Amazon Sales Dashboard Insights Report

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Tools Used: Power BI, DAX, Python (matplotlib, numpy, pandas)

1. Introduction

This report presents insights derived from the Amazon Sales Dashboard, which was developed to analyze e-commerce performance for fashion products sold on Amazon India.

The dashboard covers order-level data from April to June 2022 and is designed for business analysts, category managers, and operations teams seeking to understand sales trends, fulfillment efficiency, and geographic distribution.

The goal is to surface actionable insights that support strategic decision-making across product, operations, and marketing functions.

2. Dashboard Overview

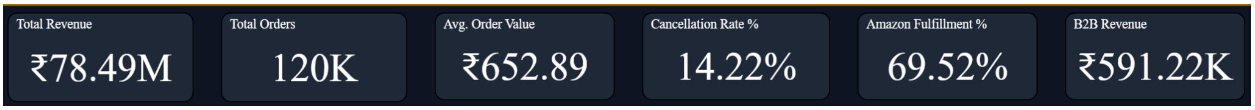
The Amazon Sales Dashboard is a comprehensive, interactive reporting solution built in Power BI. It integrates cleaned and feature-engineered sales data to deliver a multi-dimensional view of performance across time, product categories, fulfillment types, and regions.

Layout and Visuals:

- **KPI Panels:** Display core metrics such as Total Revenue, Total Orders, Average Order Value, and Fulfillment Rates.
- **Slicers:** Enable dynamic filtering by date, category, fulfillment type, order status, and geography.
- **Chart Types Included:**
  - Line charts for monthly trends
  - Bar charts for category and geographic comparisons
  - Donut charts for status and fulfillment breakdowns
  - Tree maps for top-performing styles and cities
  - Area charts for time-based revenue analysis
  - Scatter plots for state-level performance

Each page of the dashboard focuses on a specific theme - Overview, Sales, Products, Geography, Promotions, and B2B - allowing users to drill into detailed insights while maintaining a high-level view of performance.

3. KPI Panel



Visual: *The KPI panel displays six core performance indicators: Total Revenue, Total Orders, Average Order Value (AOV), Conversion Rate, Amazon Fulfillment %, and B2B Revenue. These metrics provide a snapshot of overall sales performance, customer behavior, and operational efficiency.*

Insights:

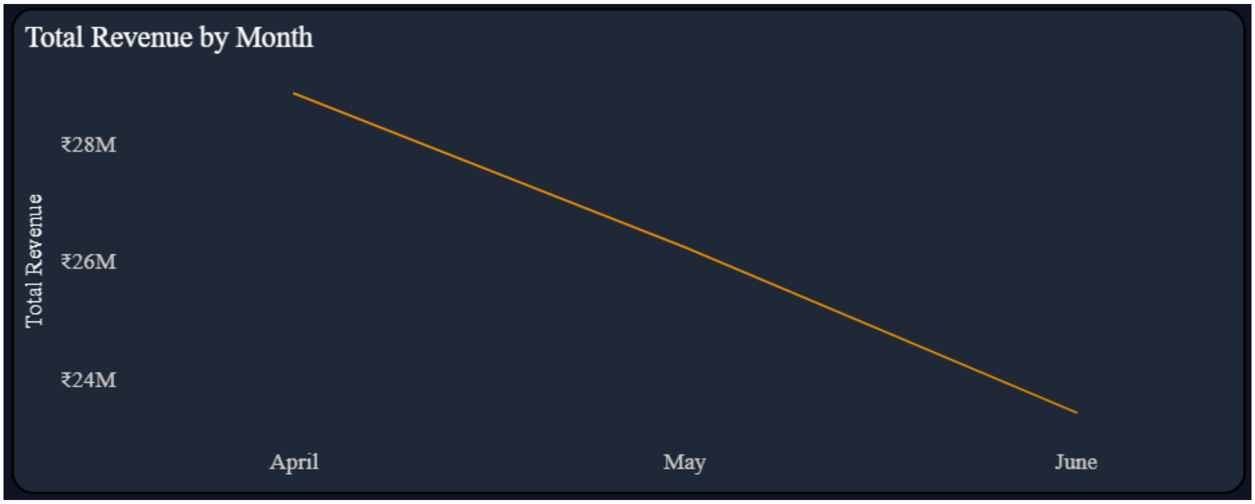
- **Total Revenue:** ₹78.49M generated during the April-June 2022 period
- **Total Orders:** 120,000 orders placed, indicating strong transaction volume
- **Average Order Value (AOV):** ₹652.89 per order, reflecting moderate basket size
- **Conversion Rate:** 14.22%, suggesting healthy customer engagement and purchase intent
- **Amazon Fulfillment %:** 69.52% of orders fulfilled by Amazon, showing reliance on Amazon logistics
- **B2B Revenue:** ₹391.22K, a small but notable contribution from business customers

Comment: The KPIs reflect a robust sales cycle with consistent order volume and a solid conversion rate.

Amazon's fulfillment dominance suggests operational reliability, while B2B sales present an opportunity for targeted growth.

4. Overview page

Total Revenue by Month



Visual: ***Line Chart***

This chart displays monthly revenue trends from April to June 2022, highlighting fluctuations in total sales over time.

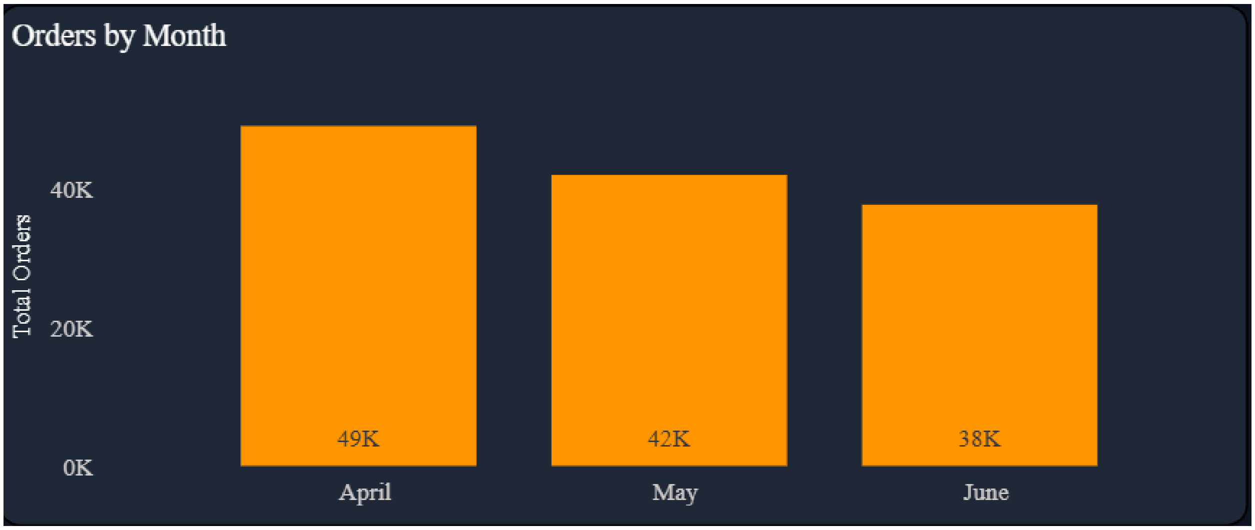
Insights:

- **April:** Revenue peaked at approximately ₹28M, marking the highest-performing month in the quarter.
- **May:** Revenue declined slightly to around ₹26M, indicating a moderate drop in sales momentum.
- **June:** Revenue fell further to ₹24M, showing a consistent downward trend across the quarter.
- **Overall Trend:** A 14% decrease in revenue from April to June suggests potential seasonal effects or reduced demand.

Comment: The declining revenue trend over the three months warrants further investigation into product performance, promotional activity, and external market factors.

Strategic adjustments may be needed to reverse the downward trajectory.

Order by Month



Visual: ***Bar Chart***

This chart illustrates the total number of orders placed in April, May, and June 2022, providing a clear view of monthly transaction volume.

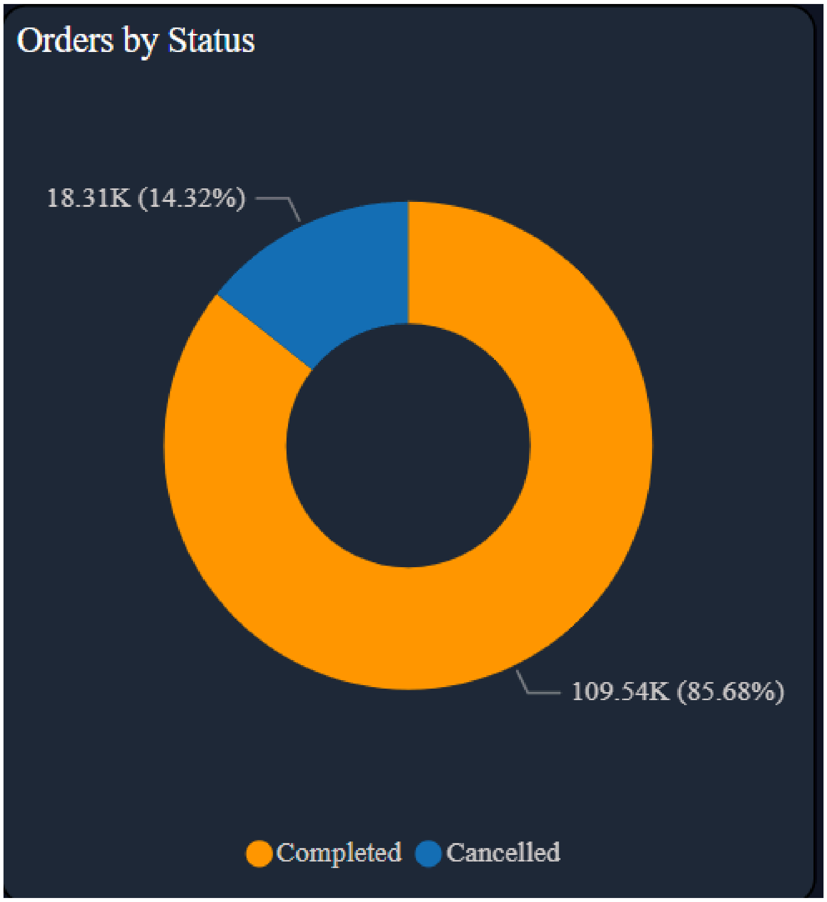
Insights:

- **April:** 49,000 orders, the highest volume in the quarter
- **May:** 42,000 orders, a 14% drop from April
- **June:** 38,000 orders, a further 10% decline from May
- **Overall Trend:** A consistent downward trajectory in order volume, totaling a 22% decrease from April to June

Comment: The declining order volume aligns with the revenue trend, suggesting reduced customer activity or seasonal slowdown.

