



DMart Sales Analysis (Tamil Nadu)

Total Sales
₹14.96M

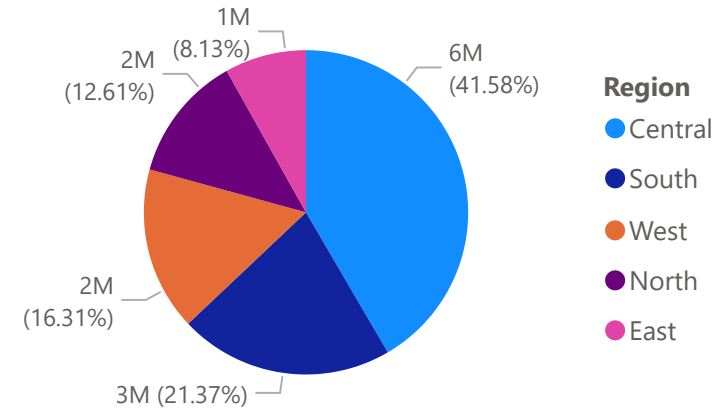
Total Profit
₹3.75M

Profit Margin
25.05%

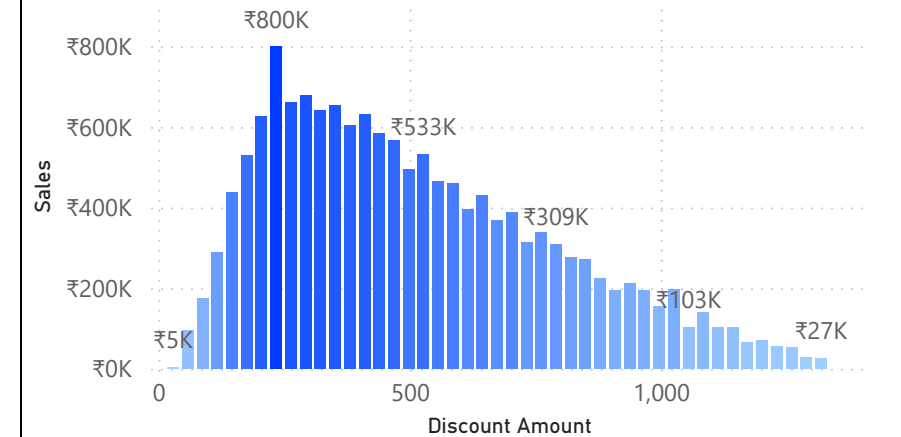
Total Orders
9.99K

Sales CAGR
18.71%

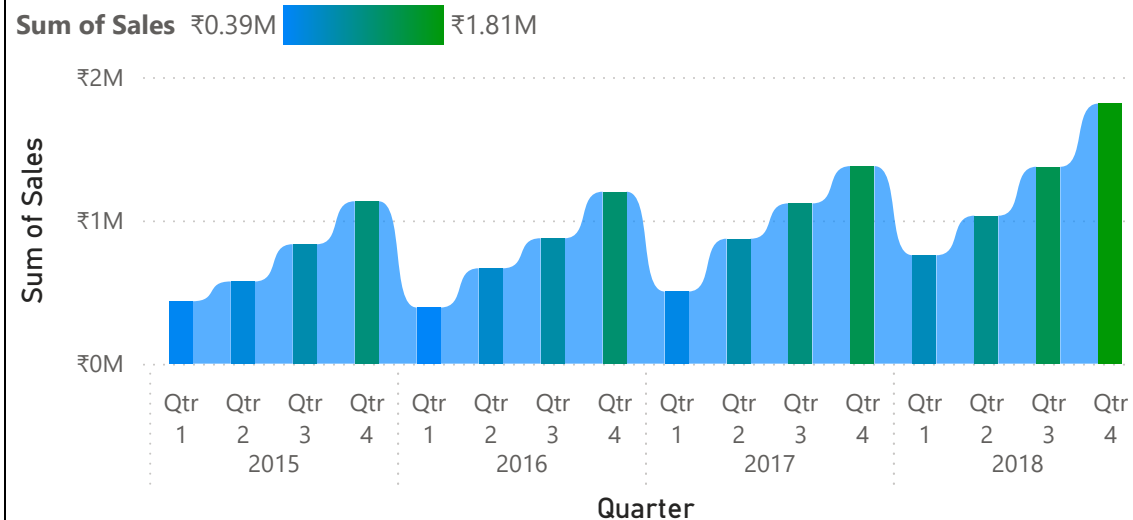
Regionwise Sales



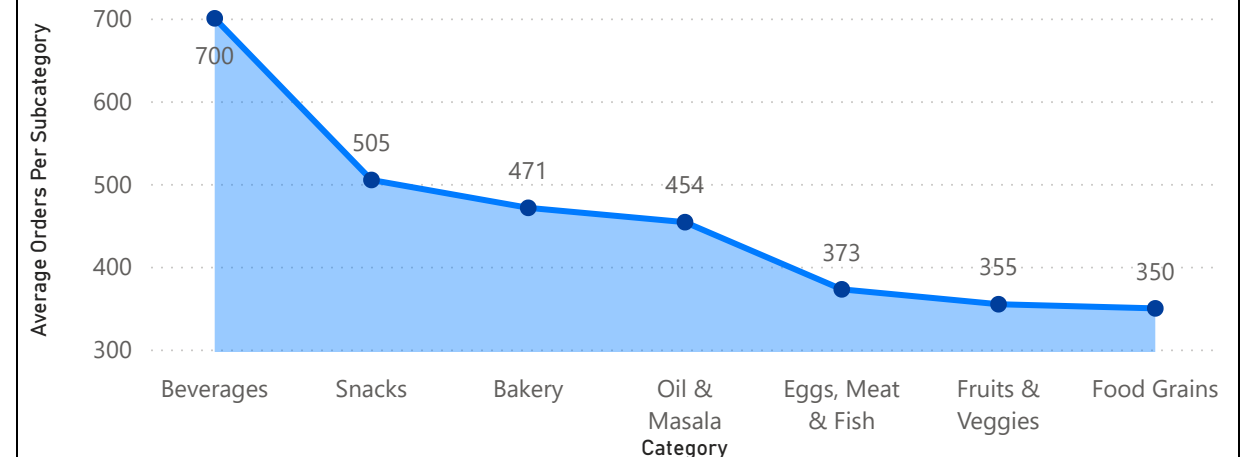
Sales vs Discount Amount



Sales Timeline(2015-2018)



