*
- *Bundle offers around ₹46K.*
- *Target upsell opportunities.*
- *Benchmark industry performance.*
- *Optimize customer acquisition cost.*

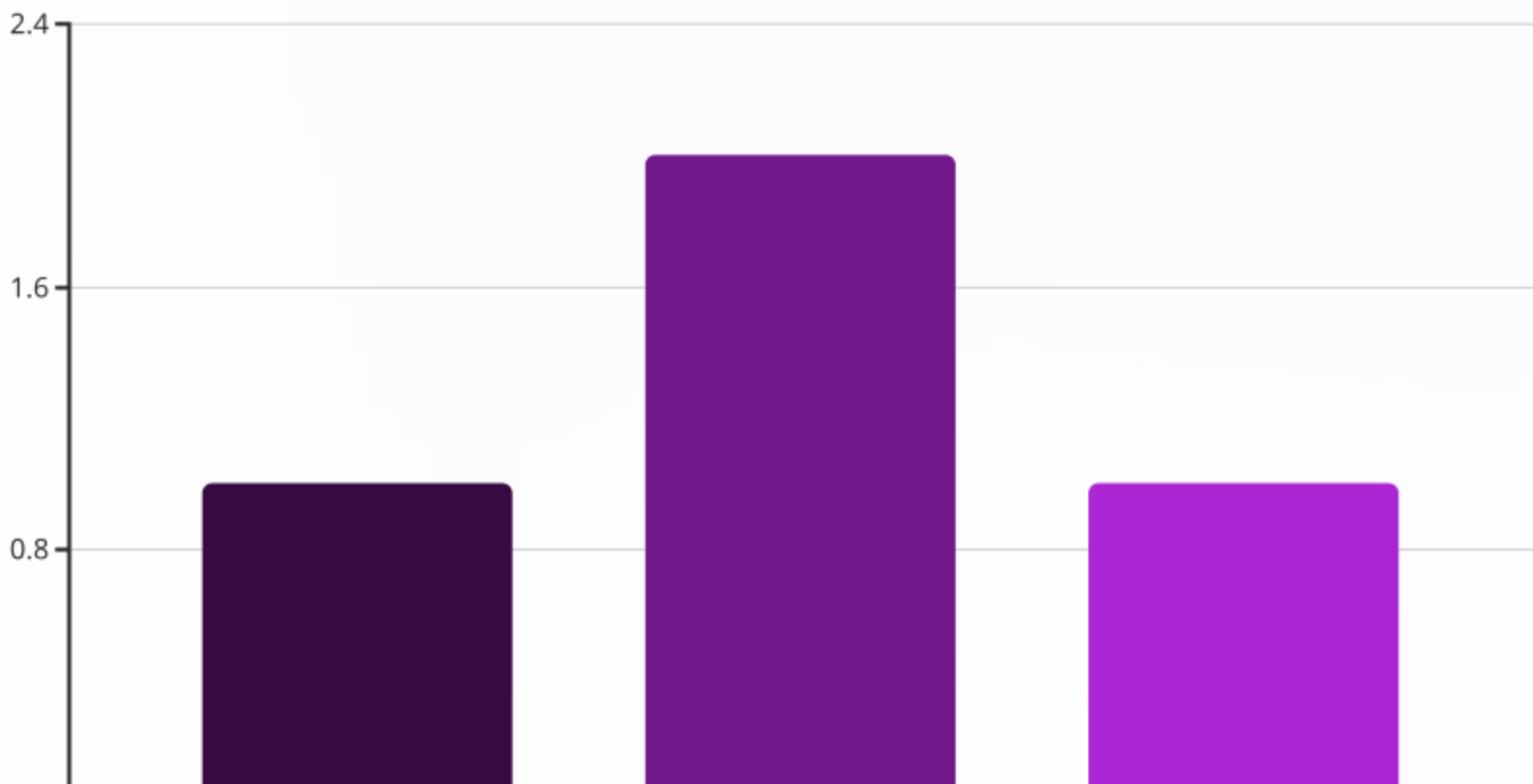
 **Business Impact:** *AOV insights optimize marketing spend, refine promo strategies, and boost transaction values through smart bundling and cross-selling.*

Regional Performance & Acquisition

Top Customers by Country

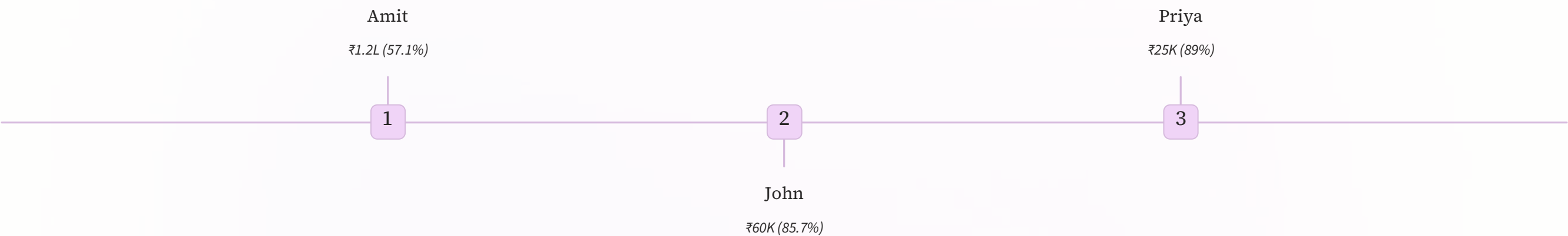
India	United States	United Kingdom
<ul style="list-style-type: none">Top Customer: AmitRevenue: ₹1.2LStrongest performance	<ul style="list-style-type: none">Top Customer: JohnRevenue: ₹60KSecond largest market	<ul style="list-style-type: none">No Orders, Revenue: ₹0Untapped market

Acquisition Trend



- Acquisition peaked in **2021** (2 new customers).
- Steady acquisition, opportunity for targeted growth.
- UK market is untapped: significant expansion opportunity.
- Amit is top customer, leads India regionally.

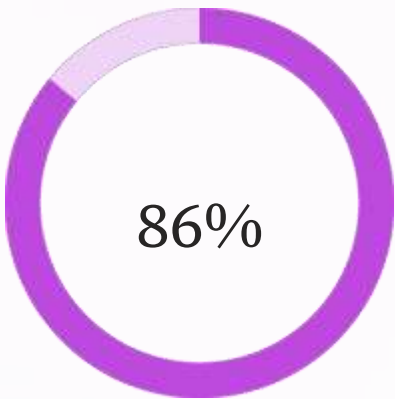
Revenue Pareto: 80/20 Rule



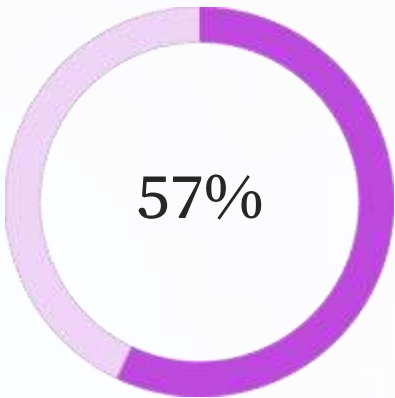
Pareto Confirmed

The analysis confirms the 80/20 Pareto principle:

- Top 2 customers (~67% of base) drive ~86% revenue.
- Amit alone contributes 57%.
- High-value customer retention is critical.



Top 2 Customers
Revenue validates Pareto



Amit

THANK YOU.