This pattern may indicate the need for promotional boosts or inventory adjustments in later months.

Order by Status



Visual: ***Donut Chart***

This chart shows the distribution of completed versus cancelled orders during the April-June 2022 period.

Insights:

- **Completed Orders:** 109.54K, representing **85.68%** of total orders
- **Cancelled Orders:** 18.31K, accounting for **14.32%**
- **Order Reliability:** The high completion rate suggests strong operational performance and customer satisfaction

Comment: The cancellation rate is within acceptable limits, but still notable. Monitoring cancellation trends and identifying root causes can help further improve fulfillment and customer experience.

Monthly Orders by Size

Visual: ***Stacked Bar Chart***

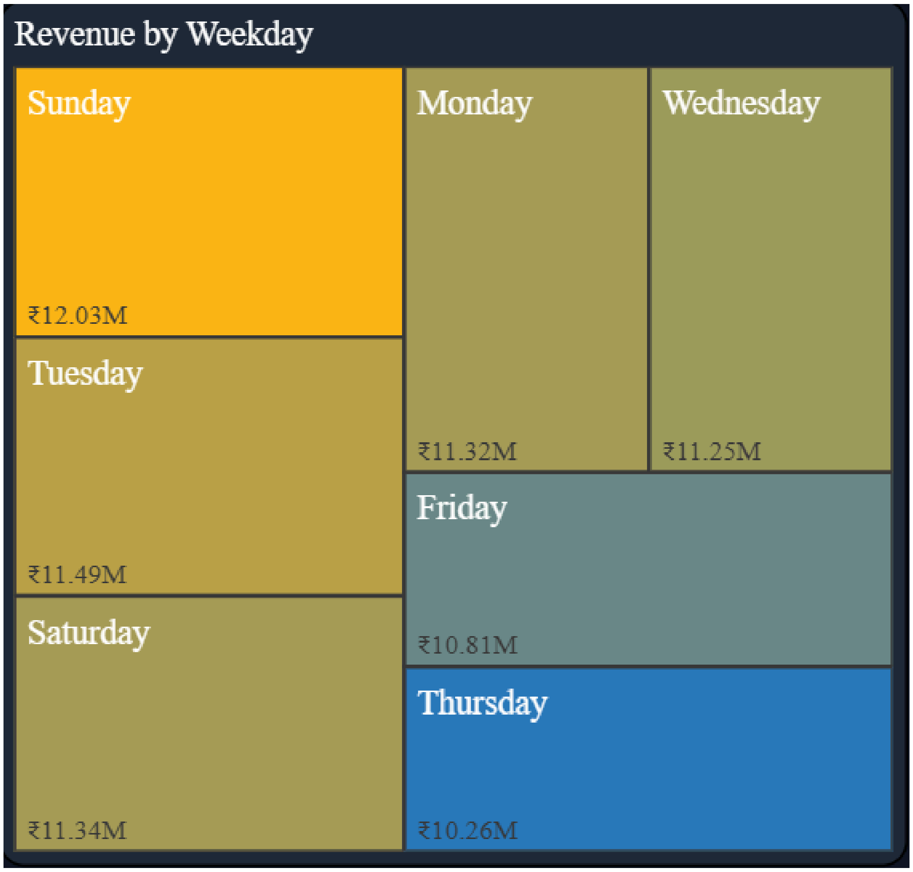
This chart breaks down order volume by product size (Small, Medium, Large, Extra Large) across April, May, and June 2022.

Insights:

- **Medium and Large sizes** consistently dominate order volume across all months.
  - April: Medium (17K), Large (15K)
  - May: Medium (14K), Large (13K)
  - June: Medium (13K), Large (12K)
- **Small-sized** orders declined from 11K in April to 8K in June.
- **Extra Large** orders remained stable at 5-6K per month.
- **Overall size distribution** remained consistent, with Medium and Large accounting for the majority of sales.

Comment: Medium and Large sizes are the most popular across the quarter, suggesting strong customer preference. Inventory planning should prioritize these segments to meet demand and avoid stockouts.

Revenue by Weekday



Visual: ***Tree Map***

This visualization compares total revenue across each day of the week, with block size proportional to revenue contribution.

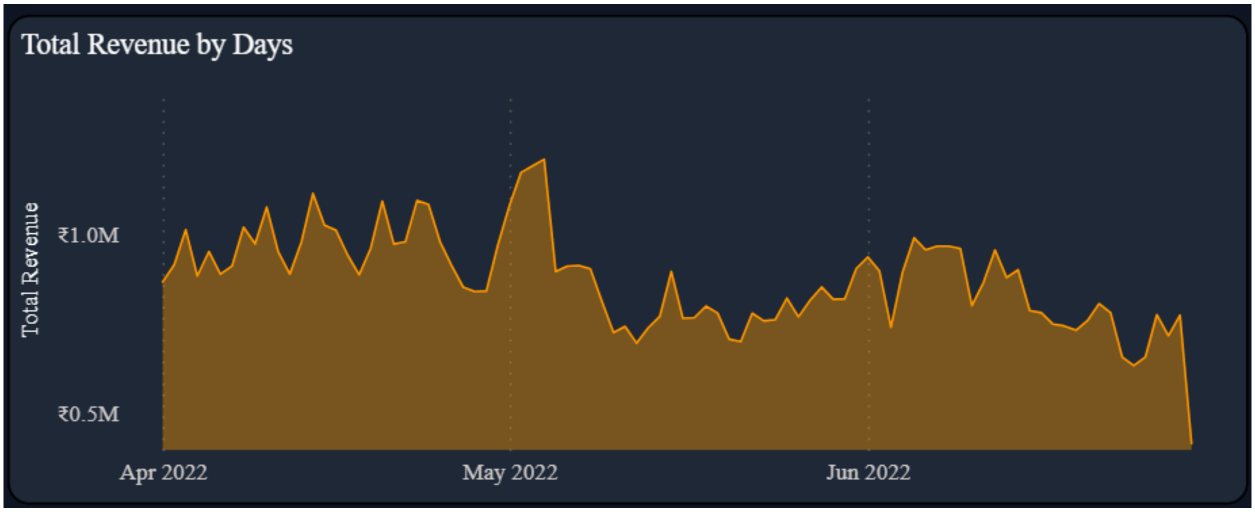
Insights:

- **Sunday:** ₹12.03M - highest revenue day of the week
- **Saturday:** ₹11.34M - second-highest, indicating strong weekend performance
- **Weekdays:** Revenue ranges from ₹10.26M (Thursday) to ₹11.49M (Tuesday)
- **Lowest Revenue Day:** Thursday, at ₹10.26M

Comment: Weekend days (Saturday and Sunday) outperform weekdays in revenue, suggesting higher consumer activity during leisure periods. This pattern supports targeted weekend campaigns and inventory alignment.

5. Sales page

Total Revenue by Days



Visual: ***Line Chart***

This chart tracks daily revenue fluctuations from April to June 2022, offering a granular view of performance trends over time.

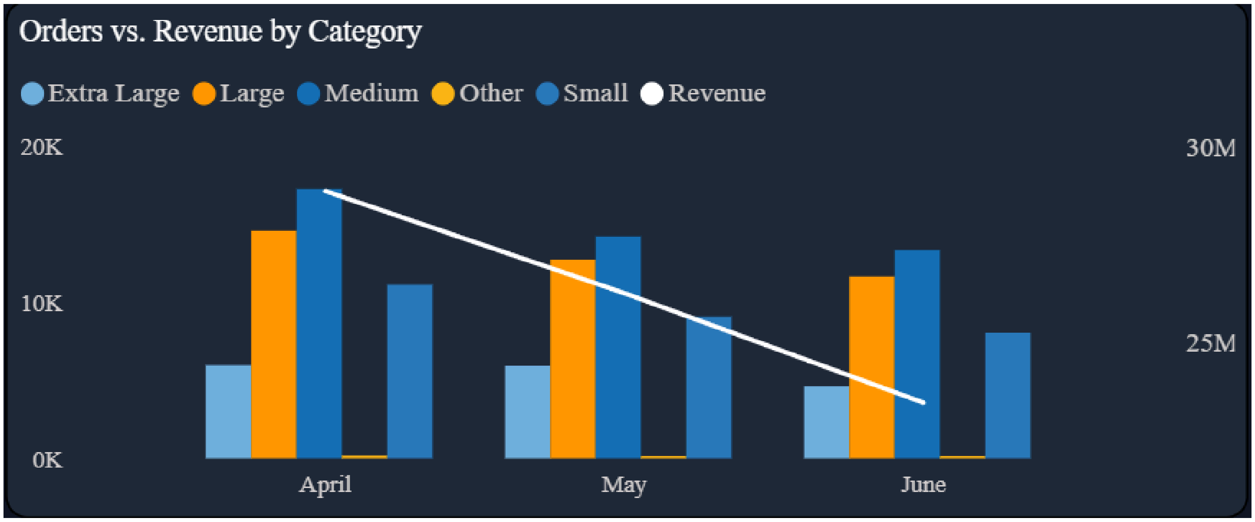
Insights:

- **May Peak:** A noticeable revenue spike occurred in May, indicating a high-performing day or campaign.
- **Post-Peak Decline:** Revenue dropped sharply after the peak and remained volatile through June.
- **Fluctuations:** Daily revenue shows irregular patterns, suggesting inconsistent buyer behavior or external influences.
- **Range:** Most daily values fall between ₹0.5M and ₹1.0M, with occasional surges above this range.

Comment: The volatility in daily revenue highlights the importance of monitoring campaign timing, external factors, and promotional effectiveness.

Identifying what drove the May peak could inform future sales strategies.

Orders vs. Revenue by Category



Visual: ***Line and Clustered Column Chart***

This chart compares order volume and revenue across product categories (Small, Medium, Large, Extra Large, Other) for April, May, and June 2022.