Category Performance: Average Orders per Sub-Category



Sales Trends: Yearly to Daily Analysis

Years

2015

2016

2017

2018

Quarters

1

2

3

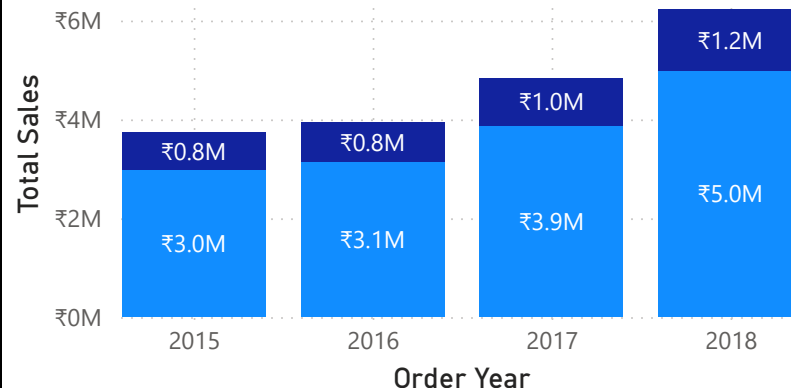
4

Months

All

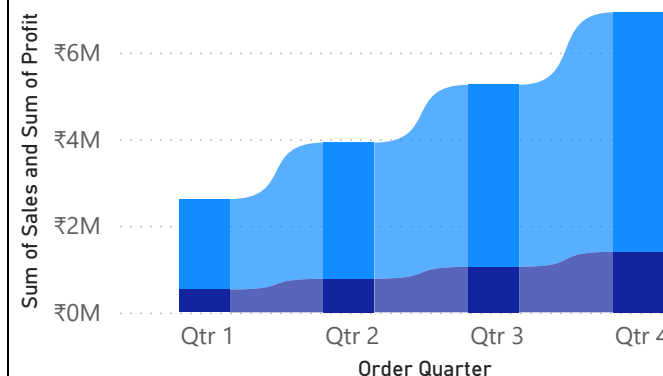
Yearly Sales and Profit Trends

Sum of Sales Sum of Profit

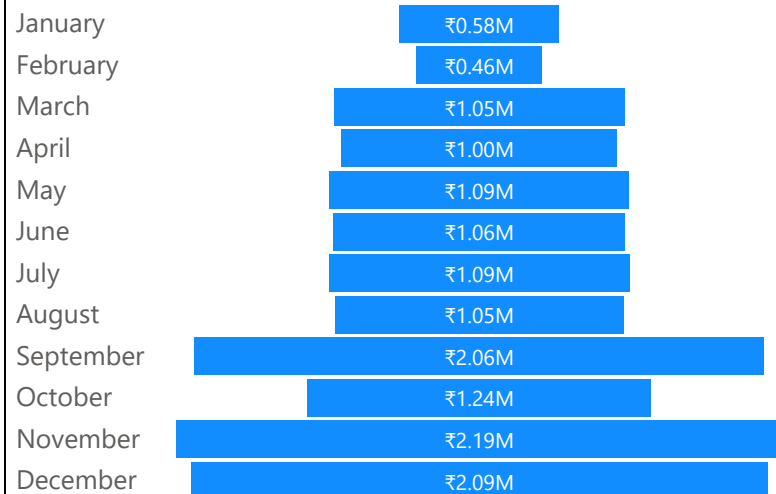


Quarterly Sales and Profit Trends

