

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

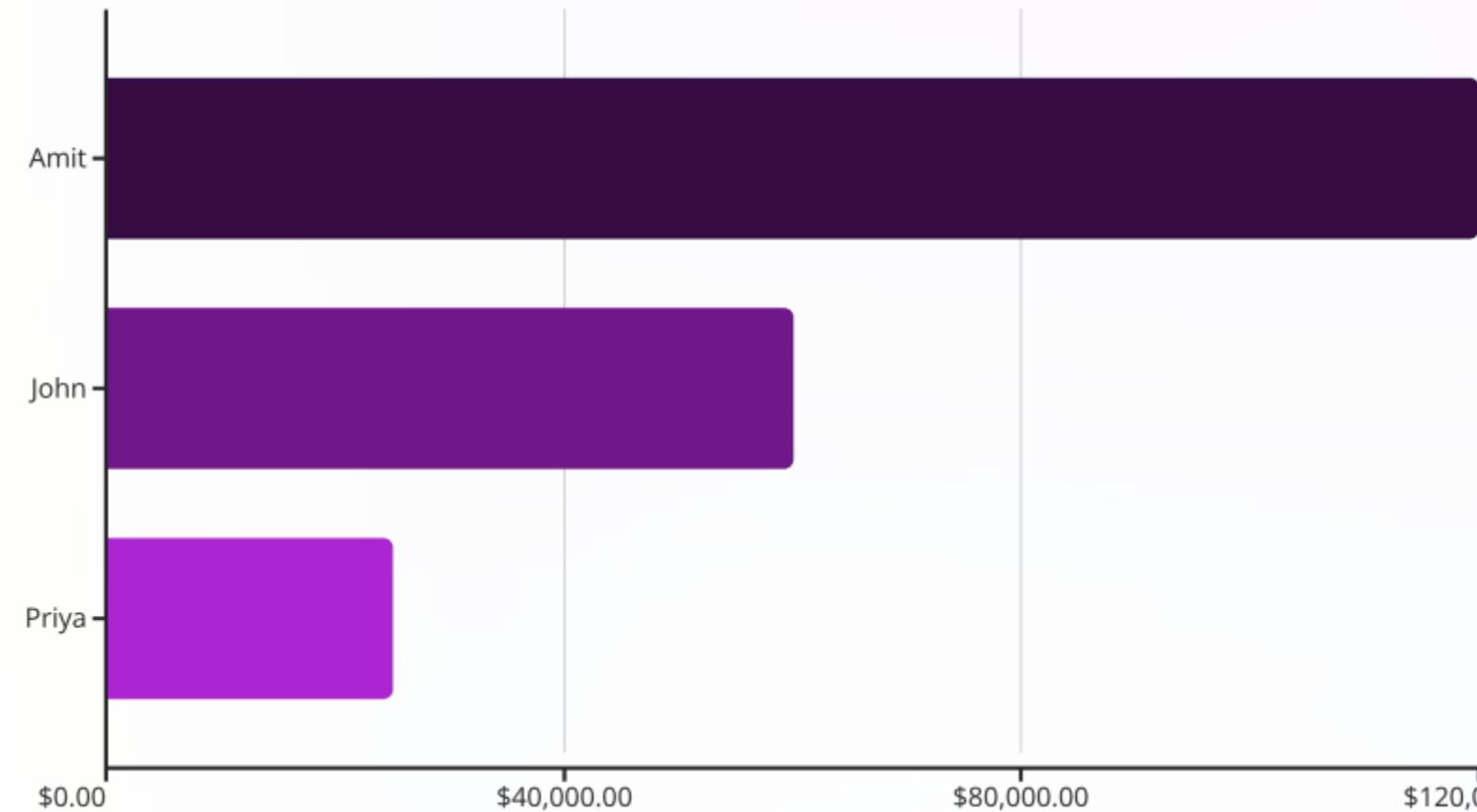
CLV analysis:

- 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.*

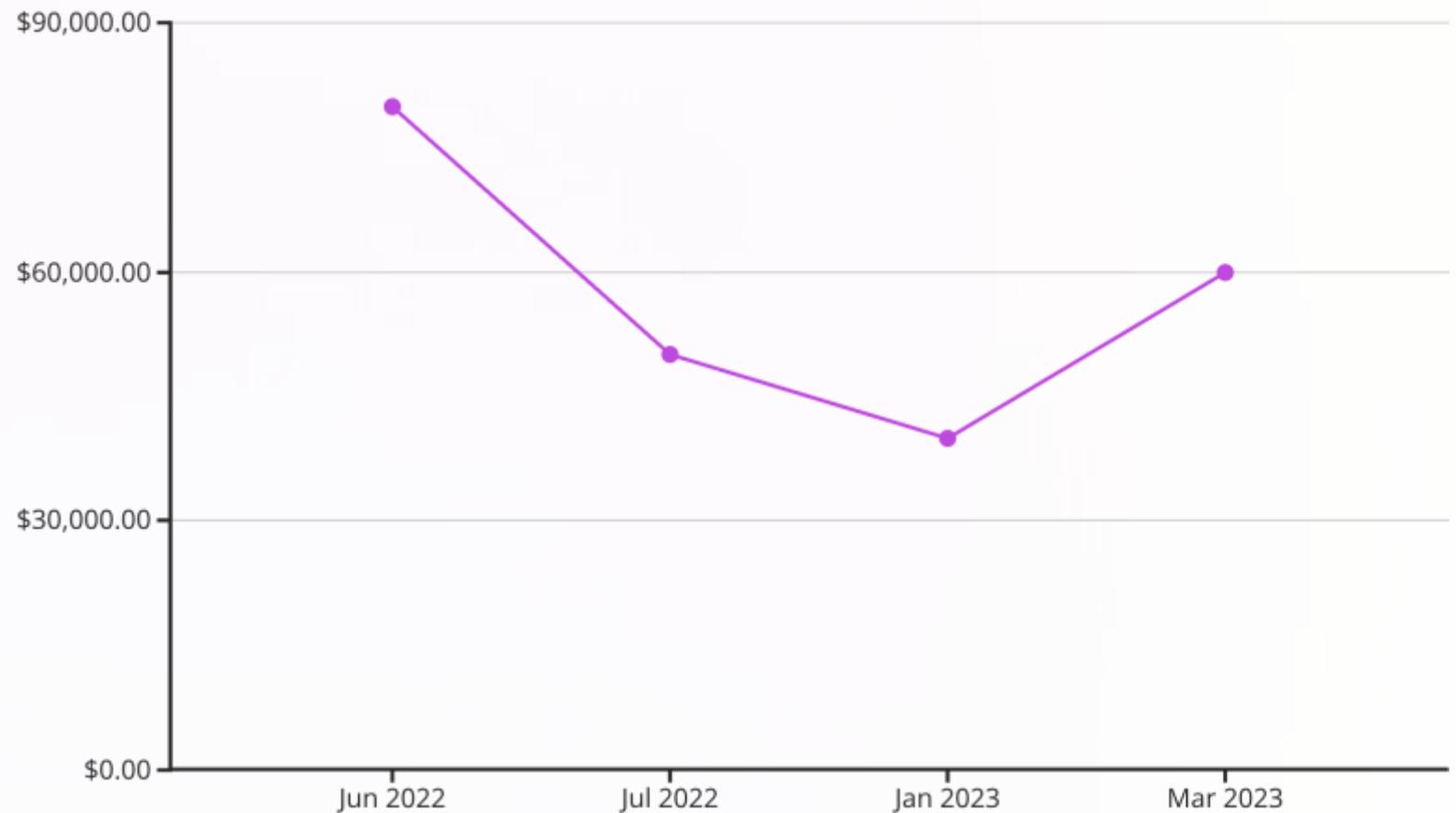
Monthly Sales Trend

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.