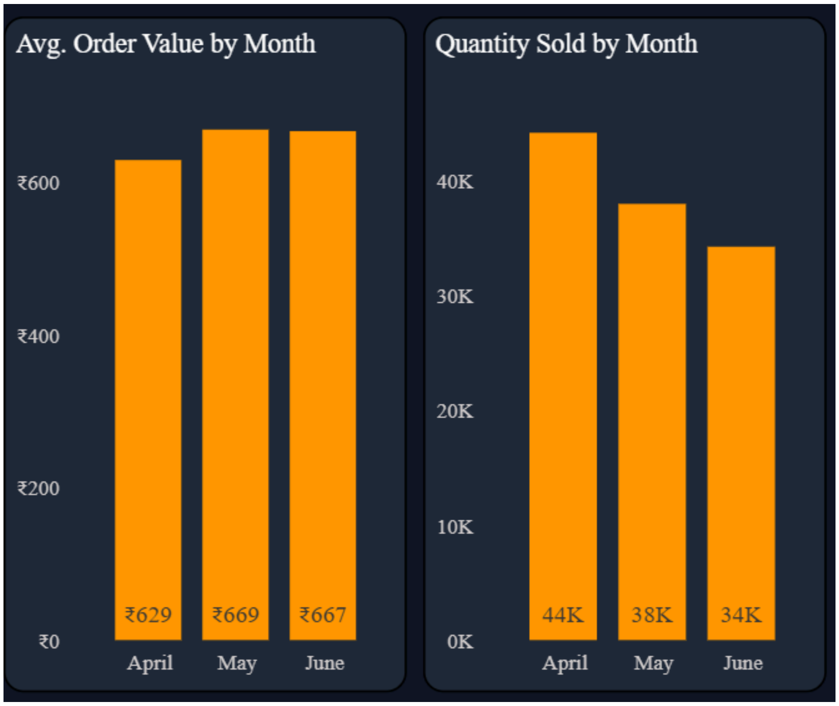
Insights:

- **Medium and Large categories** consistently lead in both orders and revenue across all months.
- **Extra Large** category shows high revenue despite lower order volume, suggesting higher unit prices.
- **Small and Other** categories show declining trends in both orders and revenue from April to June.
- **April:** All categories peaked in both metrics, aligning with the overall monthly performance trend.

Comment: Medium and Large categories are the core drivers of sales volume, while Extra Large contributes disproportionately to revenue.

This mix offers opportunities for pricing strategy and inventory prioritization.

Monthly Average Order Value and Quantity Sold



Visual: ***Dual Bar Charts***

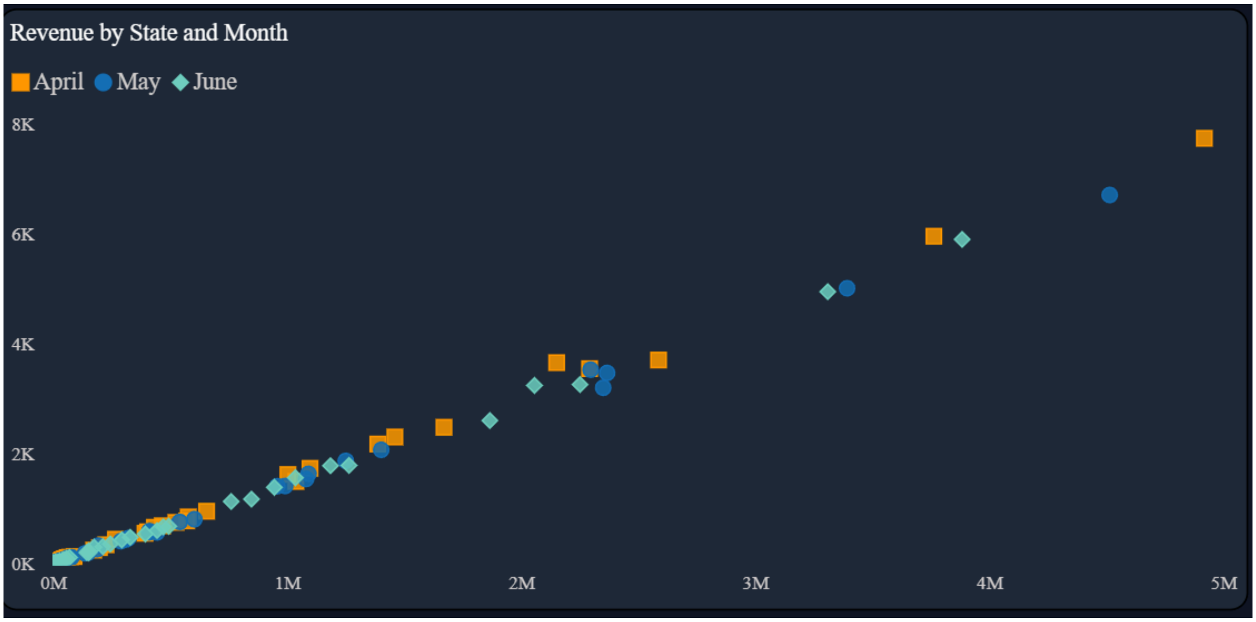
These updated visuals provide a more precise comparison of average order value and total quantity sold across April, May, and June 2022.

Insights:

- **Average Order Value (AOV):**
  - April: ₹629
  - May: ₹669
  - June: ₹667
  - AOV increased by ₹40 from April to May and remained stable in June, indicating improved customer spend per order.
- **Quantity Sold:**
  - April: 44K units
  - May: 38K units
  - June: 34K units
  - A 23% decline in quantity sold from April to June, reflecting reduced transaction volume.

Comment: The rise in AOV suggests customers spent more per order, even as overall demand declined. This could be driven by higher-value products or fewer but larger purchases, offering a potential margin advantage despite lower volume.

Revenue by State and Month



Visual: ***Scatter Plot***

This chart visualizes revenue distribution across different Indian states for April, May, and June 2022, using color-coded markers for each month.

Insights:

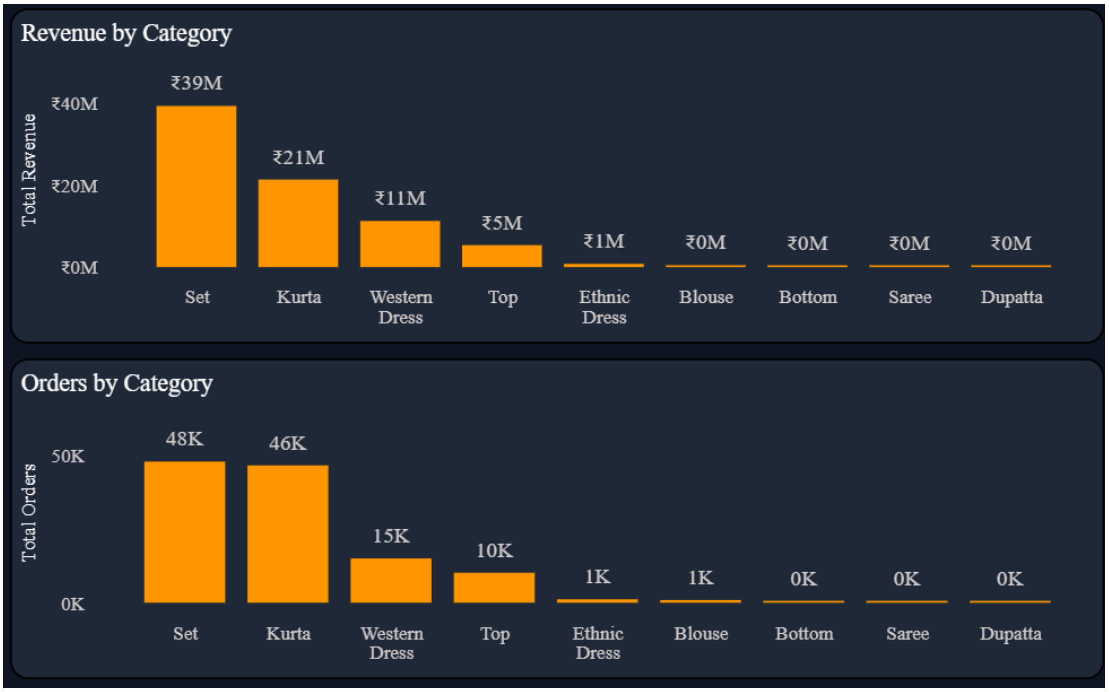
- **April (orange squares):** Shows the highest concentration of revenue across states, with several data points near the ₹5M mark.
- **May (blue diamonds):** Displays a broader spread, with fewer high-revenue states and more mid-range performers.
- **June (teal circles):** Reveals a noticeable drop in revenue across most states, with fewer data points above ₹3M.
- **Trend:** Revenue performance declined across states from April to June, consistent with overall sales trends.

Comment: Geographic revenue distribution confirms that the sales slowdown was widespread, not limited to specific regions.

April's strong performance across states could serve as a benchmark for future regional targeting and campaign planning.

6. Products page

Revenue and Orders by Category



Visual: ***Dual Bar Charts***

These visuals compare total revenue and order volume across fashion product categories during the April-June 2022 period.

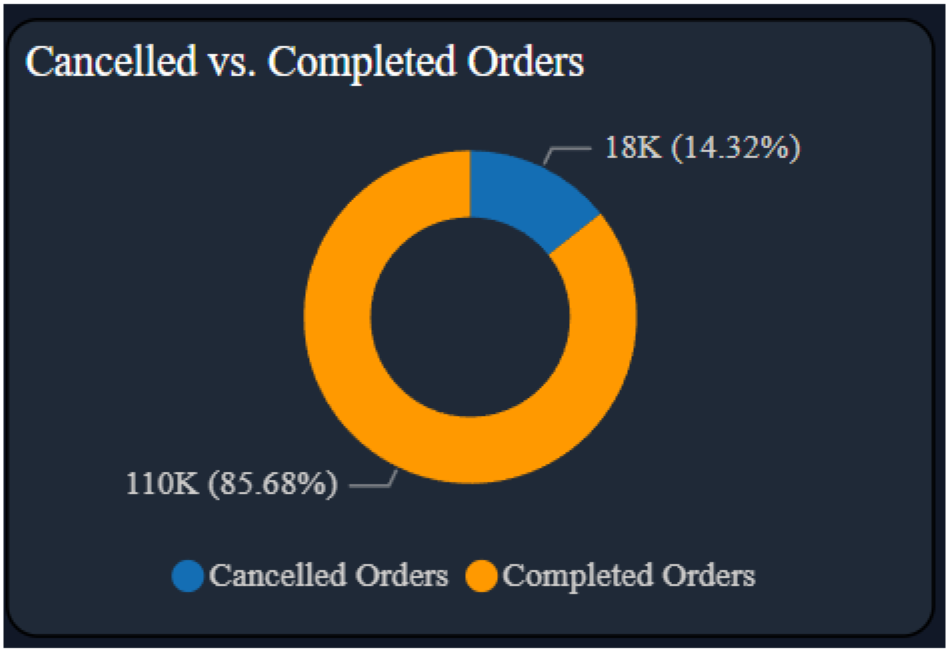
Insights:

- **Top Revenue Generator:** *Set* category leads with ₹39M, followed by *Kurta* (₹21M) and *Western Dress* (₹11M).
- **Order Volume Leaders:** *Set*, *Kurta*, and *Western Dress* also dominate in order count, with 50K, 48K, and 46K orders, respectively.
- **Low-Performing Categories:** *Blouse*, *Bottom*, *Saree*, and *Dupatta* show negligible revenue and order volume, indicating limited demand.
- **Revenue vs Orders Alignment:** High order volume correlates with high revenue, especially for *Set* and *Kurta*, confirming their commercial strength.

