# Business Insights Presentation

## Introduction

Thank you for giving us the opportunity to analyze your business data.

Our objective was not only to look at numbers but to find patterns that can directly improve sales, customer experience, and long-term profitability.

We focused on **ten key areas** covering product demand, cancellations, customer loyalty, revenue drivers, payment preferences, demographics, and seasonal trends.

Here's what the data reveals and how you can leverage these insights for growth.

# 1  Top 5 Most Selling Products

- **Insight**: Wardrobe (70), Vegetables (69), Sofa (66), Dining Table (65), Fruits (60) are best-sellers.

- **Fact**: These 5 items contribute a major share of total quantity sold.

- **Idea**: Bundle offers (e.g., Dining Table + Chairs, Fruits + Groceries) can push average order value up.

- **Action**: Prioritize stocking and run targeted promotions around these products.

Top 5 Most Selling Products by Quantity
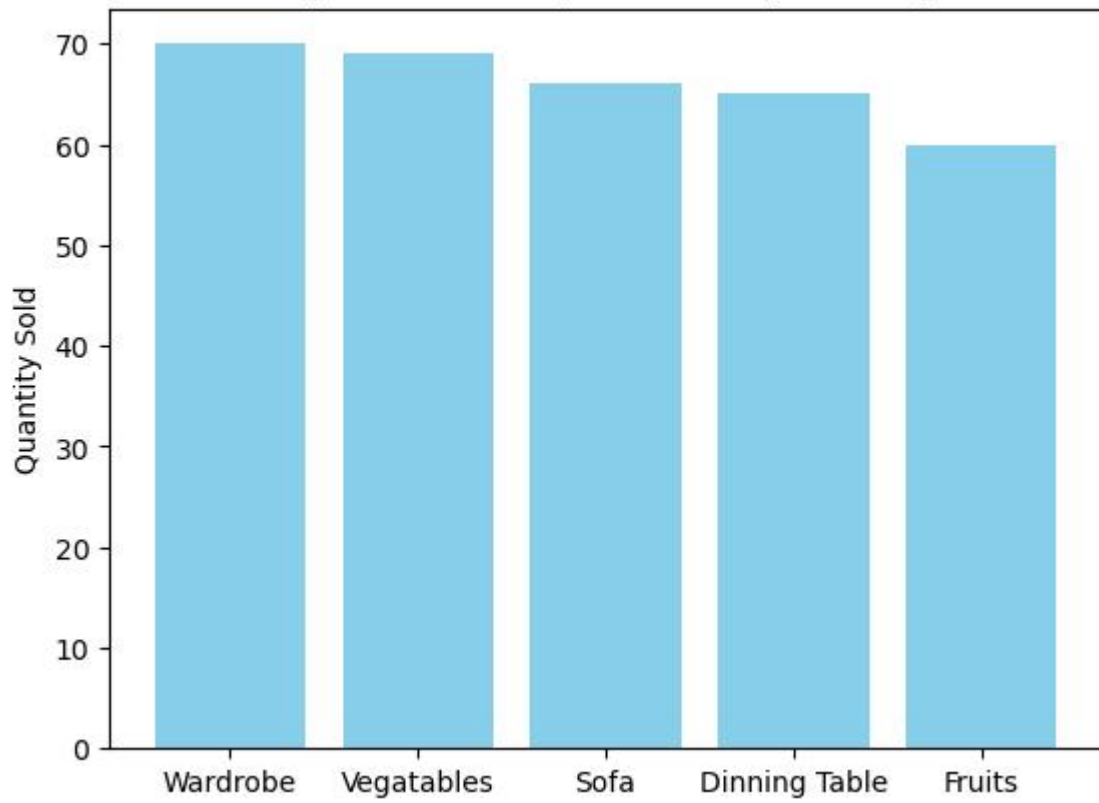
## 2  Most Frequently Cancelled Products

- **Insight**: Comics (24), Sweaters (23), Vegetables (21), Chairs (21), T-shirts (20) have the highest cancellations.

- **Fact**: These account for nearly 25–30% of lost sales.

- **Idea**: Likely due to product quality, delivery, or mismatch issues.

- **Action**: Improve product descriptions, add quality checks, and optimize delivery expectations.