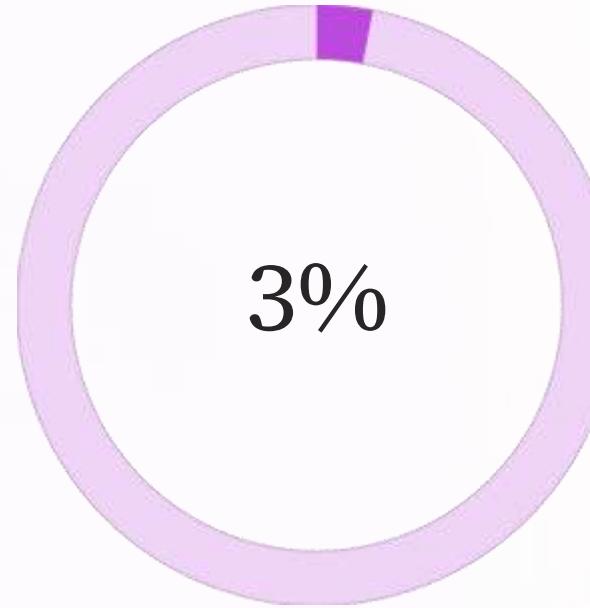


Category-wise Revenue Distribution



Electronics

₹1,75,000 *total*



Home Appliances

₹5,000 *total*

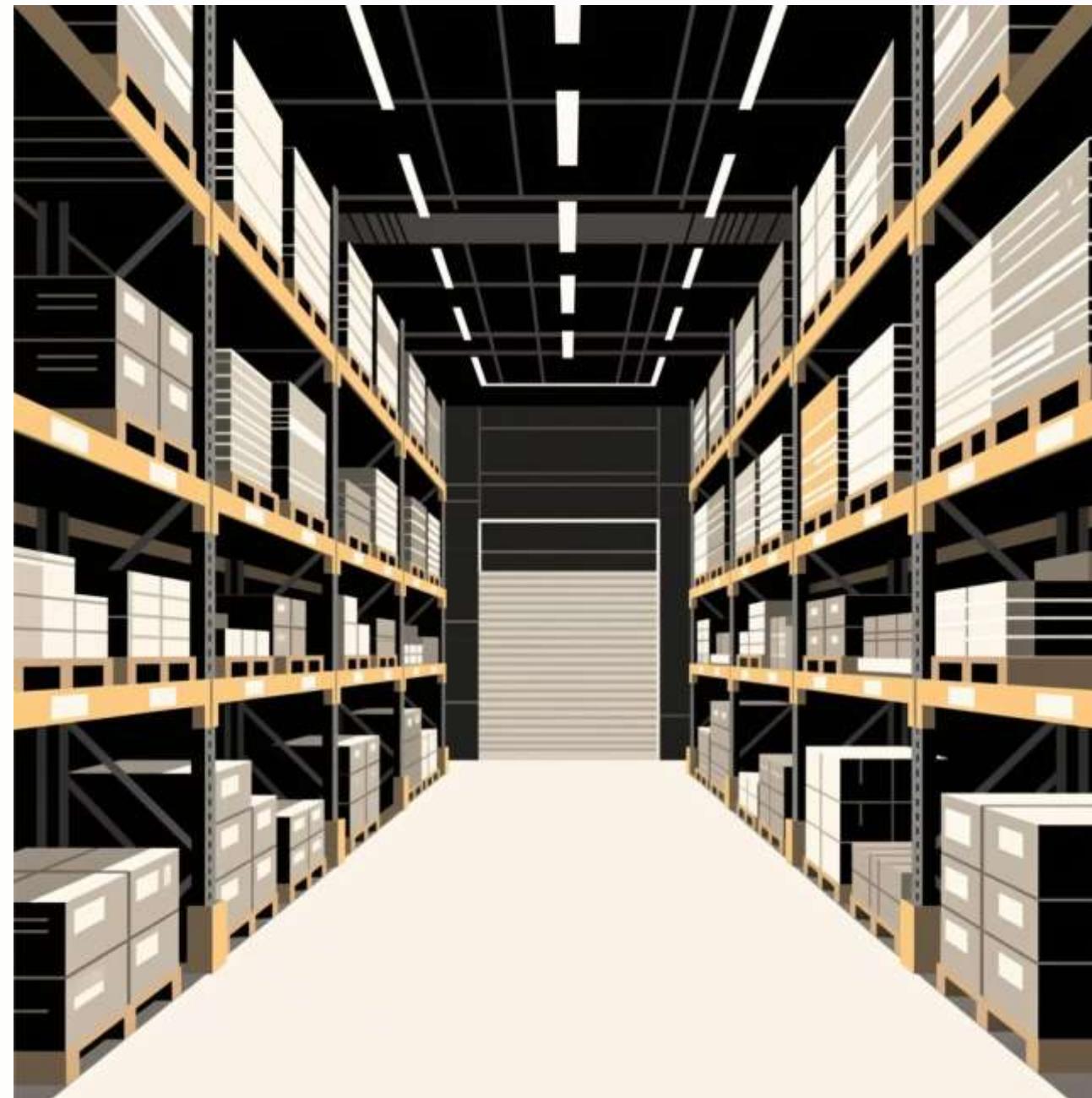
