

WELCOME TO SALES ANALYSIS REPORT

SALES ANALYSIS

PRODUCT ANALYSIS

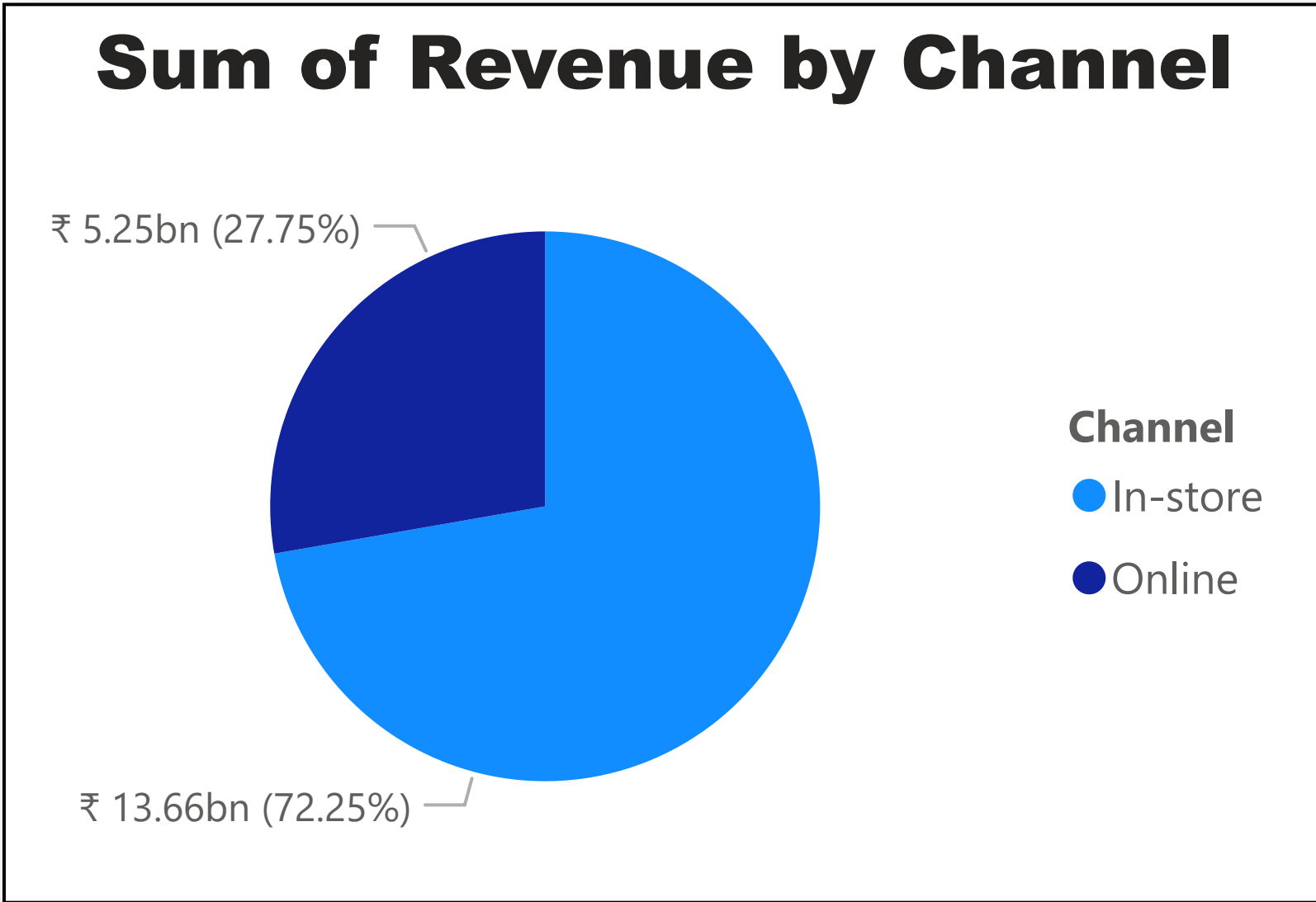