Top 5 Most Frequently Cancelled Products
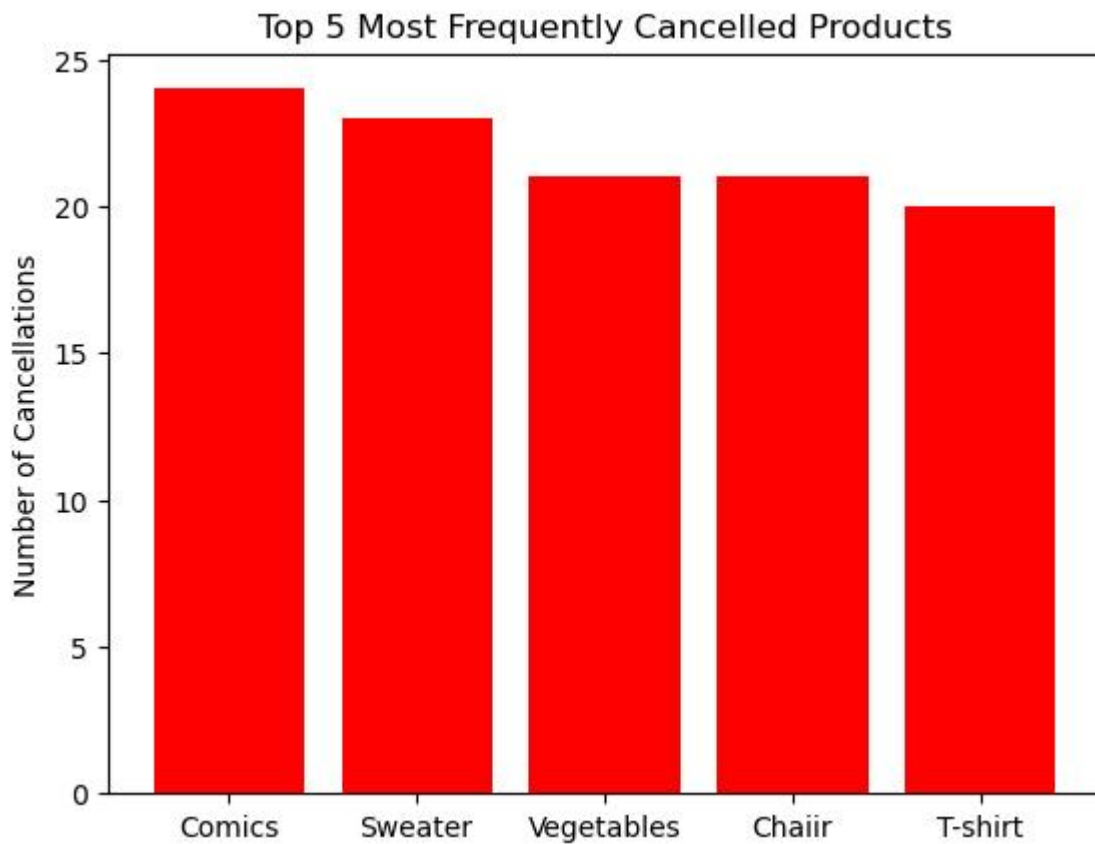
# 3  Peak Purchase Time of Day

- **Insight**: Evening (514) is peak, followed by Morning (512), Night (496), Afternoon (474).

- **Fact**: Evening alone contributes ~30% of daily transactions.

- **Idea**: Flash sales or limited-time evening offers can capture peak demand.

- **Action**: Strengthen staffing and logistics during peak hours.