Electronics Dominate

- *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

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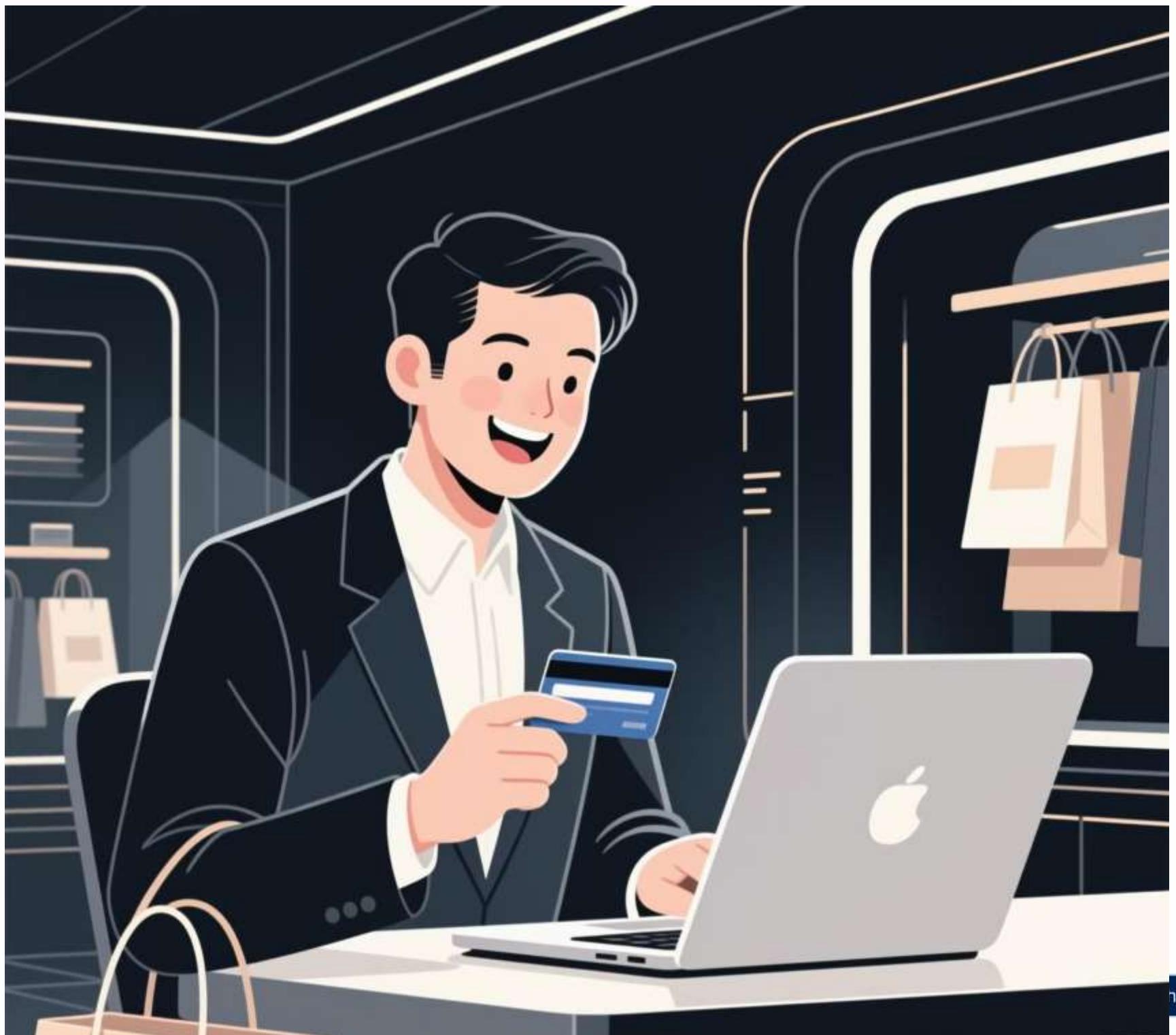
Repeat Customer

