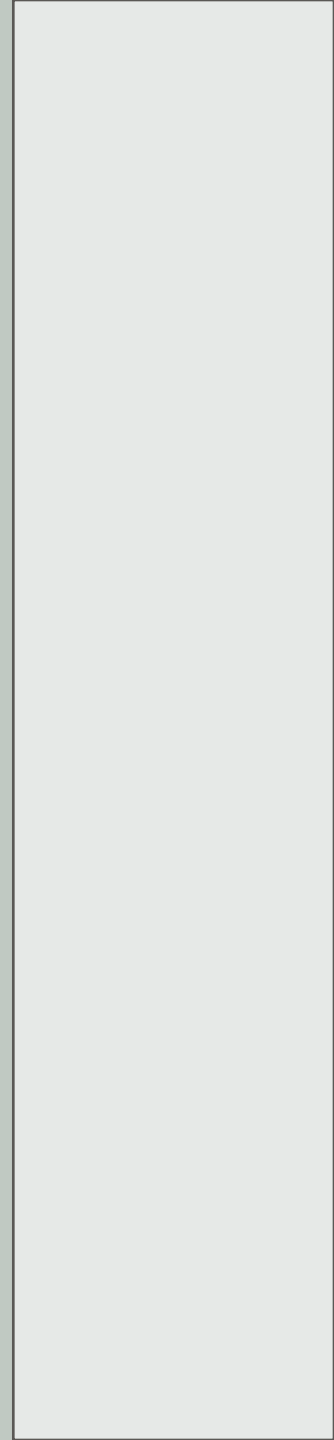
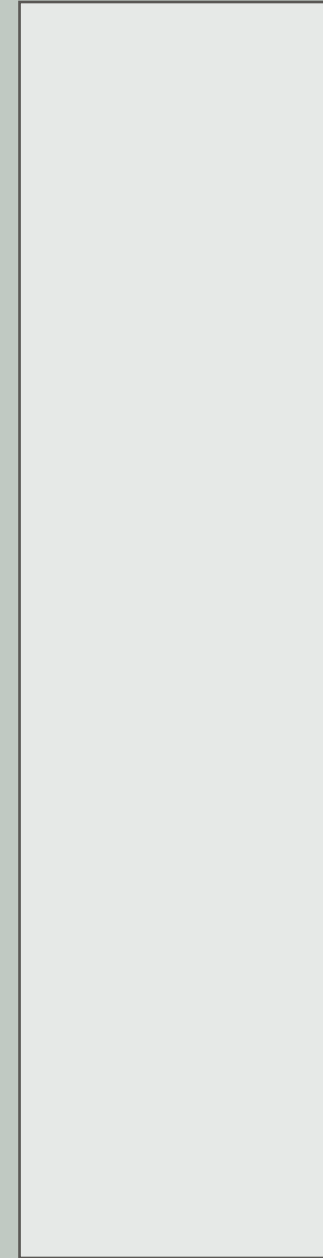
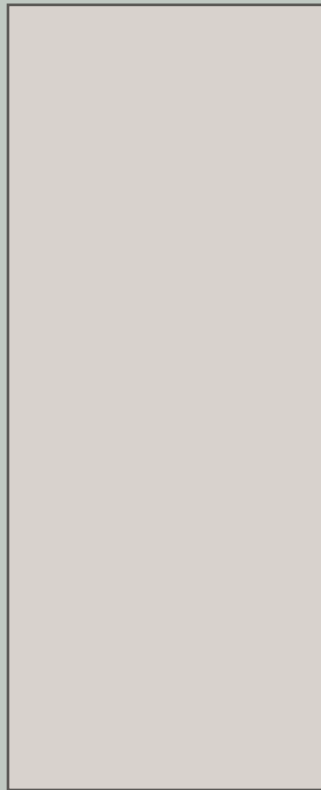

Annual Business Insights

Ajay

JULY,22 , 2025

Analysis Department



Agenda

01 Introduction

02 Initial Sales Analysis

03 Why Sales Are Low?

04 Key Insight & Analysis

05 Solutions

06 Conclusion

01 Introduction

01 Introduction

Smart pillow is an Innovative neck support pillow with vibration massage technology.