Peak Purchase Time of Day
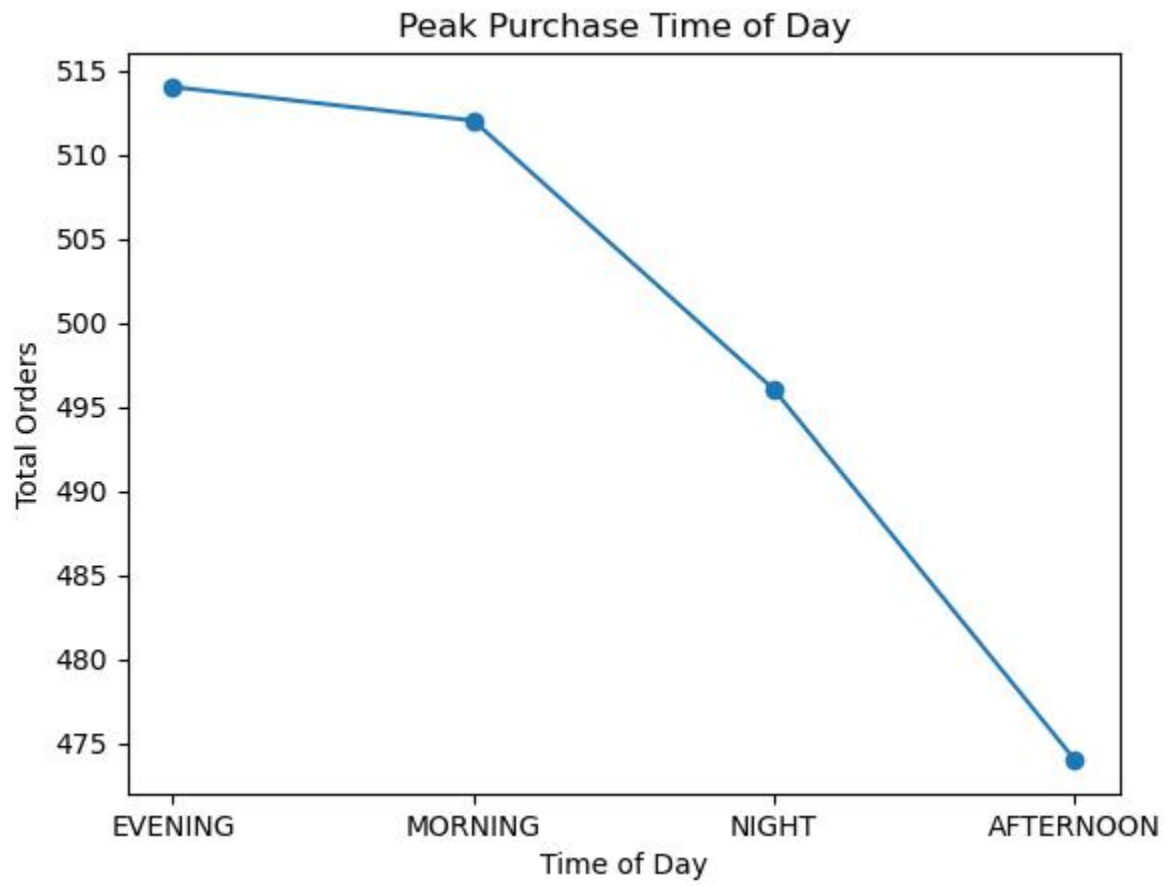
# 4  Top 5 Spending Customers

- **Insight:** Top customers spent over ₹21 lakhs, with the highest at ₹5.07 lakhs.

- **Fact:** A small group contributes disproportionately to revenue.

- **Idea:** Retention of top 5% is more valuable than acquisition.

- **Action:** Launch VIP loyalty programs with exclusive perks.