Sum of Sales Sum of Profit

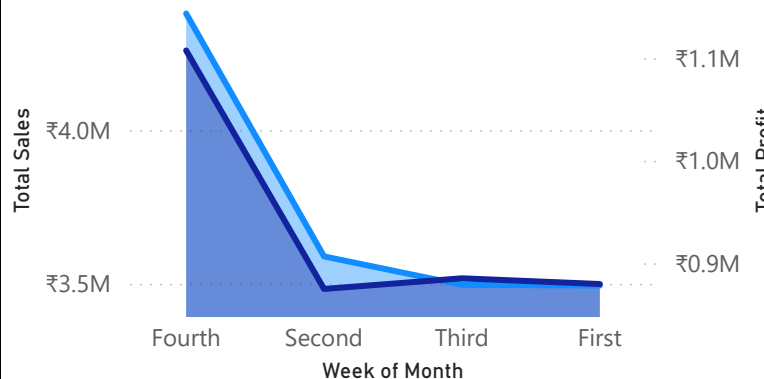


Monthly Sales Performance

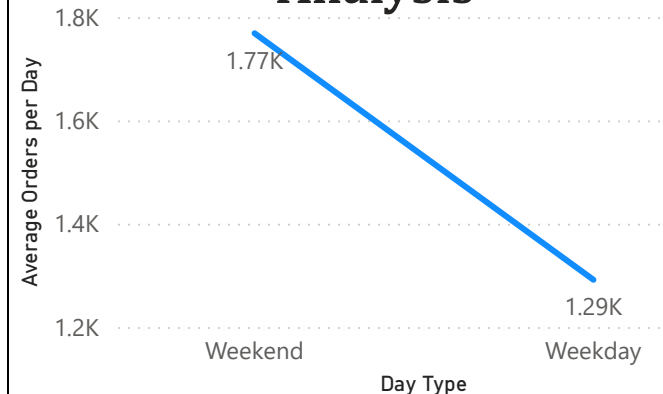


Sales and Profit Trends by Week of Month

Total Sales Total Profit



Average Orders per Day: Weekend vs Weekday Analysis





State and Regional Level Sales Analysis

Total Operated Regions

5

Region

Central

East

North

South

West

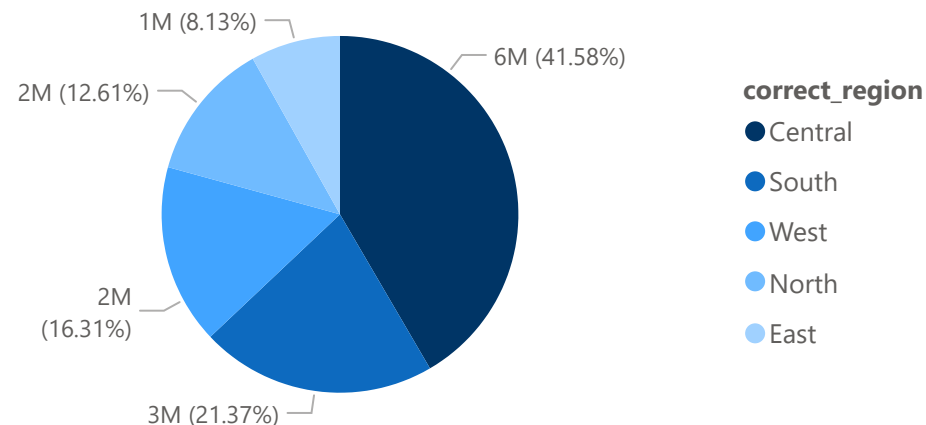