Comment: The *Set*, *Kurta*, and *Western Dress* categories are clear revenue and volume leaders. These should be prioritized in marketing, inventory, and product development strategies.

Low-performing categories may require reevaluation or repositioning.

Cancelled vs. Completed Orders



Visual: ***Donut Chart***

This chart illustrates the proportion of cancelled and completed orders during the April-June 2022 period.

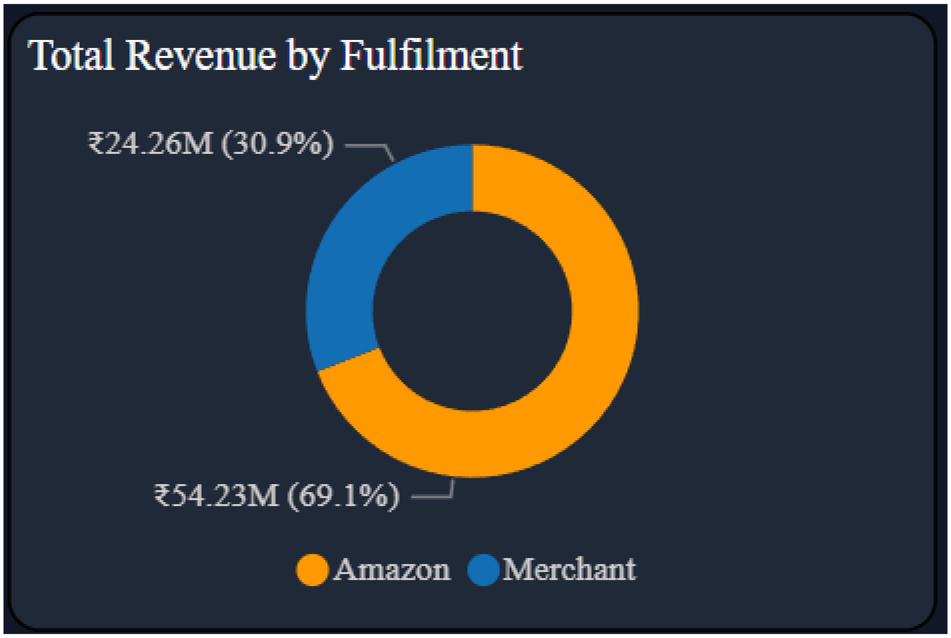
Insights:

- **Completed Orders:** 110K, accounting for **85.68%** of total orders
- **Cancelled Orders:** 18K, representing **14.32%**
- **Order Success Rate:** High completion rate reflects strong fulfillment and customer satisfaction

Comment: The cancellation rate is stable and within acceptable limits.

Continued monitoring and root cause analysis can help reduce cancellations further and maintain operational reliability.

Total Revenue by Fulfillment



Visual: ***Donut Chart***

This chart breaks down revenue by fulfillment method: Amazon vs. Merchant.

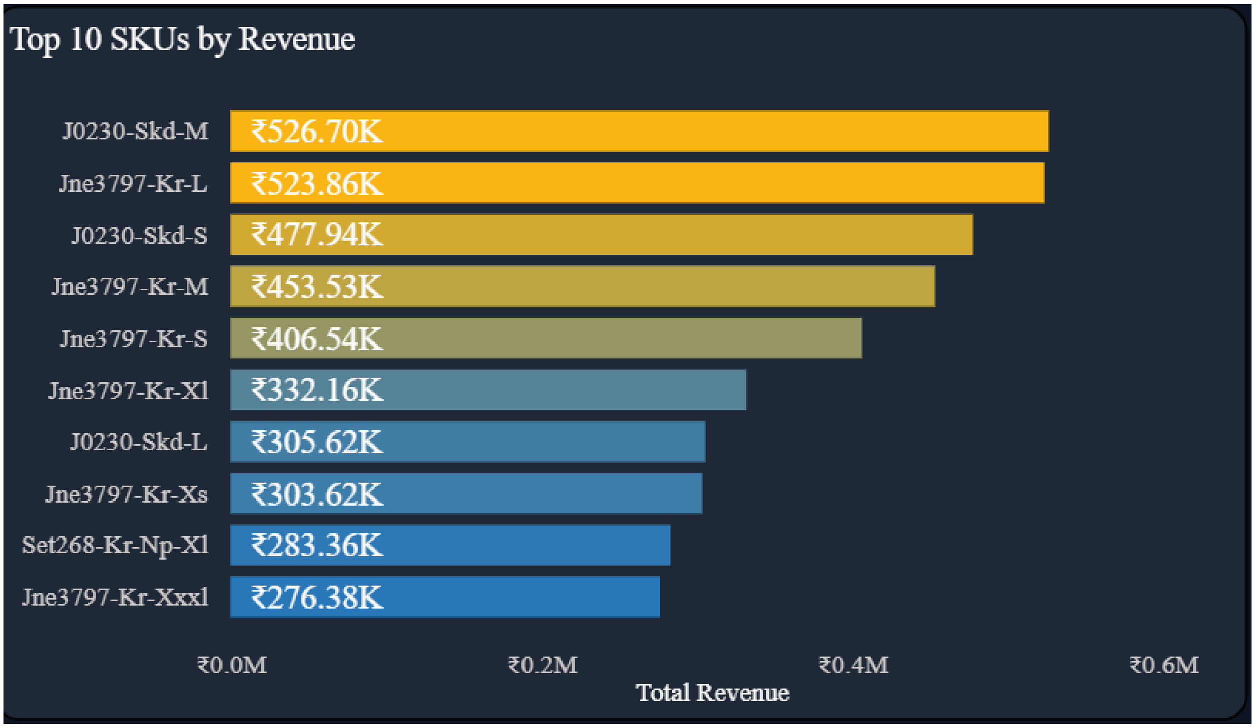
Insights:

- **Amazon Fulfilment:** ₹54.23M, contributing **69.1%** of total revenue
- **Merchant Fulfilment:** ₹24.26M, accounting for **30.9%**
- **Fulfillment Preference:** Amazon dominates, indicating customer trust and operational efficiency

Comment: The strong preference for Amazon Fulfillment suggests faster delivery, better service, or higher visibility.

Merchant Fulfilment still plays a meaningful role and could be optimized to improve its share.

Top 10 SKUs by Revenue



Visual: ***Horizontal Bar Chart***

This chart ranks the top-performing SKUs based on total revenue during the April-June 2022 period.

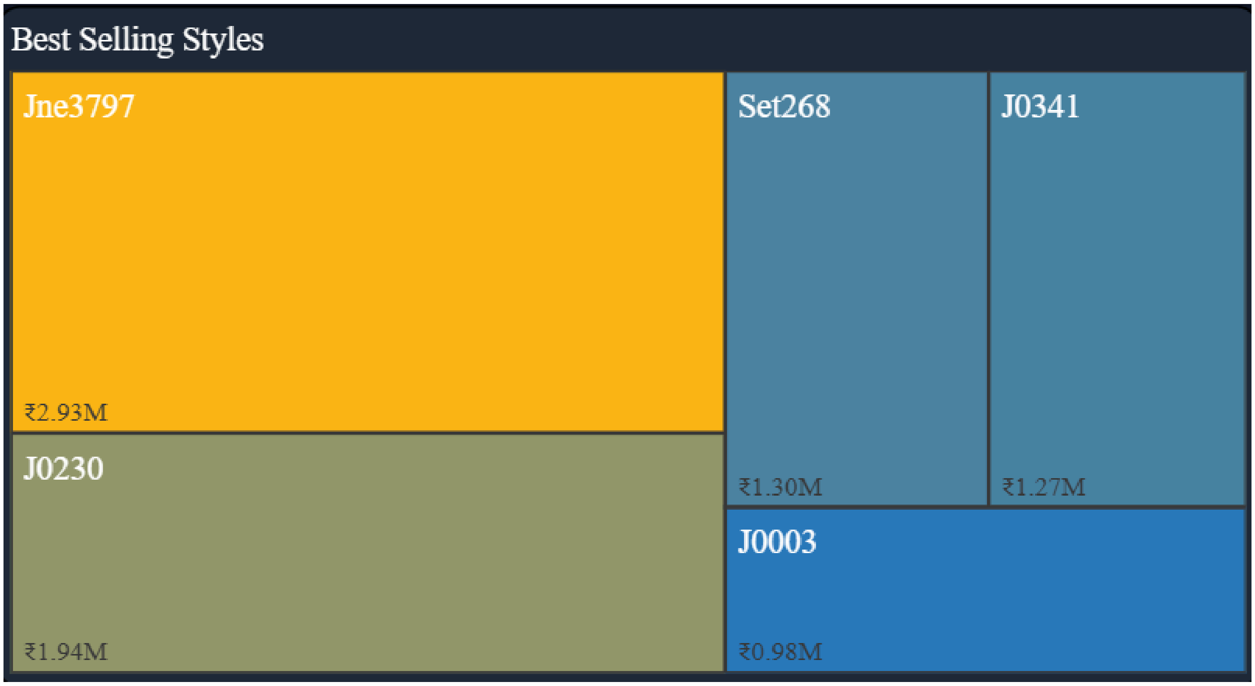
Insights:

- **Top SKU:** *J0230-Skd-M* leads with ₹526.70K in revenue, followed closely by *Jne3797-Kr-L* at ₹523.86K.
- **SKU Family Dominance:** The *Jne3797-Kr* series appears in 7 of the top 10 positions, indicating strong performance across multiple sizes.
- **Revenue Range:** All top SKUs generated between ₹276K and ₹527K, suggesting consistent high-value contributions.
- **Size Variants:** Multiple sizes of the same SKU perform well, highlighting the importance of offering full size ranges.

Comment: The dominance of the *Jne3797-Kr* series suggests strong product-market fit.