Top 5 Highest Spending Customers (₹)
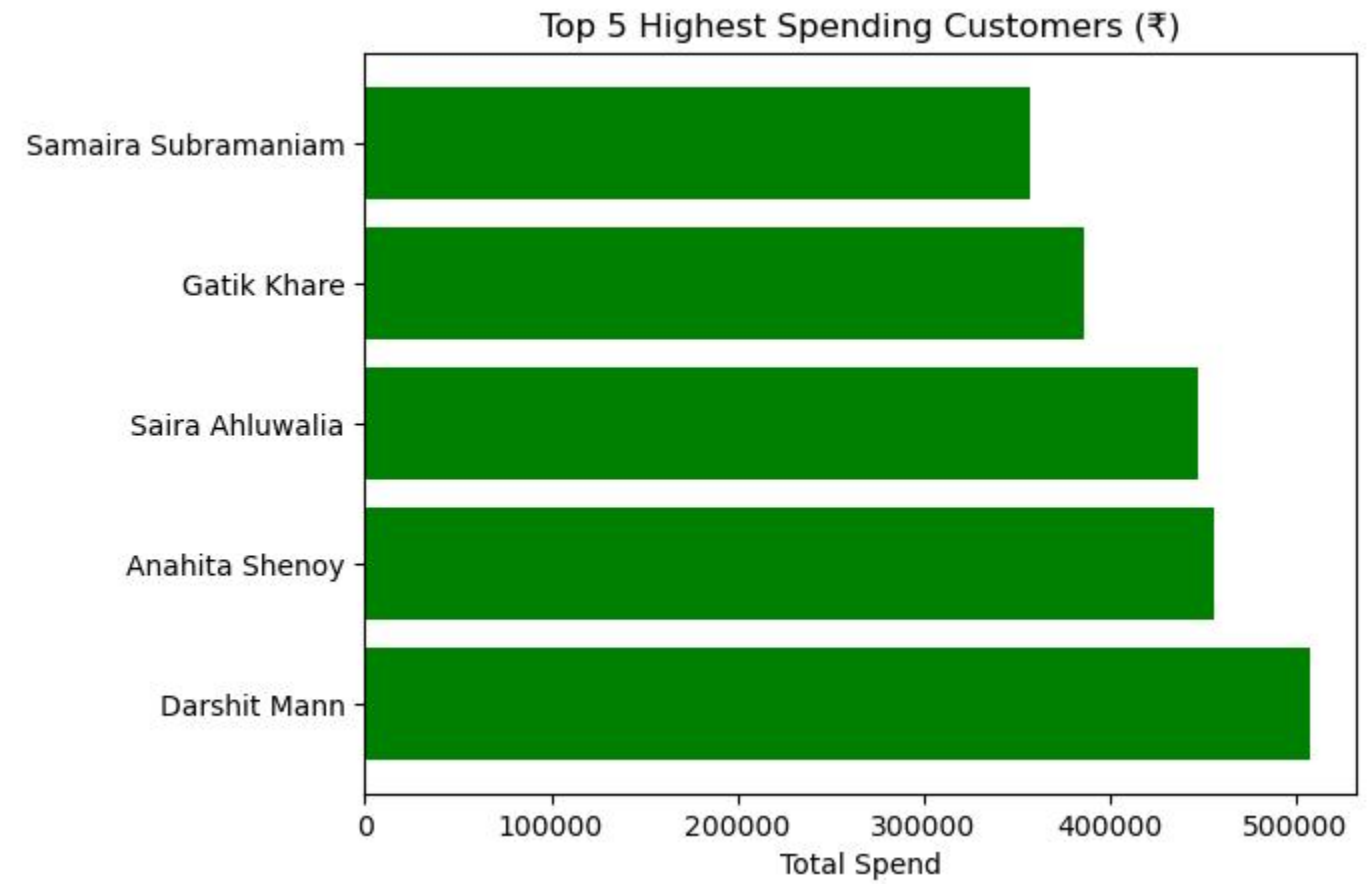
# 5 Highest Revenue Category

- **Insight:** Accessories (₹1.04 Cr), Clothing (₹1.02 Cr), Books (₹0.99 Cr) lead revenue.

- **Fact:** Together they generate ~50% of total revenue.

- **Idea:** Bundle (Clothing + Accessories, Books + Stationery) to raise order value.

- **Action:** Invest more marketing in high-margin categories.

Revenue by Product Category (in Crores)
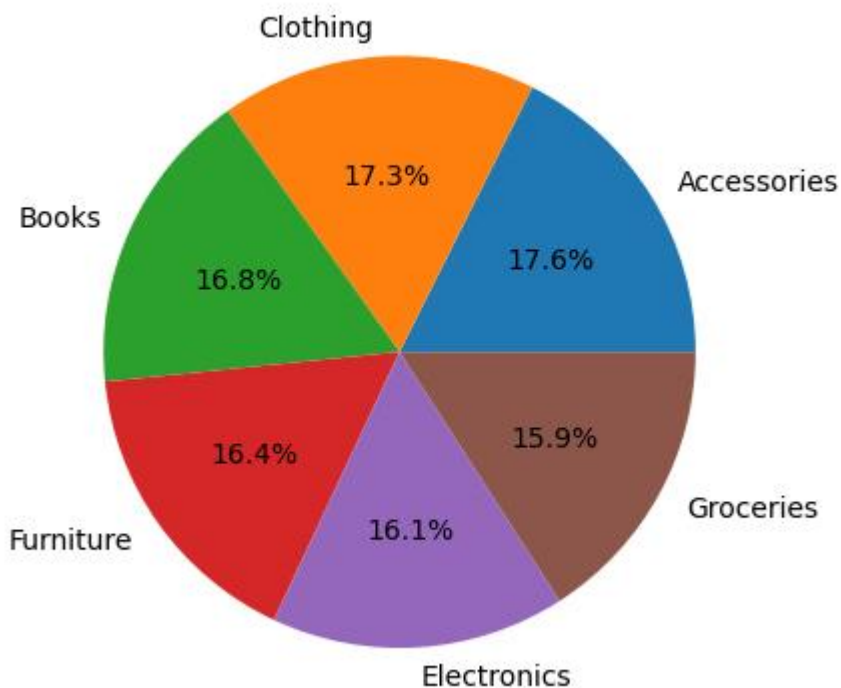
# 6  Cancellation / Return Rate per Category

- **Insight**: Cancellations: Books (25.98%), Clothing (25.71%). Returns: Accessories (31.5%).