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

- *Top Customer: Amit*
- *Revenue: ₹1.2L*
- *Strongest performance*

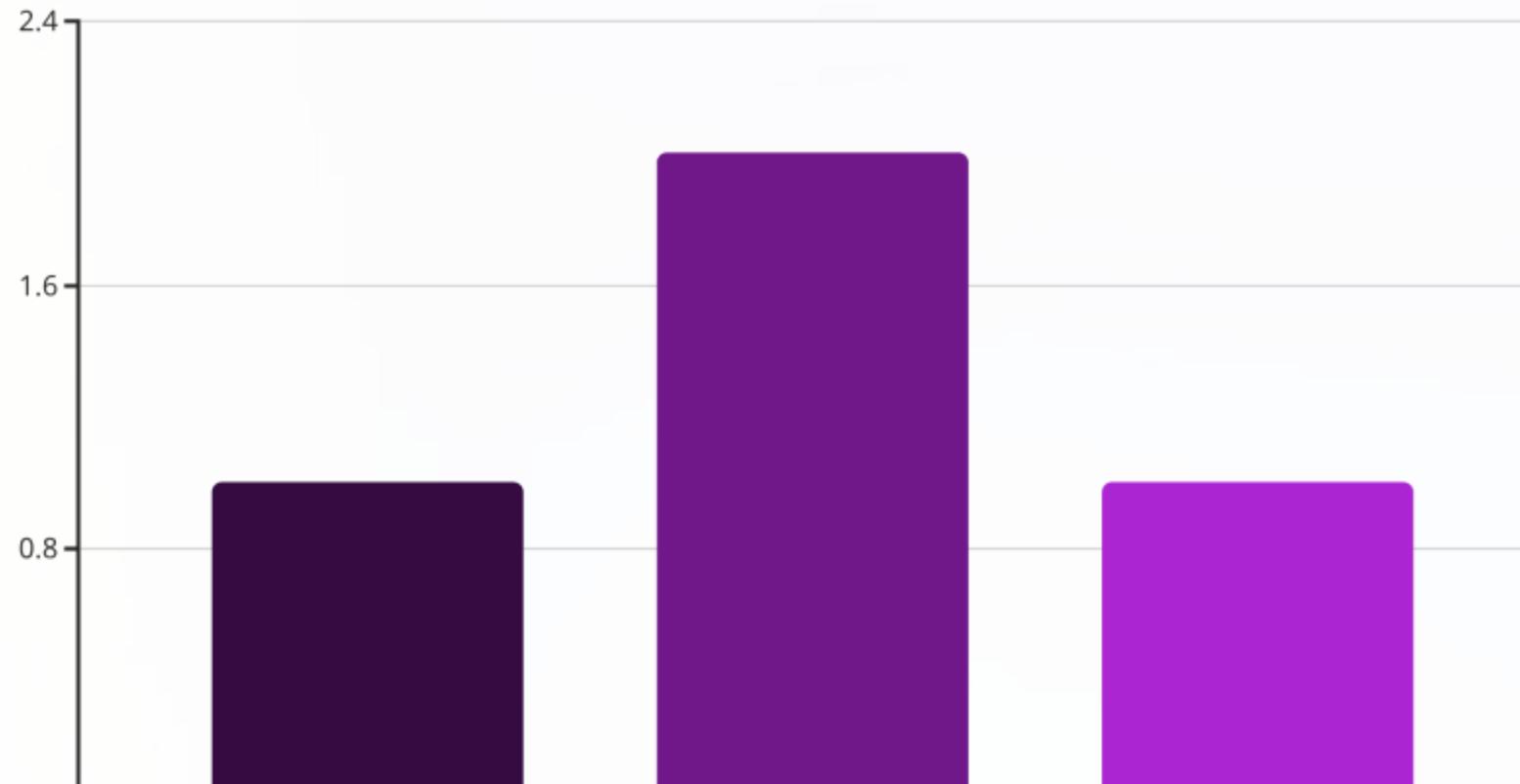
United States

- *Top Customer: John*
- *Revenue: ₹60K*
- *Second largest market*

United Kingdom

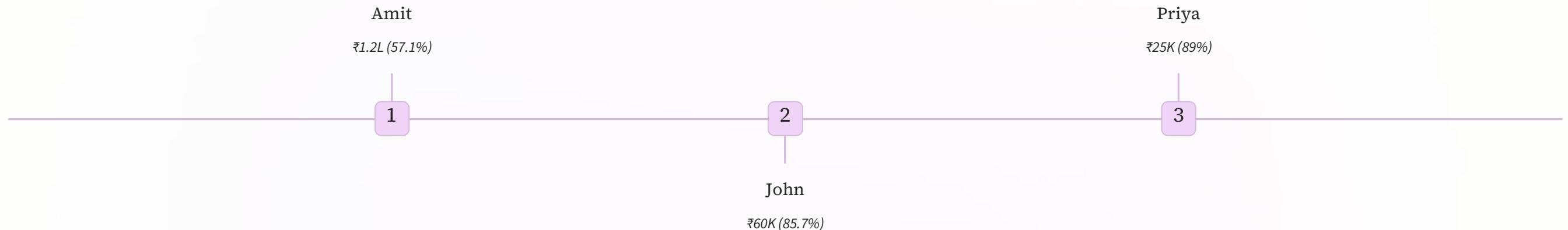