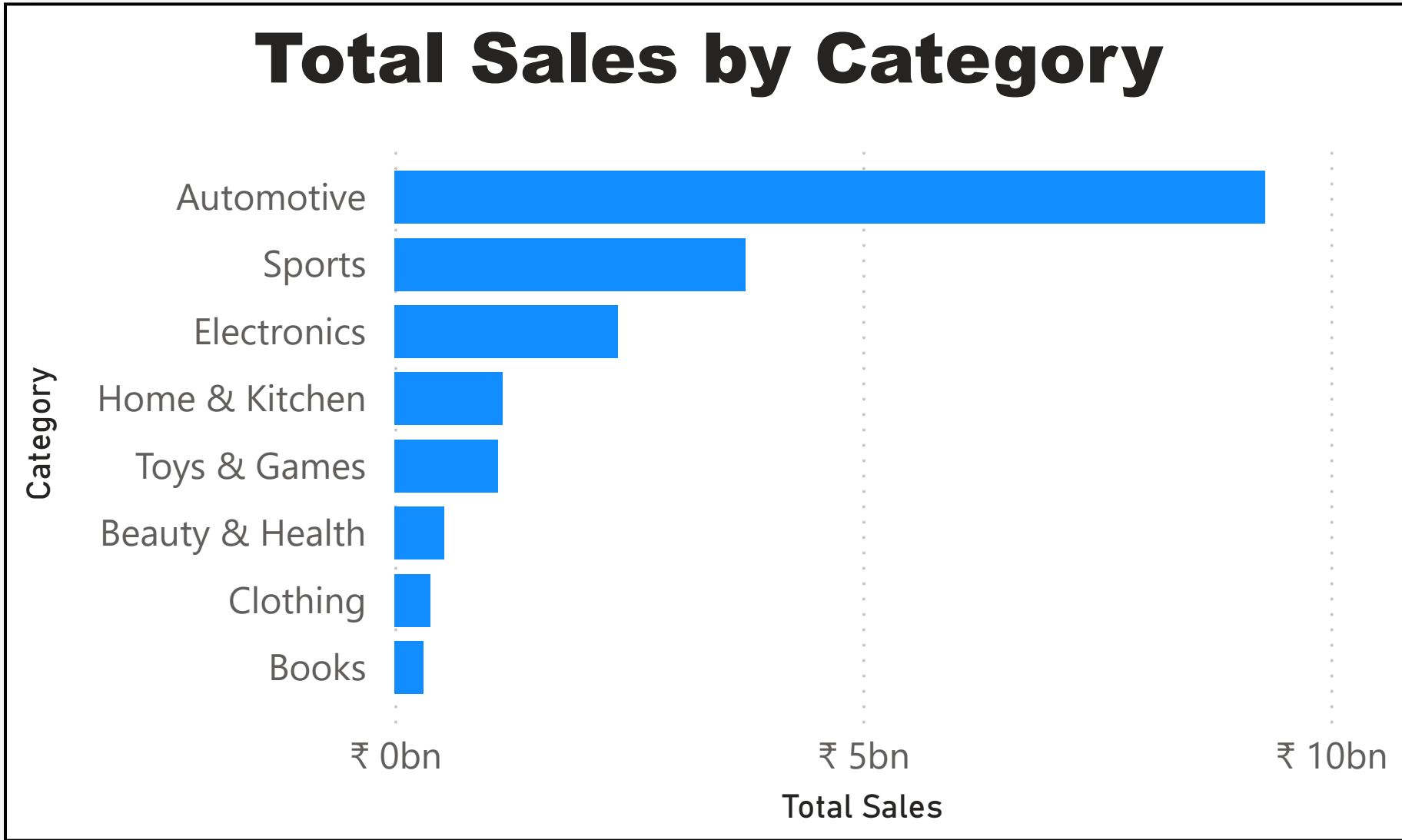
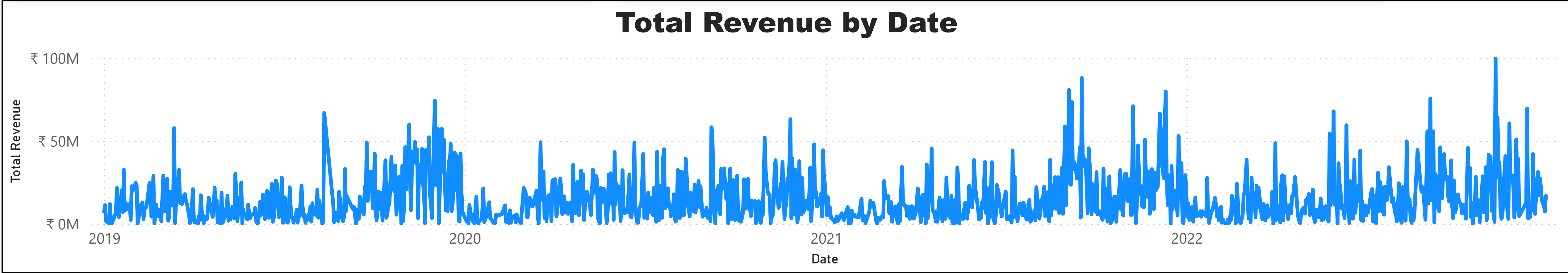
ROOT CAUSE ANALYSIS