These SKUs should be prioritized in restocking, marketing, and forecasting efforts.

Best Selling Styles



Visual: ***Tree Map***

This visualization ranks product styles by total revenue, with block size indicating sales dominance.

Insights:

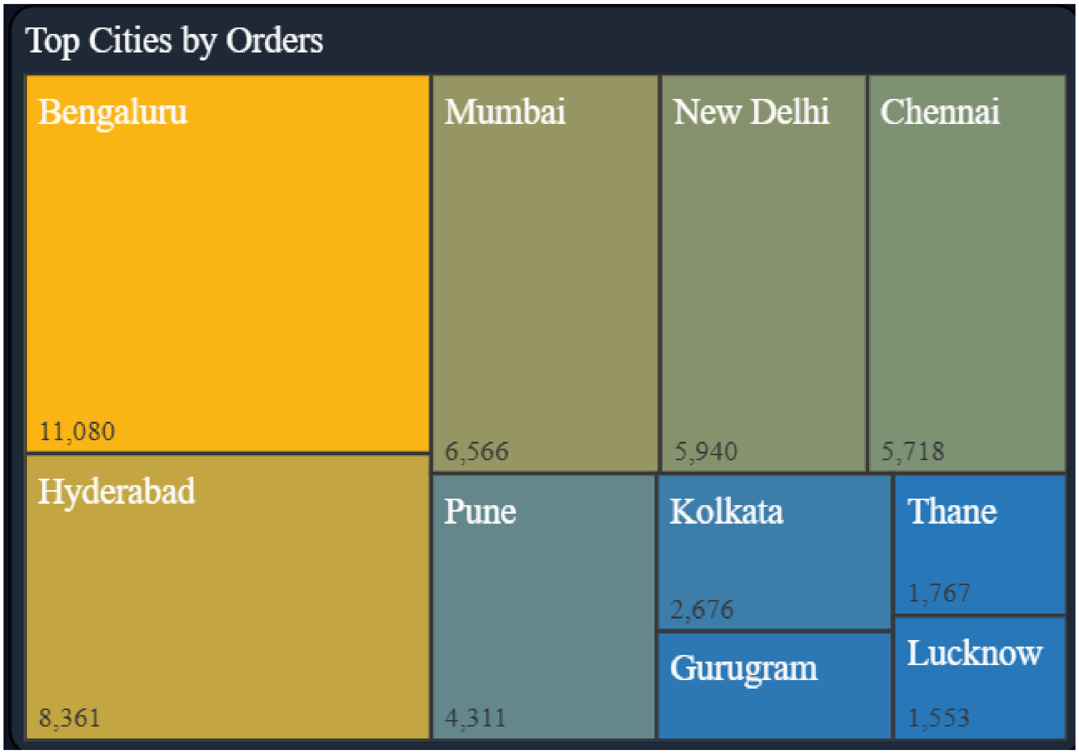
- **Top Style:** *Jne3797* leads with ₹2.39M in revenue, confirming its strong market appeal.
- **Runner-ups:** *JO230* (₹1.94M), *Set268* (₹1.30M), and *J0341* (₹1.27M) follow closely.
- **Style Distribution:** The top five styles contribute significantly to overall revenue, with *Jne3797* alone accounting for over 25% of the total shown.

Comment: The *Jne3797* style is a clear bestseller and should be prioritized in production, marketing, and inventory planning.

The consistent performance across multiple styles also suggests a well-balanced product portfolio.

7. Geography page

Top Cities by Orders



Visual: ***Tree Map***

This visualization ranks Indian cities by total order volume during the April-June 2022 period.

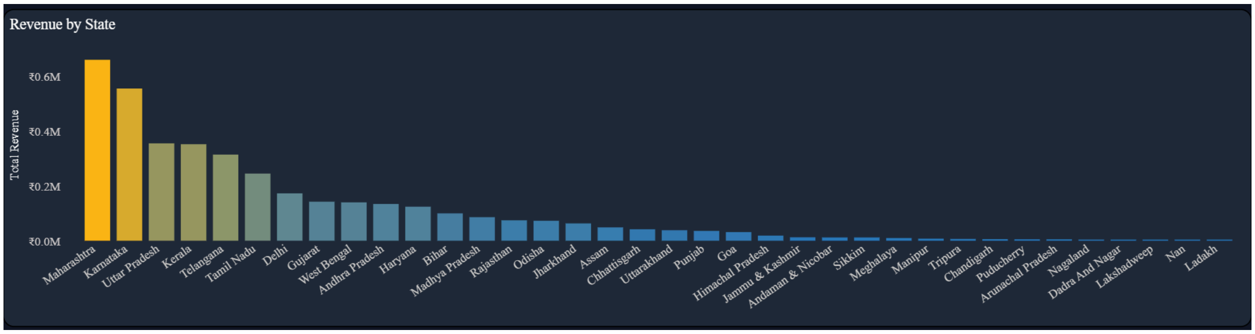
Insights:

- **Top City:** *Bengaluru* leads with 11,080 orders, followed by *Hyderabad* (8,361) and *Mumbai* (6,566).
- **Tier-1 Dominance:** Major metros like *New Delhi*, *Chennai*, and *Pune* also show strong performance.
- **Long Tail:** Cities like *Kolkata*, *Gurugram*, *Thane*, and *Lucknow* contribute smaller but notable volumes.
- **Distribution:** The top five cities account for over 60% of total orders, indicating concentrated demand.

Comment: Urban centers are driving the bulk of sales, suggesting that marketing and logistics efforts should prioritize these regions.

Emerging cities in the long tail may benefit from targeted growth strategies.

Revenue by State



Visual: ***Bar Chart***

This chart provides a detailed breakdown of revenue by Indian state for the April-June 2022 period.

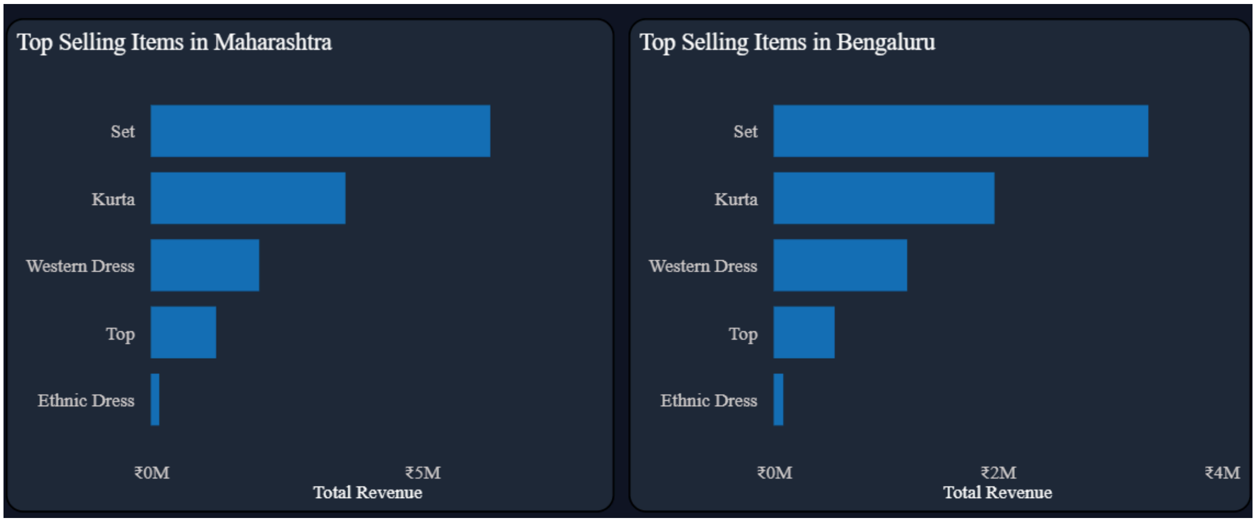
Insights:

- **Top Performers:**
    - *Maharashtra* leads with ₹0.6M in revenue.
    - *Karnataka*, *Uttar Pradesh*, and *Kerala* follow closely, forming a strong second tier.
- **Mid-Tier States:** *Telangana*, *Tamil Nadu*, *Delhi*, and *Gujarat* show moderate revenue levels.
- **Lower Revenue States:** *West Bengal*, *Andhra Pradesh*, *Haryana*, *Bihar*, *Madhya Pradesh*, and *Rajasthan* contribute smaller shares.
- **Distribution:** Revenue is concentrated in southern and western states, suggesting regional buying strength.

Comment: Maharashtra's dominance and the strong showing from Karnataka and Kerala highlight key regional markets.

These insights can guide regional targeting, fulfillment prioritization, and campaign localization.

Top Selling Items in Maharashtra (State) & Bengaluru (City)



Visual: ***Dual Bar Charts***

These visuals compare product category performance in one of India's top-performing states (Maharashtra) and a leading metro city (Bengaluru).

Insights:

- **Maharashtra:**
  - *Set* is the top-selling item, generating close to ₹5M in revenue.
  - *Kurta* follows with just under ₹4M.
  - *Western Dress* and *Top* contribute moderately.
  - *Ethnic Dress* shows minimal revenue.
- **Bengaluru:**
  - *Kurta* leads with ~₹4M in revenue.
  - *Set* ranks second, slightly below ₹3M.
  - *Western Dress* and *Top* mirror Maharashtra's mid-tier performance.
  - *Ethnic Dress* again shows low revenue.