- *No Orders, Revenue: ₹0*
- *Untapped market*

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.*

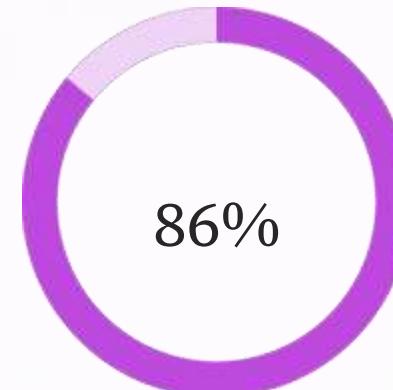
Revenue Pareto: 80/20 Rule



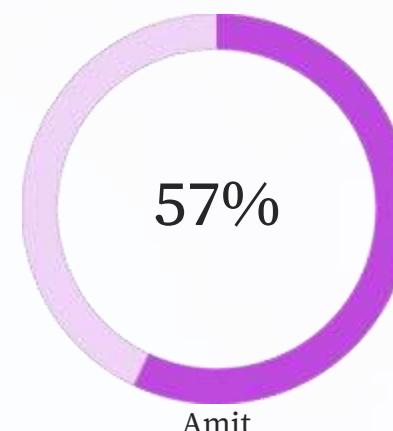
Pareto Confirmed

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.