- **Fact**: 1 in 4 orders in some categories get cancelled or returned.

- **Idea**: Returns hurt both revenue and logistics.

- **Action**: Provide better size charts, product images, and stricter quality control.

Cancellation / Return Rate per Category
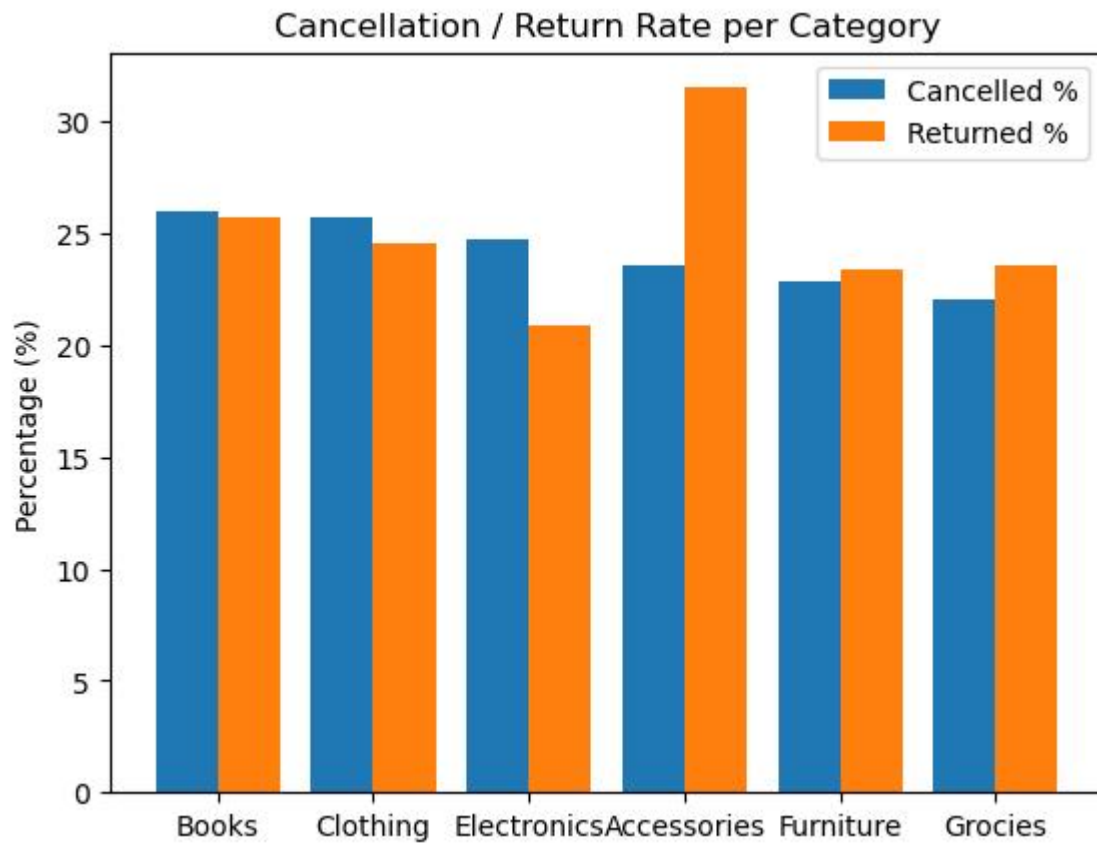
# 7 Preferred Payment Mode

- **Insight**: Credit Cards (648), EMI (349), Debit Cards (344) dominate.

- **Fact**: Over 60% customers use card-based payments.

- **Idea**: EMI options improve affordability for high-value products.

- **Action**: Partner with banks for credit card offers and reward programs.