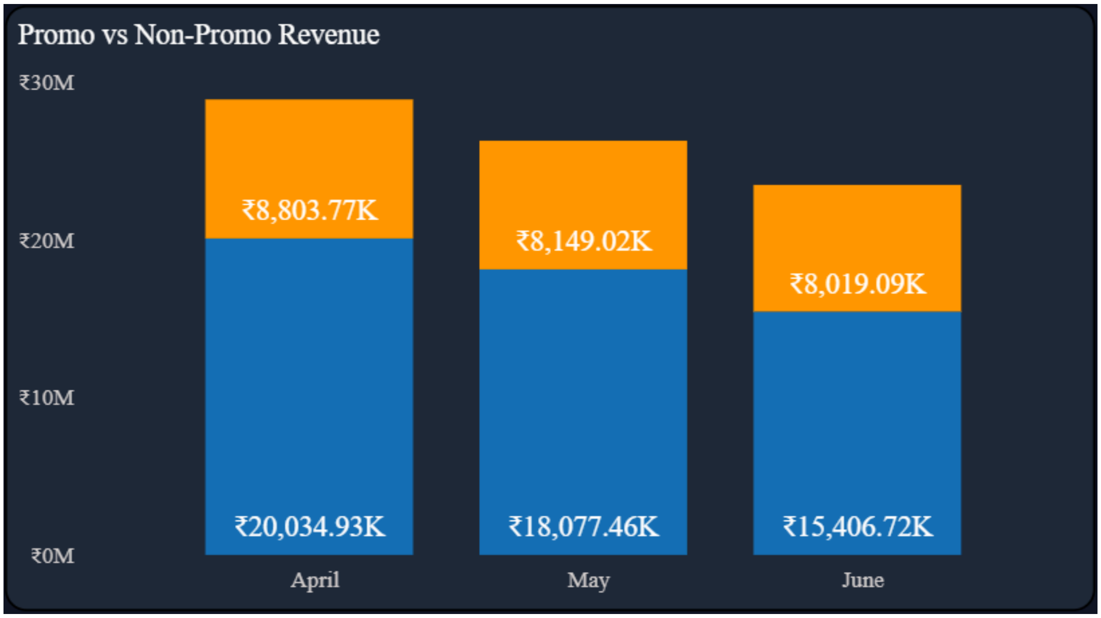
Comparison:

- *Set* dominates in Maharashtra, while *Kurta* is the top performer in Bengaluru.
- Both regions share similar mid-tier performers, but the leading category shifts based on local preferences.

Comment: These regional differences highlight the importance of tailoring inventory and marketing strategies to local demand. Maharashtra favors bundled offerings (*Set*), while Bengaluru leans toward individual garments like *Kurta*, suggesting distinct shopping behaviors.

8. Promotion page

Promo vs. Non-Promo Revenue



Visual: ***Bar Chart***

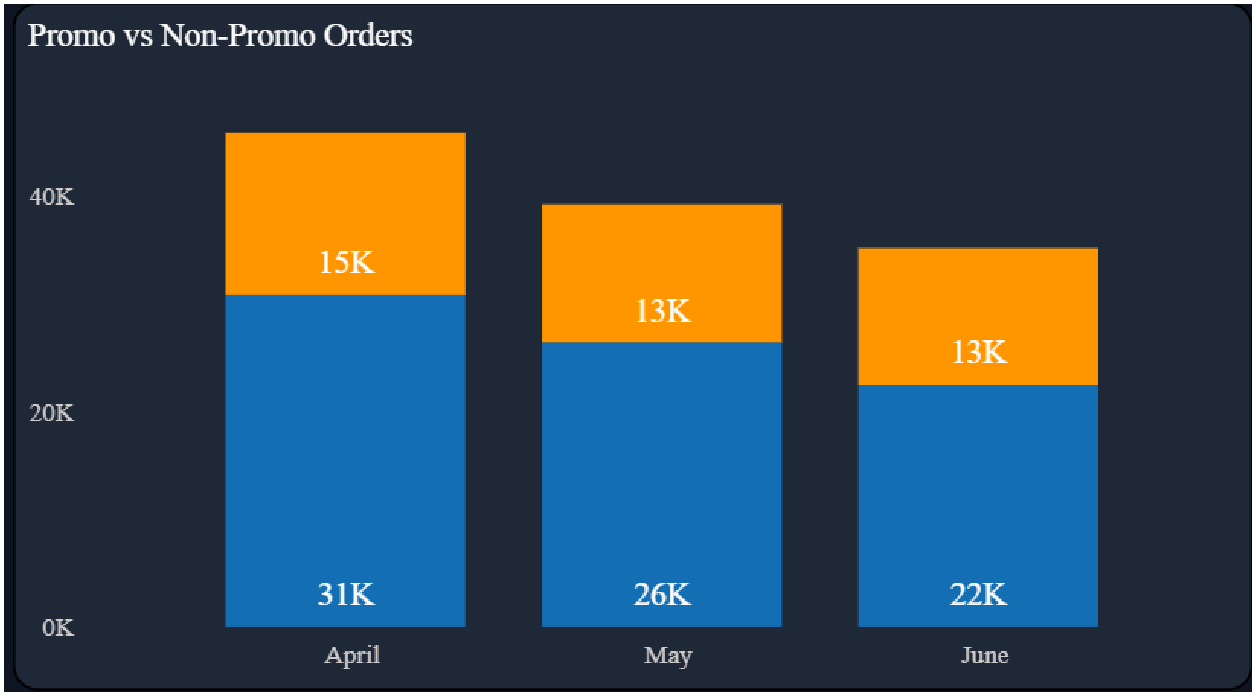
This chart compares monthly revenue from promotional and non-promotional sources, with stacked bars showing their respective contributions.

Insights:

- **April:**
  - Non-Promo Revenue: ₹20.03M
  - Promo Revenue: ₹8.80M
- **May:**
  - Non-Promo Revenue: ₹18.08M
  - Promo Revenue: ₹8.15M
- **June:**
  - Non-Promo Revenue: ₹15.41M
  - Promo Revenue: ₹8.02M
- **Trend:** Non-Promo revenue declined steadily, while Promo revenue remained relatively stable across all three months.

Comment: Promotional campaigns provided consistent support to overall revenue, especially as non-promotional sales declined. This suggests that promotions helped mitigate the impact of slowing organic demand and may be a strategic lever during downturns.

Promo vs. Non-Promo Orders



Visual: ***Bar Chart***

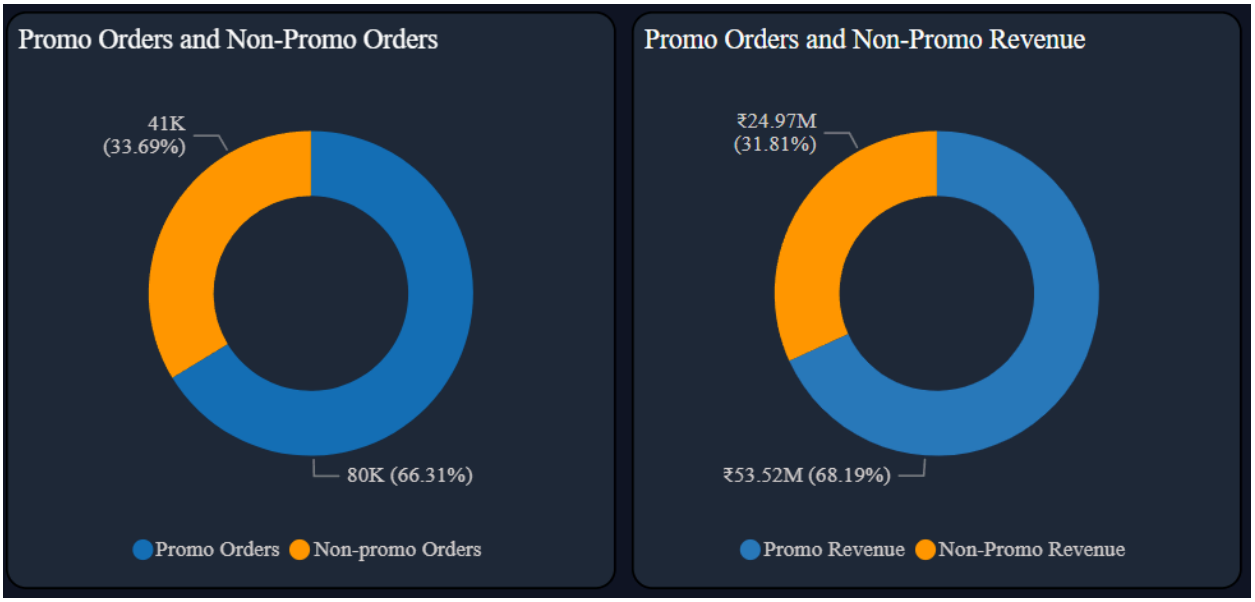
This chart compares monthly order volume from promotional and non-promotional sources using stacked bars.

Insights:

- **April:**
  - Non-Promo Orders: 31K
  - Promo Orders: 15K
- **May:**
  - Non-Promo Orders: 26K
  - Promo Orders: 13K
- **June:**
  - Non-Promo Orders: 22K
  - Promo Orders: 13K
- **Trend:** Non-Promo orders declined steadily, while Promo orders remained stable across all three months.

Comment: Promotional campaigns helped maintain order volume during a period of declining organic demand. This reinforces their role as a stabilizing force in customer acquisition and retention.

Promo vs. Non-Promo Orders&Revenue



Visual: ***Dual Donut Charts***

These visuals summarize the overall contribution of promotional and non-promotional activity across the April-June 2022 period.

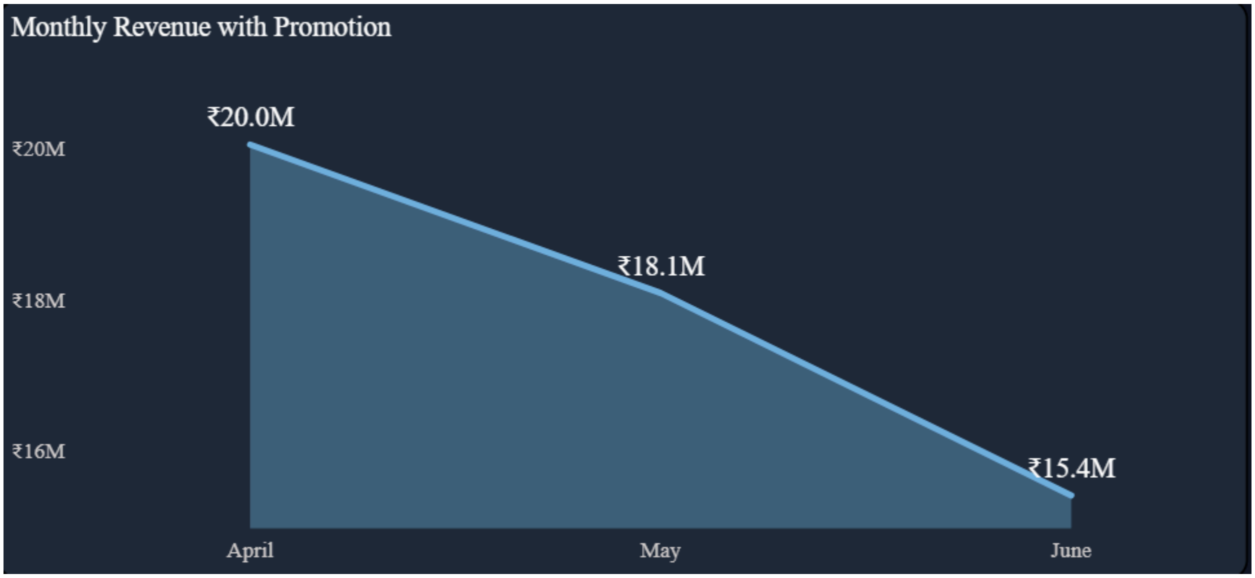
Insights:

- **Orders Breakdown:**
  - Promo Orders: 41K (**33.69%**)
  - Non-Promo Orders: 80K (**66.31%**)
- **Revenue Breakdown:**
  - Promo Revenue: ₹24.97M (**31.81%**)
  - Non-Promo Revenue: ₹53.52M (**68.19%**)

Comment: Promotional orders and revenue consistently account for roughly one-third of total performance.