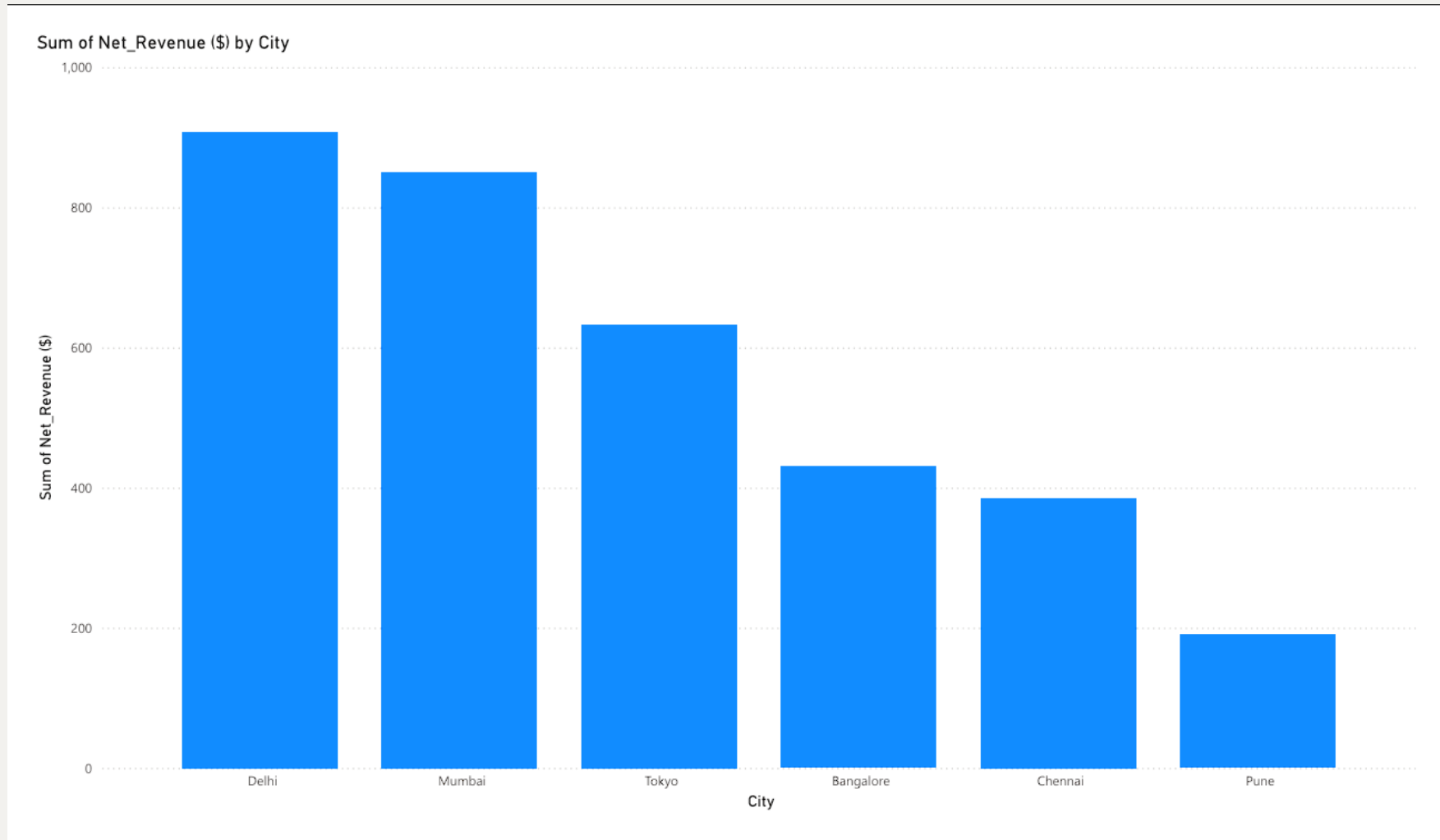
The production was launched with high production output and performing market share .

