

Objective

To enhance strategic decision-making by providing a detailed, data-driven analysis of sales performance across multiple dimensions for Madhav E-commerce.

Insights

1.Total Sales: 438K, Total Profit: 37K, Average Order Value: 121K, Total Quantity Sold: 5615. These metrics provide a snapshot of the company's overall health and performance.

2.Maharashtra and Madhya Pradesh are the top-performing states in terms of sales, providing a geographical focus for marketing and distribution efforts.

3.UPI is the most preferred payment mode (39.39%), followed by COD (18.82%) and Credit Card (15.65%). This suggests a strong preference for digital payment methods among customers.

4.Profits exhibit significant fluctuations throughout the year, indicating potential seasonality in sales. Key months show notable variations in profitability that should be investigated for underlying causes and leveraged for future planning.

5.Printers, Bookcases, Sarees, Accessories, and Tables are highlighted as key product sub-categories. Understanding the profitability of these sub-categories can guide inventory and marketing strategies to maximize returns.

Suggestion

Madhav Ecommerce should focus on leveraging seasonal trends, optimizing high-performing product categories and payment methods, targeting key geographic regions, and enhancing customer retention through personalized marketing and loyalty programs.