This confirms their strategic importance in sustaining volume and revenue, especially during periods of organic slowdown.

Monthly Revenue with Promotion



Visual: ***Line Graph***

This chart tracks total monthly revenue over three months, with promotional activity included.

Insights:

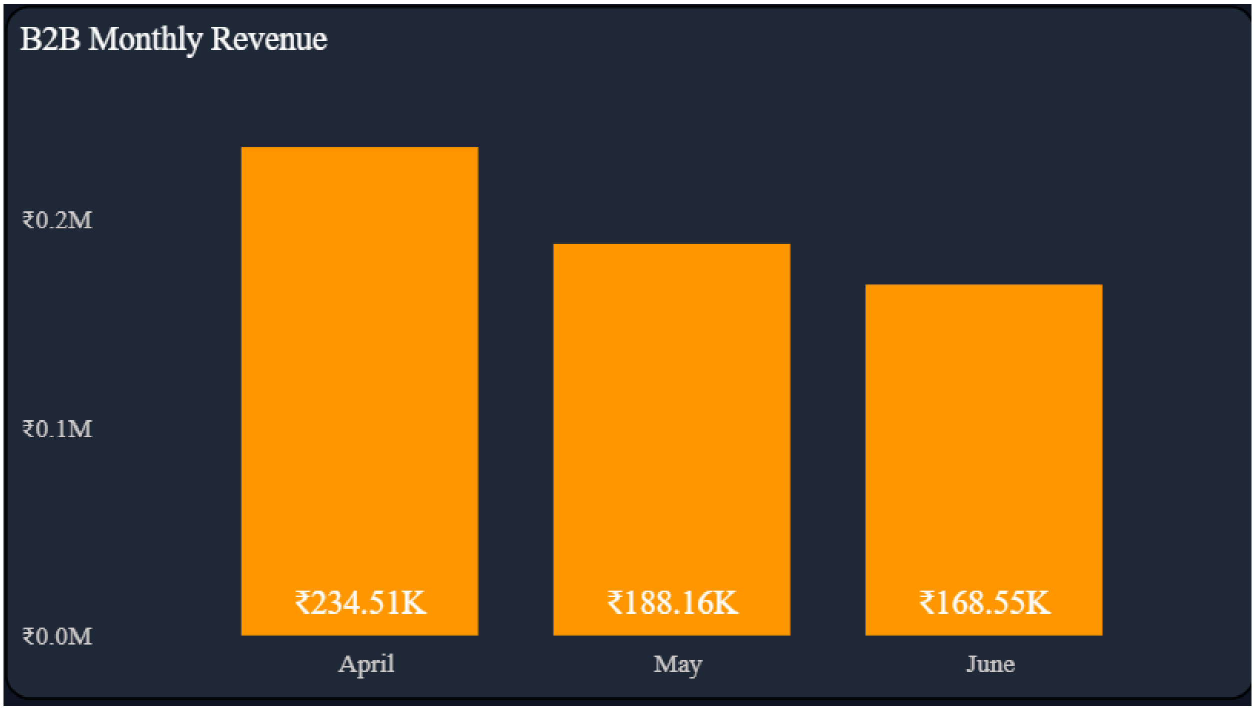
- **April:** ₹20.0M
- **May:** ₹18.1M
- **June:** ₹15.4M
- **Trend:** Revenue declined steadily month-over-month despite ongoing promotions.

Comment: The downward trend suggests that promotional efforts alone weren't sufficient to offset broader demand decline.

This may point to market saturation, seasonality, or reduced campaign effectiveness - worth exploring in future strategy reviews.

9. B2B page

B2B Monthly Revenue



Visual: ***Bar Chart***

This chart tracks business-to-business revenue performance over three months.

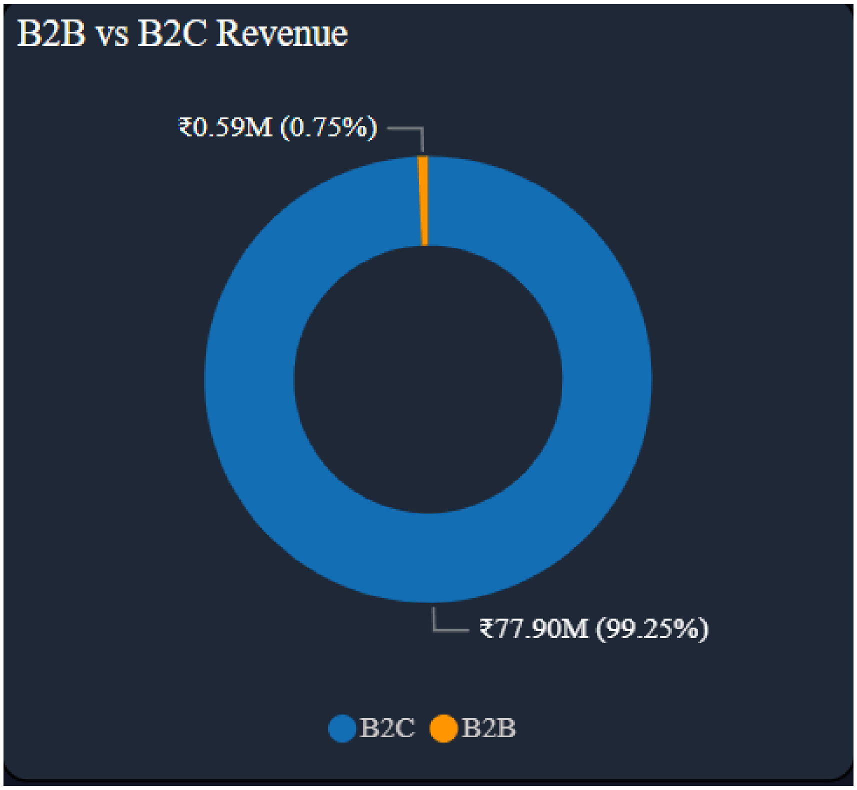
Insights:

- **April:** ₹234.51K
- **May:** ₹188.16K
- **June:** ₹168.55K
- **Trend:** Revenue declined steadily month-over-month, with a total drop of ~28% from April to June.

Comment: The downward trend may reflect seasonality, reduced B2B demand, or shifting focus toward B2C channels.

It's worth investigating client churn, order frequency, or pricing strategy to identify root causes.

B2B vs. B2C Revenue



Visual: ***Donut Chart***

This chart compares total revenue from Business-to-Business (B2B) and Business-to-Consumer (B2C) channels over the April-June 2022 period.

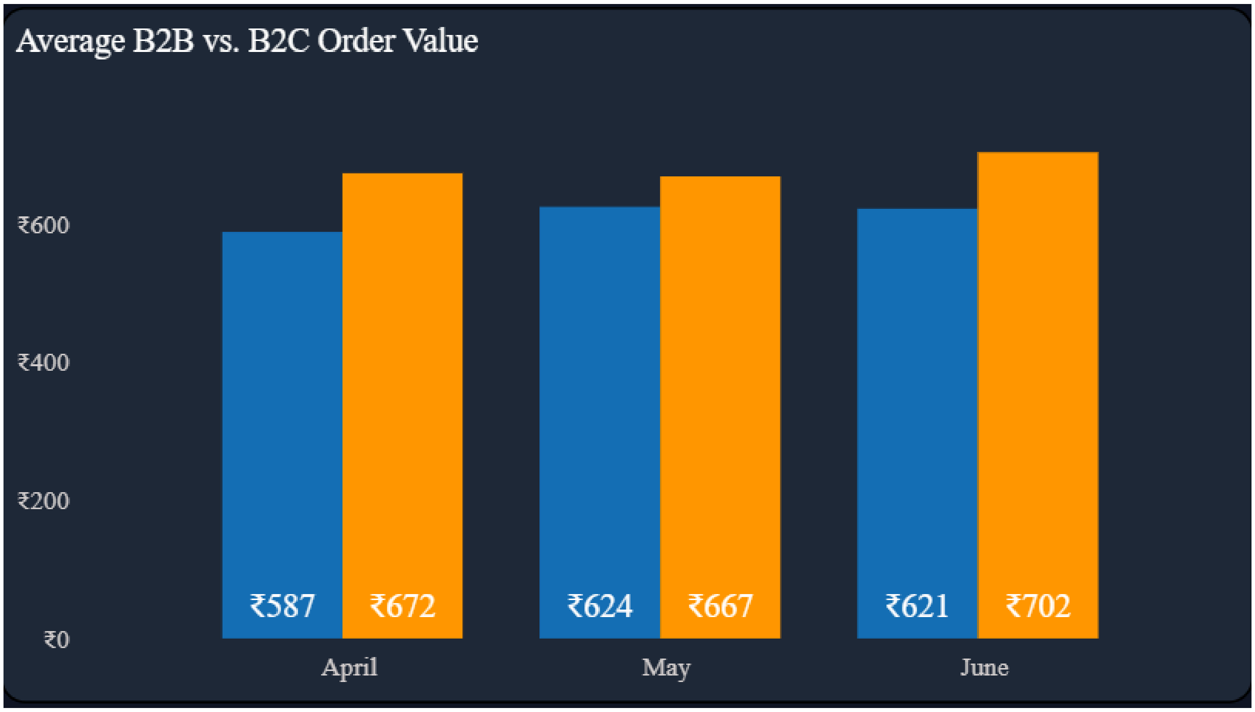
Insights:

- **B2C Revenue:** ₹77.90M (**99.25%**)
- **B2B Revenue:** ₹0.59M (**0.75%**)
- **Distribution:** B2C overwhelmingly dominates, contributing nearly all revenue.

Comment: The negligible share of B2B revenue suggests that the business model is heavily consumer-focused.

If B2B is a strategic priority, this gap highlights a major growth opportunity - otherwise, resources may be better concentrated on optimizing B2C performance.

Average Order Value: B2B vs B2C



Visual: ***Bar Chart***

This chart compares the average order value between Business-to-Business (B2B) and Business-to-Consumer (B2C) channels across three months.