SALES ANALYSIS AND TREND ANALYSIS

Year				
Select all	2019	2020	2021	2022

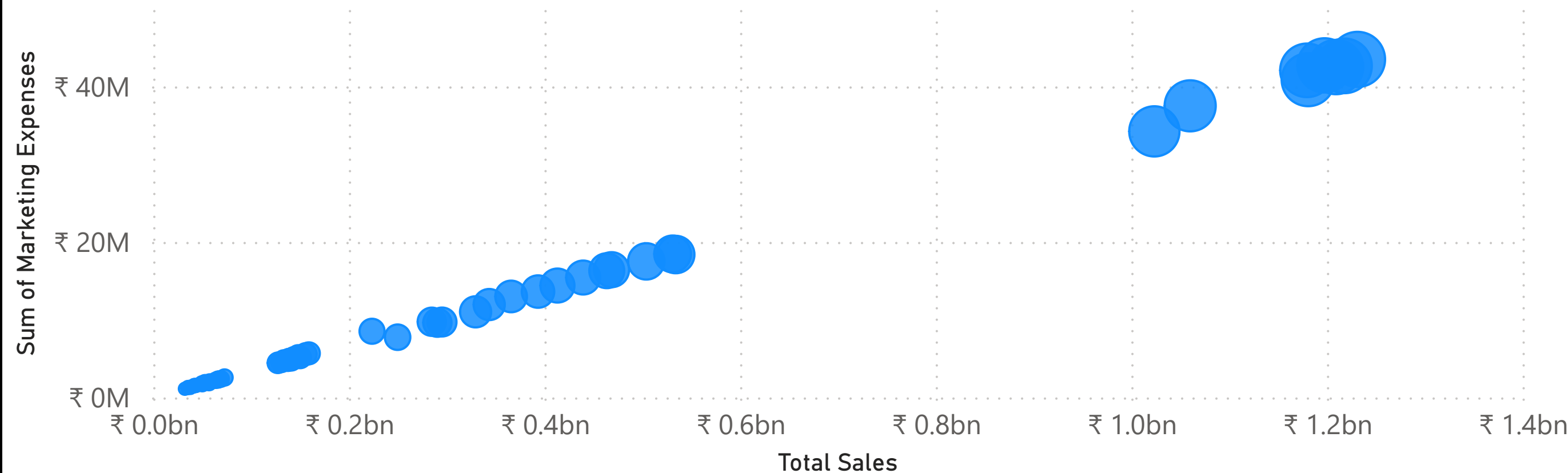
Category			
Automotive	Beauty & Health	Books	Clothing
Electronics	Home & Kitchen	Sports	Toys & Games