Preferred Payment Mode
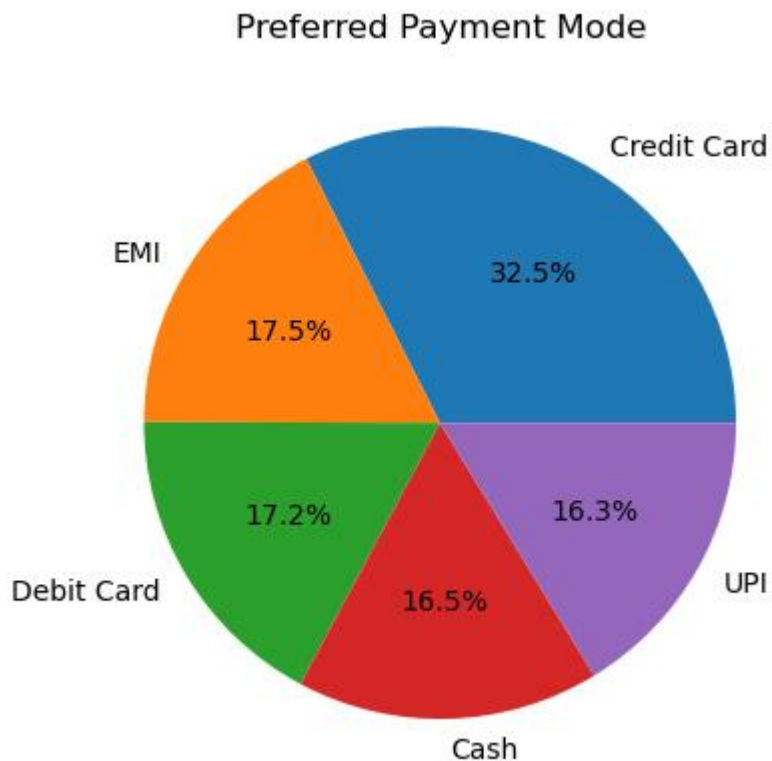
# 8  Age Group Behavior

- **Insight:** Age 36−50 spent ₹1.94 Cr; Age 51+ spent ₹1.44 Cr.

- **Fact:** 60%+ of revenue comes from customers above 35 years.

- **Idea:** Older groups prefer reliability; younger groups prefer discounts.

- **Action:** Premium campaigns for older groups, trend-driven offers for younger groups.



Age Group Purchase Behavior (in Crores)
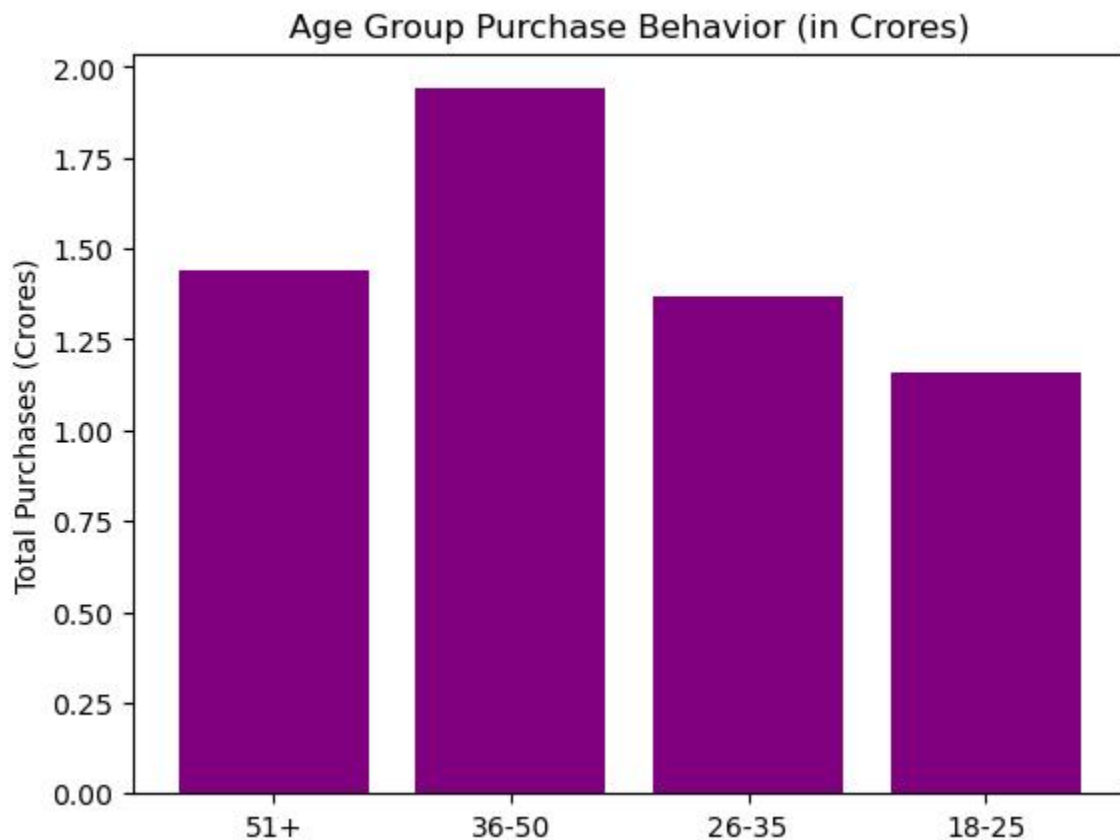
# 9  Monthly Sales Trend

- **Insight:** Sales dip in May–June, peak in Oct–Nov.