However, the first sales batch underperformed with negligible sales despite marketing efforts.

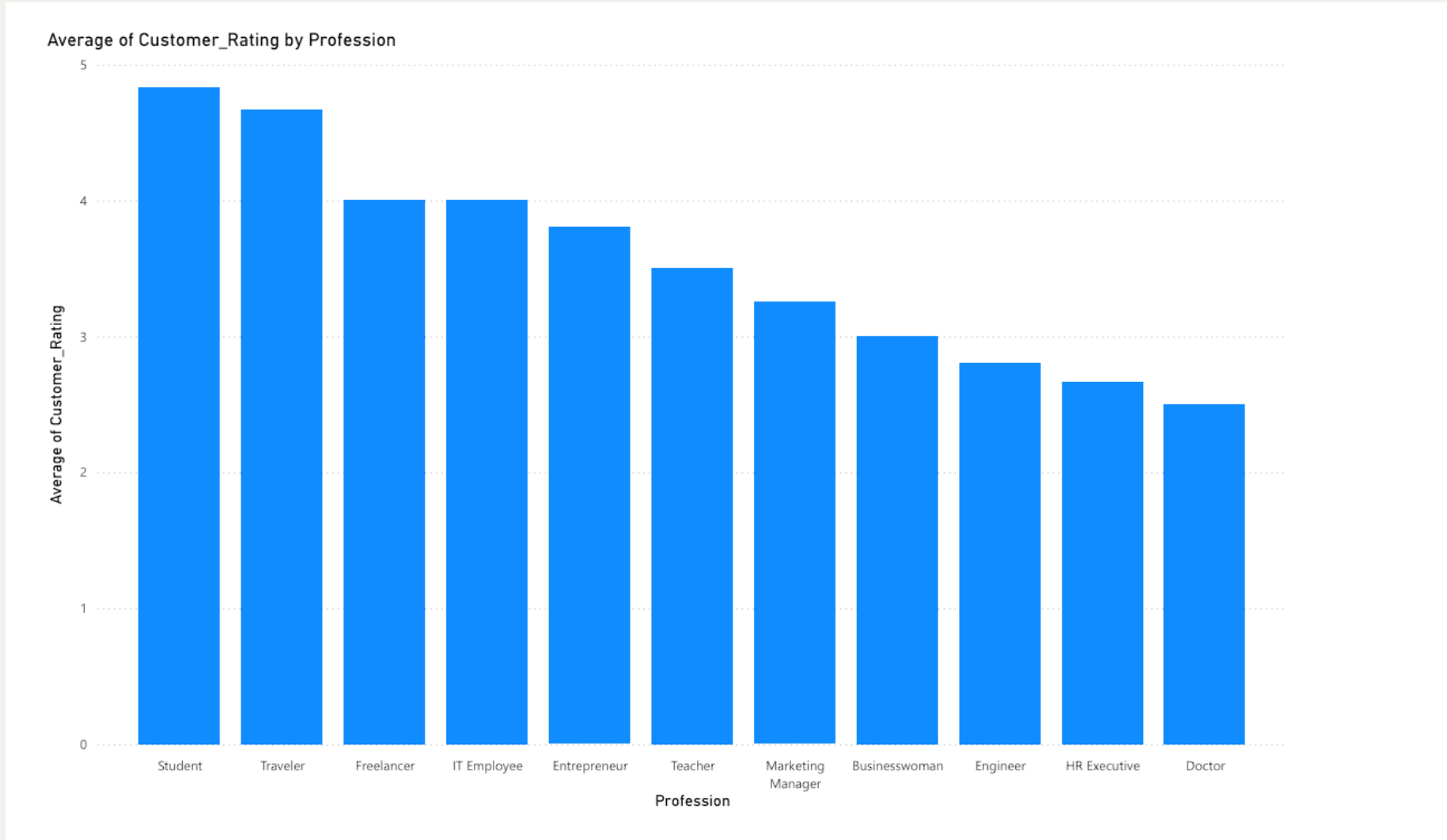


02 Initial Sales Analysis

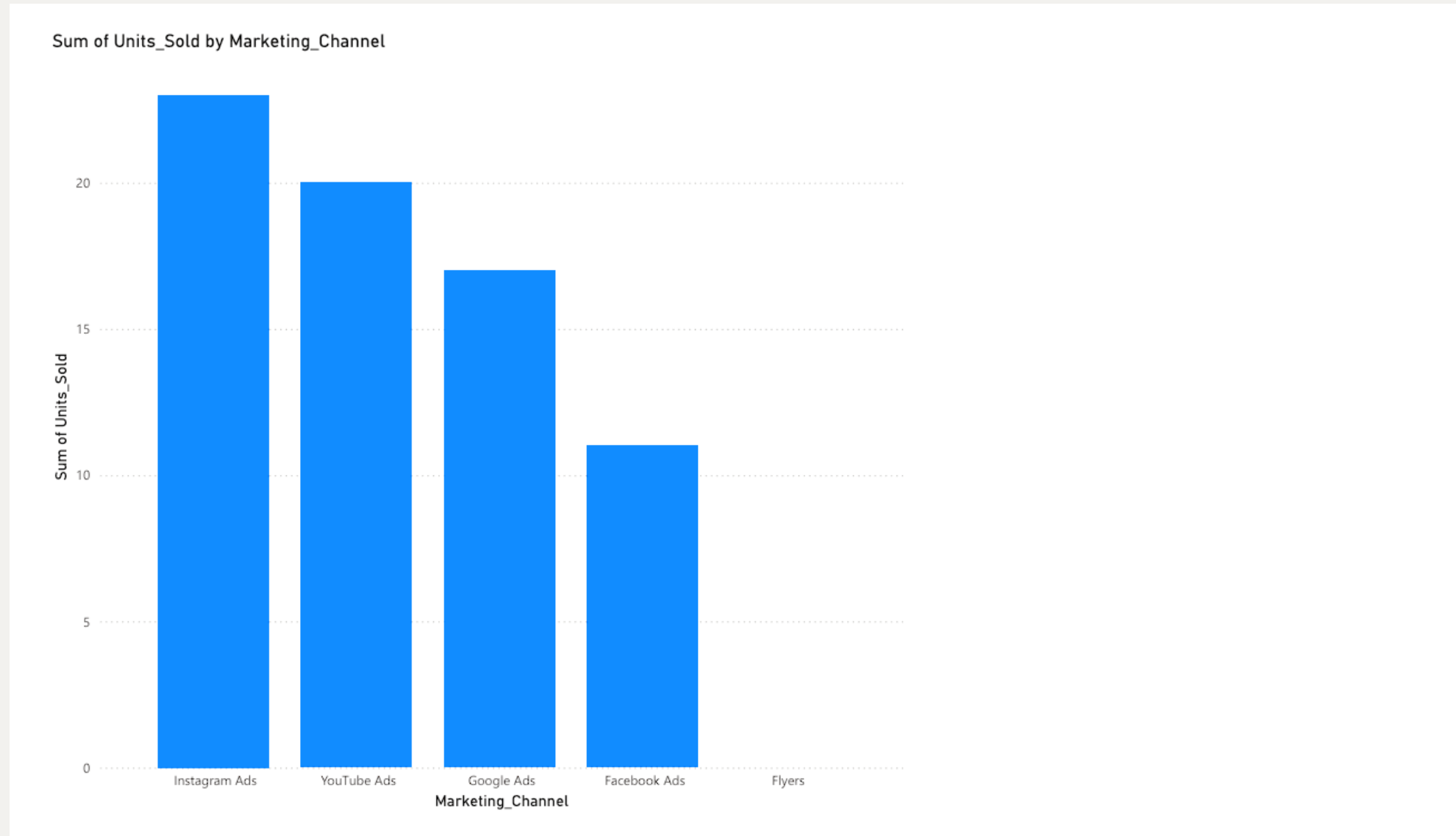
Revenue By Cites



Average costumer Rating



Sales Source



03 Why Sales Are Low?

03 Why Sales Are Low?

Product Availability Issues : Many customer reported that the product was not available to purchase at a time of demand

Delivery delays : Negative feedback due to slow or unreliable delivery.