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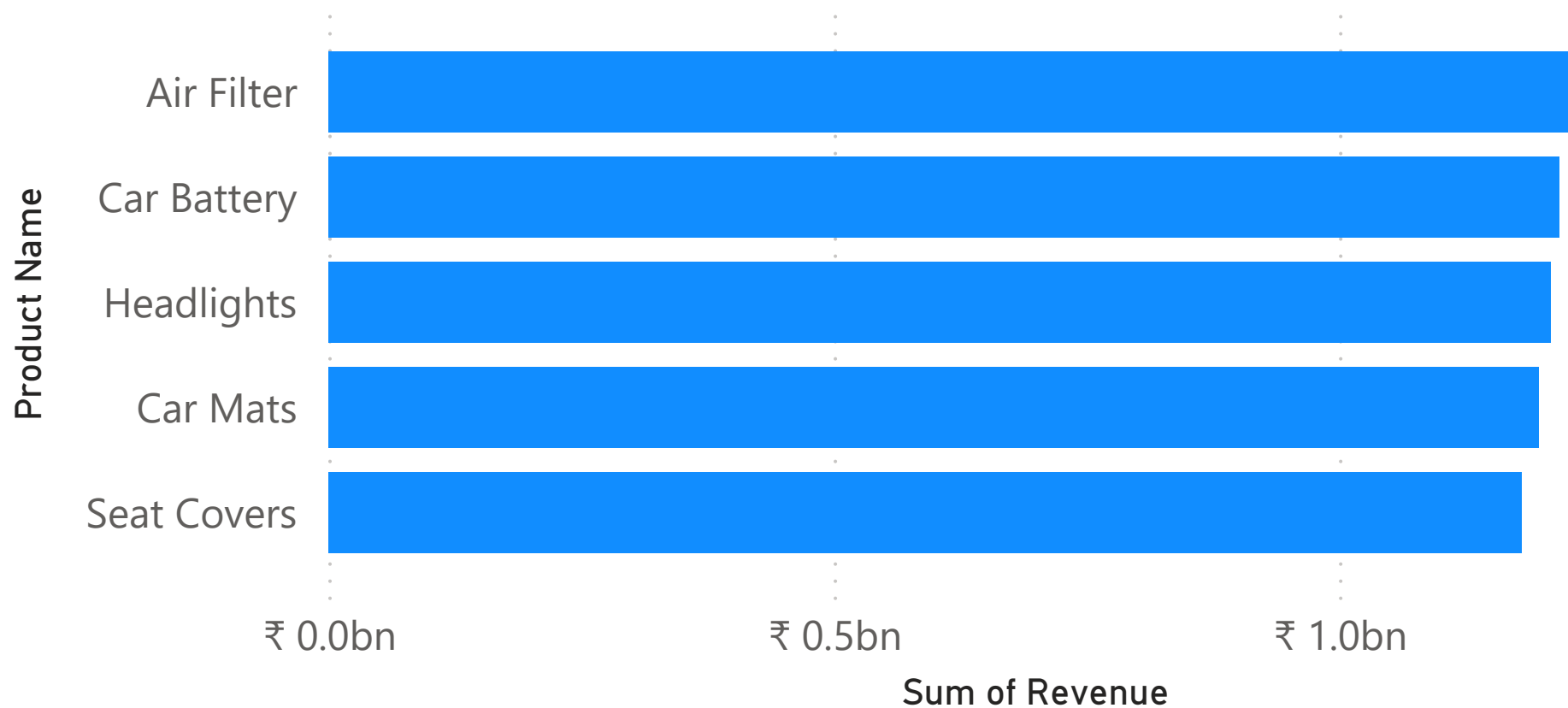


STATUS	Count of Order ID
Cancelled	204
Disputed	52
Issue Resolved	163
issue yet to resolve	28
Shipped	9553
Total	10000

Revenue vs Marketing Expenses



Top 5 Products



Cost Analysis and Cost Breakdown

Category	Total Sales	Total Profit	Total COGS	Total Marketing Expense
Automotive	₹ 9,300M	₹ 2,809M	₹ 6,492M	₹ 326M
Sports	₹ 3,748M	₹ 1,128M	₹ 2,620M	₹ 130M
Electronics	₹ 2,383M	₹ 719M	₹ 1,665M	₹ 81M
Home & Kitchen	₹ 1,151M	₹ 346M	₹ 806M	₹ 40M
Toys & Games	₹ 1,106M	₹ 332M	₹ 775M	₹ 39M
Beauty & Health	₹ 530M	₹ 160M	₹ 370M	₹ 18M
Clothing	₹ 379M	₹ 114M	₹ 265M	₹ 13M
Books	₹ 306M	₹ 91M	₹ 214M	₹ 11M
Total	₹ 18,903M	₹ 5,697M	₹ 13,206M	₹ 659M

Top 5 Products

Air Filter had the highest Total Sales (₹ 1,231,270,734.54) and Sum of Marketing Expenses (₹ 43,473,728.09).

At ₹ 1,231,270,734.54, Air Filter had the highest Sum of Revenue and was 4.27% higher than Seat Covers, which had the lowest Sum of Revenue at ₹ 1,180,809,214.46.

Air Filter accounted for 20.40% of Sum of Revenue.

Across all 5 Product Name, Sum of Revenue ranged from ₹ 1,180,809,214.46 to ₹ 1,231,270,734.54.

Year				
Select all	2019	2020	2021	2022