- **Fact:** Festive months deliver ~40% higher sales.

- **Idea:** Seasonal campaigns can stabilize growth.

- **Action:** Stock inventory early for festivals, introduce clearance sales in low months.

Monthly Sales Trend (in Crores)
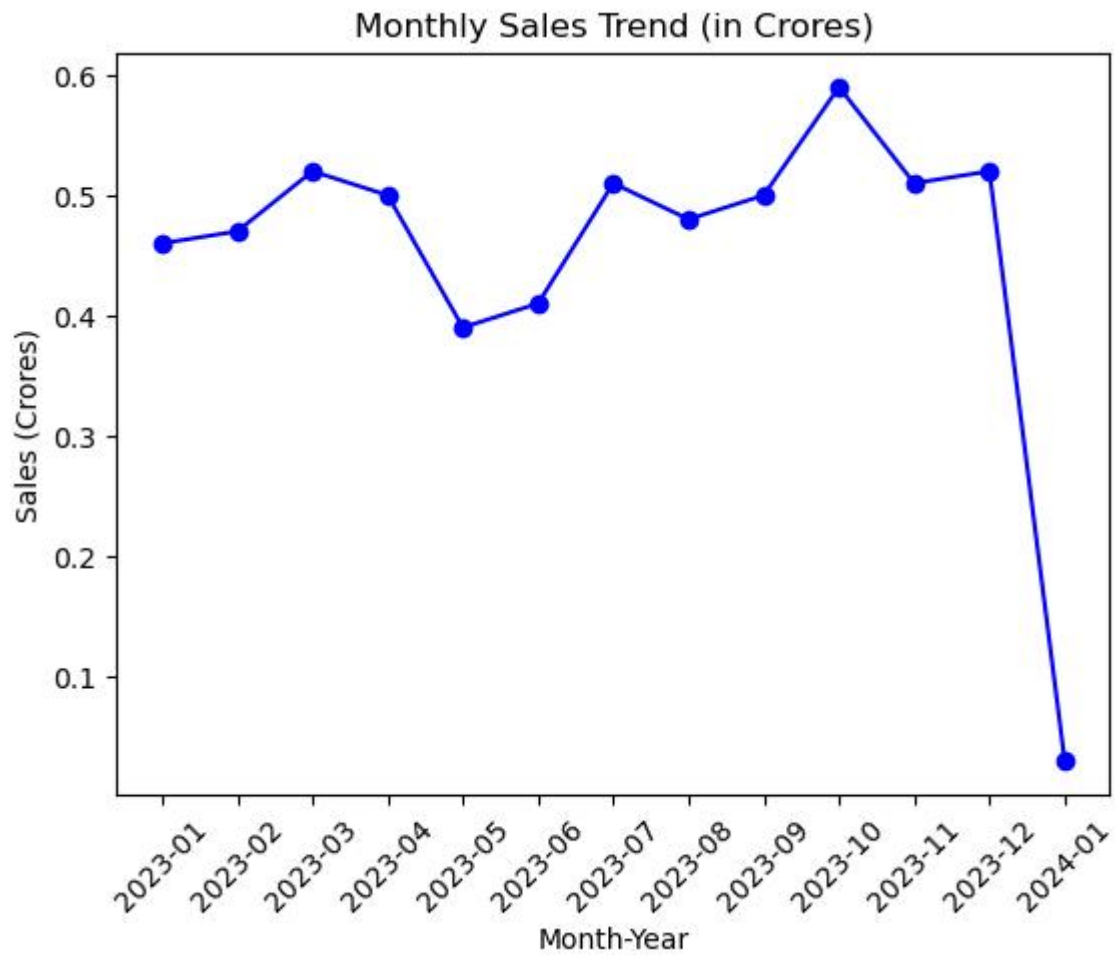
# Gender vs Product Category

- **Insight:** Women buy more Clothing, Furniture, Groceries; Men buy more Accessories, Electronics.