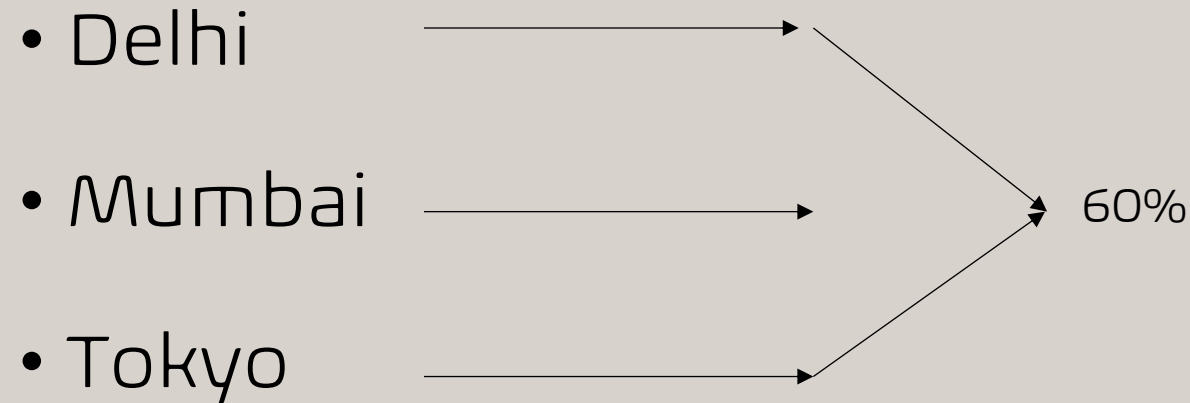
Limited offline presence: No visibility in physical stores reduced trust and impulse purchases.

Pricing confusion : Some users mentioned unclear or high pricing due to discounts not being applied correctly.

04 Insights & Target Audience

04 Key Insights from Analysis

- Top Cities which gave the most sales:



- These three cities generate most of the revenue.
- Total combined revenue : 60%

04 Key Insights from Analysis

- Marketing Channels :
- The Channels produce and influence people to buy the product :

Marketing Channels	Percentage
Instagram	45%
YouTube	35%
Others	20

04 Key Insights from Analysis

- Target Audience : People who buy the product most and generating the revenue .

Age group	28 – 32
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- People of this age group showing most Interest in the product .
- These people are most students and young professional .

04 Key Insights from Analysis

- Top Professions : People from different profession are showing their interest in the project ,So those professions are :

Professions	Percentage
IT professionals	45
Students	25
Corporate Employees	15
Freelancers	10
Others	5

05 Possible Solutions

05 Possible Solutions

- Fix Product Availability:
- Ensure Stock is easily available on all major e-commerce platforms.(Amazon ,Flipkart)
- Availability at Local market places:
- Partner with local offline stores in metro cities and small towns or suburban areas.

05 Possible Solutions

- Focused Marketing Strategy :
- Double down on Instagram & YouTube campaigns (proven high conversion)
- Use influencer marketing In Top cites which are giving most of the sales.
- Use on site campaigns in Suburban area to promote the product to more people or costumer.

05 Possible Solutions

- Improvement in Delivery & Pricing Transparency:
- Partner with fast and reliable delivery services
- Clearly display of pricing and discounts during checkout.

05 Possible Solutions

- Feedback & Continuous Improvement ::
- Set up monthly surveys to track customer experience.
- Add a "Availability alerts" :
- By using Email / SMS to notify them when product is restocked .

Summary

Our business is good

Our product have a great Potential

Target Audience

Students and IT professionals are our main audience.

We're delivering for our customers

Customer satisfaction is at least 70 -75%

Most value generated places

Delhi ,Mumbai ,Tokyo metro cites give business share of 60%

Marketing Channels

Instagram and YouTube are the channels generated most sales.

Problem we have to solve

Delivery issues and Availability of product.

Closing

Thanks to view this project till here .

"Through this project, I understood can drive business growths. This journey reflects my interest in business analysis and my ability to turn challenges into opportunities."

Ajay