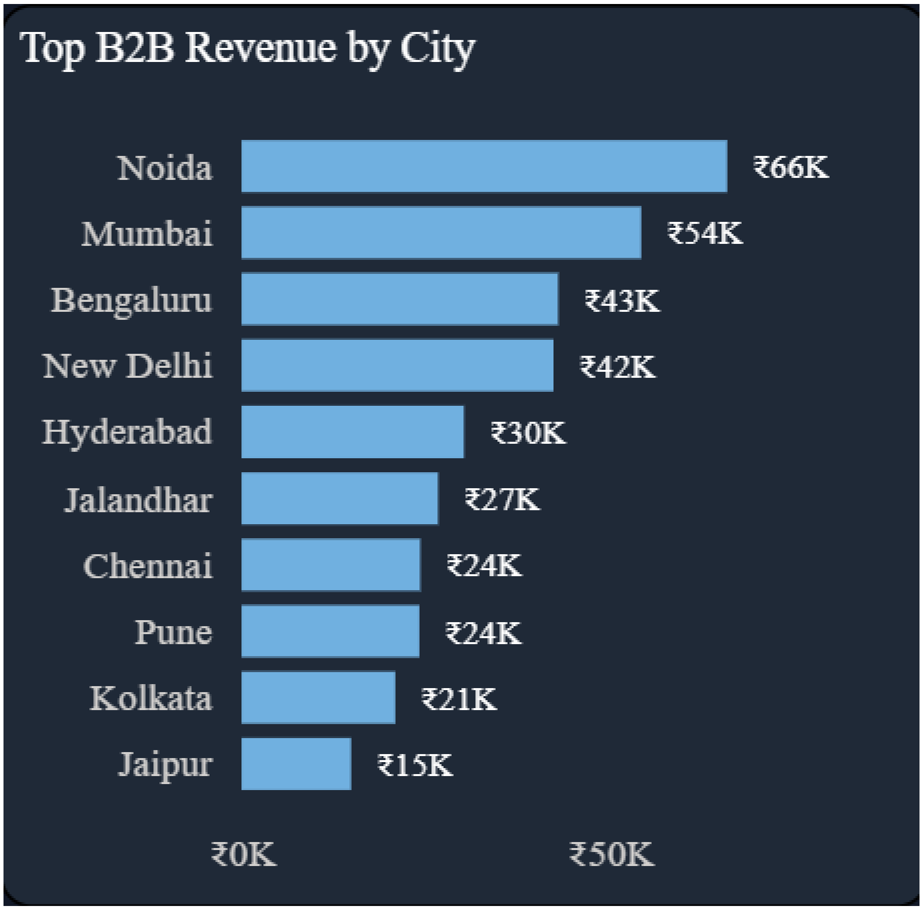
Insights:

- **April:**
  - B2B: ₹587
  - B2C: ₹672
- **May:**
  - B2B: ₹624
  - B2C: ₹667
- **June:**
  - B2B: ₹621
  - B2C: ₹702
- **Trend:** B2C order values consistently exceed B2B, with the gap widening slightly in June.

Comment: Despite B2B's higher unit volumes in some contexts, B2C customers tend to spend more per order.

This may reflect upselling, bundling, or premium product preferences in the consumer segment - valuable insights for pricing and merchandising strategies.

Top B2B Revenue by City (India)



Visual: ***Horizontal Bar Chart***

This chart ranks Indian cities by total B2B revenue during the April-June 2022 period.

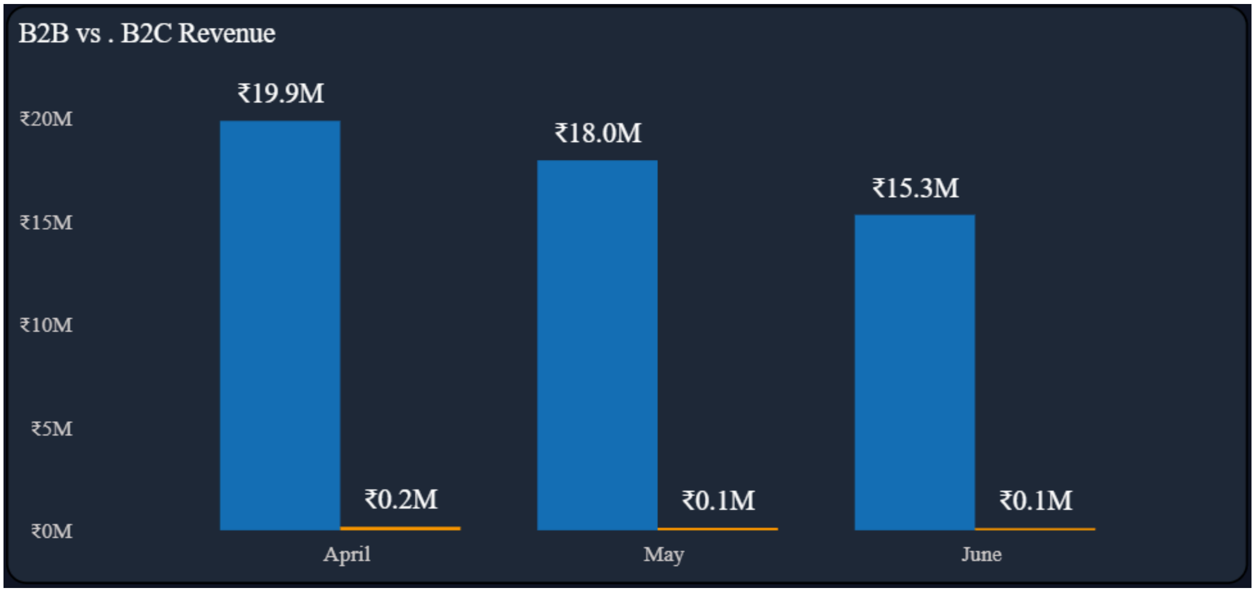
Insights:

- **Top Cities:**
    - *Noida* leads with ₹66K in B2B revenue.
    - *Mumbai* (₹54K), *Bengaluru* (₹43K), and *New Delhi* (₹42K) follow closely.
- **Mid-Tier Performers:** *Hyderabad*, *Jalandhar*, *Chennai*, and *Pune* contribute moderately.
- **Lower Revenue Cities:** *Kolkata* and *Jaipur* round out the list with smaller shares.
- **Distribution:** Revenue is concentrated in metro and Tier-1 cities, with Noida emerging as a standout B2B hub.

Comment: The B2B footprint is strongest in northern and western metros, suggesting strategic opportunities for expanding partnerships or enterprise sales in these regions.

Cities like Jalandhar and Jaipur may benefit from targeted outreach or channel development.

B2B vs B2C Revenue



Visual: ***Bar Chart***

This chart compares monthly revenue from Business-to-Business (B2B) and Business-to-Consumer (B2C) channels.

Insights:

- **April:**
  - B2B: ₹19.9M
  - B2C: ₹0.2M
- **May:**
  - B2B: ₹18.0M
  - B2C: ₹0.1M
- **June:**
  - B2B: ₹15.3M
  - B2C: ₹0.1M
- **Trend:** B2B revenue dominates across all months, though it shows a steady decline. B2C revenue remains minimal and flat.

Comment: Despite B2C's broader reach, B2B is the primary revenue driver. The consistent gap suggests that B2C is either underdeveloped or strategically deprioritized.

If growth is a goal, B2C may require investment in acquisition, retention, or product-market fit.

10. Conclusions

Overall Revenue Trend Declined Quarter-over-Quarter

Despite consistent promotional efforts, total revenue dropped from ₹28.8M in April to ₹23.4M in June. This suggests external factors (seasonality, demand softening, or campaign fatigue) may be impacting performance.

Promotions Played a Stabilizing Role

Promo revenue and orders remained relatively stable across months, contributing ~32% of total revenue and ~34% of total orders. Promotions helped cushion the decline in organic (non-promo) performance.

B2C Dominates Volume, B2B Drives Value

B2C accounted for 99.25% of total revenue, yet B2B orders had higher average order values (₹587-₹624 vs. ₹667-₹702). B2B revenue declined steadily, indicating potential churn or reduced order frequency.

Regional Performance Is Concentrated

Top-performing states (Maharashtra, Karnataka, Uttar Pradesh) and cities (Bengaluru, Hyderabad, Mumbai) contributed the bulk of revenue and orders. B2B revenue was strongest in Noida, Mumbai, and Bengaluru.

Style and SKU Performance Is Skewed Toward Specific Families

The *Jne3797* style dominated both SKU-level and style-level revenue charts, with strong performance across sizes. This indicates high product-market fit and consistent consumer demand.

Category Preferences Vary by Region

Maharashtra favored *Set* products, while Bengaluru leaned toward *Kurtas*. This highlights the importance of tailoring inventory and campaigns to local preferences.

11. Recommendations

Double Down on High-Performing Styles and SKUs

Prioritize restocking and promoting the *Jne3797* series and top SKUs like *J0230-Skd-M* and *Jne3797-Kr-L*. Consider bundling or upselling strategies around these items.

Localize Inventory and Marketing by Region

Use regional insights to tailor product mix and messaging. For example:

- Emphasize *Sets* in Maharashtra
- Focus on *Kurtas* in Bengaluru
- Expand B2B outreach in Noida and Mumbai

Reassess Promotional Strategy

While promotions stabilized performance, they didn't reverse the revenue decline. Consider:

- Testing new offer formats (e.g., tiered discounts, loyalty rewards)
- Aligning promotions with product lifecycle and seasonality
- Evaluating promo ROI by channel and category

Investigate B2B Decline

Explore reasons behind the drop in B2B revenue:

- Are key accounts inactive?
- Has order frequency or basket size changed?
- Is pricing or fulfillment impacting retention?

Optimize B2C Growth Potential

Given its dominance in volume, B2C could benefit from:

- Improved personalization and targeting
- Enhanced UX and checkout flow
- Category expansion based on regional preferences

Final note

This analysis offers a comprehensive view of performance across styles, regions, channels, and promotional strategies during the April-June 2022 period.

While overall revenue trended downward, the data reveals stabilizing factors - notably consistent promotional impact, strong regional pockets, and standout product lines.

The insights and recommendations outlined here are designed to guide strategic decisions that balance short-term optimization with long-term growth.

Whether refining promotional tactics, deepening regional engagement, or expanding high-performing SKUs, the path forward is rooted in data-backed clarity.

Continued monitoring, agile experimentation, and localized execution will be key to unlocking new opportunities and sustaining momentum.