- **Fact:** Gender-specific buying patterns open segmentation opportunities.

- **Idea:** Ads that reflect gender preferences will perform better.

- **Action:** Launch gender-targeted digital campaigns.

Gender vs Product Categories
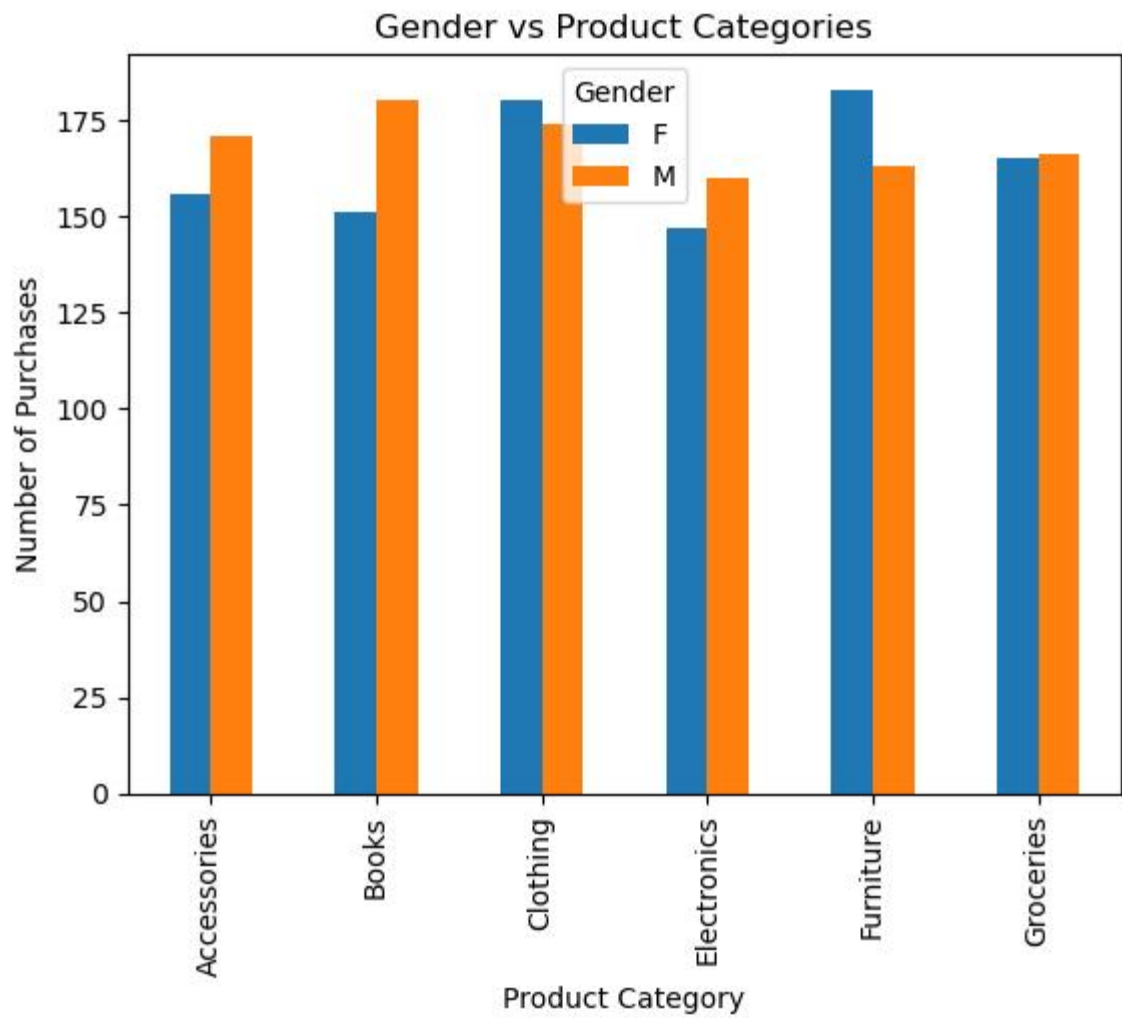
## Conclusion

Your business has strong demand in certain products and loyal high-spending customers. At the same time, challenges like cancellations, returns, and seasonal fluctuations present clear opportunities.

By focusing on **demand-driven stocking, customer loyalty, payment convenience, and demographic targeting**, you can achieve higher revenue, better customer satisfaction, and long-term growth.

The data gives us the roadmap — now it's about executing the right strategies at the right time.