Total Operated Cities

24

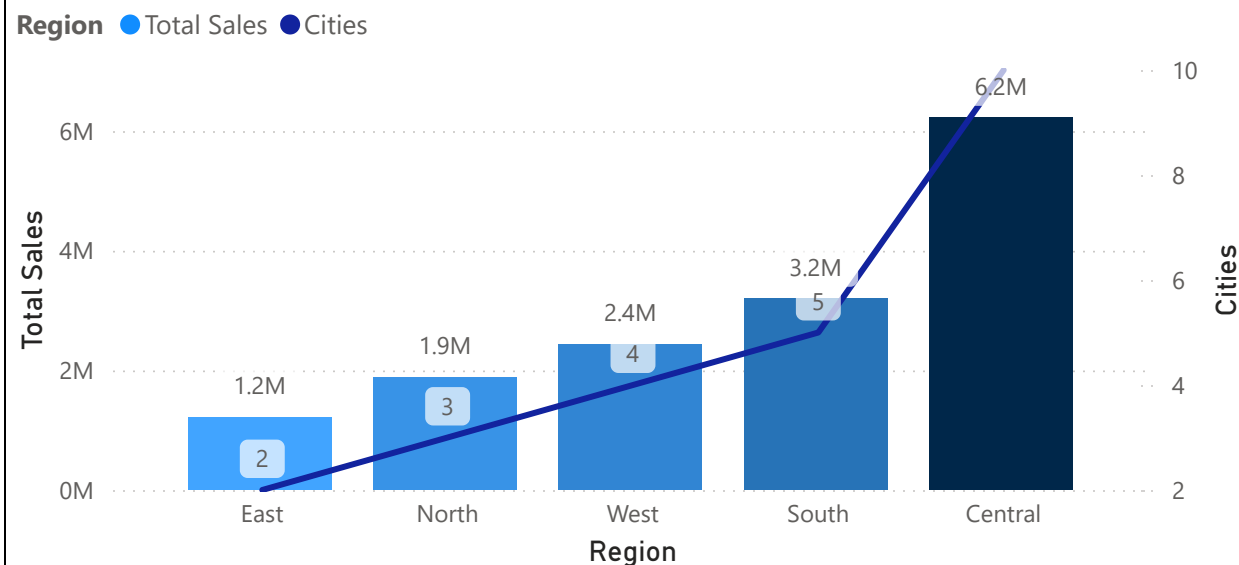
Cities

All

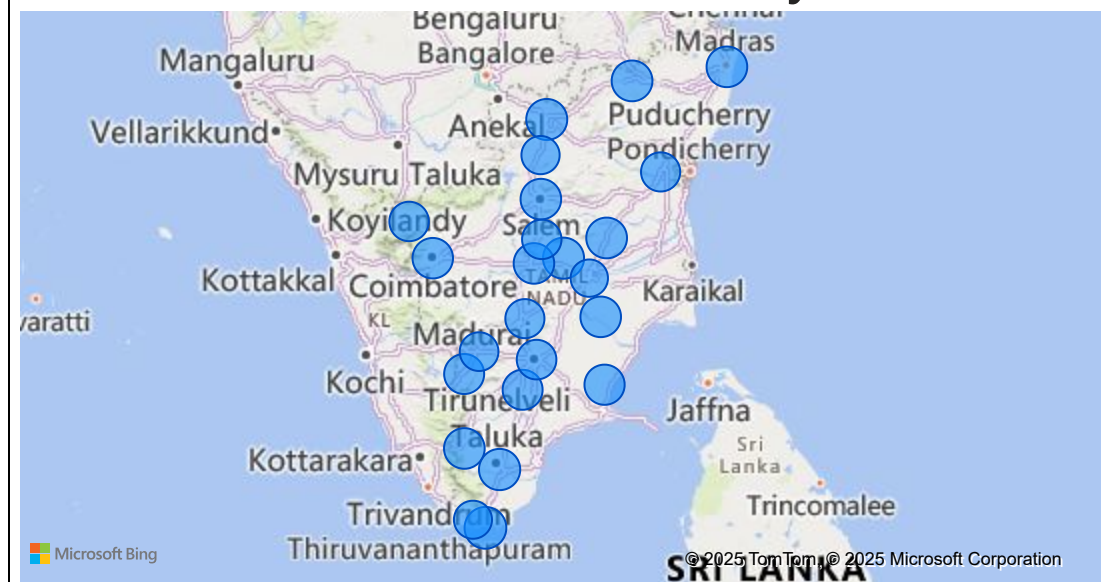
Total Sales Per Region



Total Sales vs Regionwise City Distribution



Total Orders Per City





Category and Sub-Category Level Sales Analysis

Category

Bakery

Beverages

Eggs, Me...

Food Grai...

Fruits & ...

Oil & Mas...

Snacks

Sub-Category

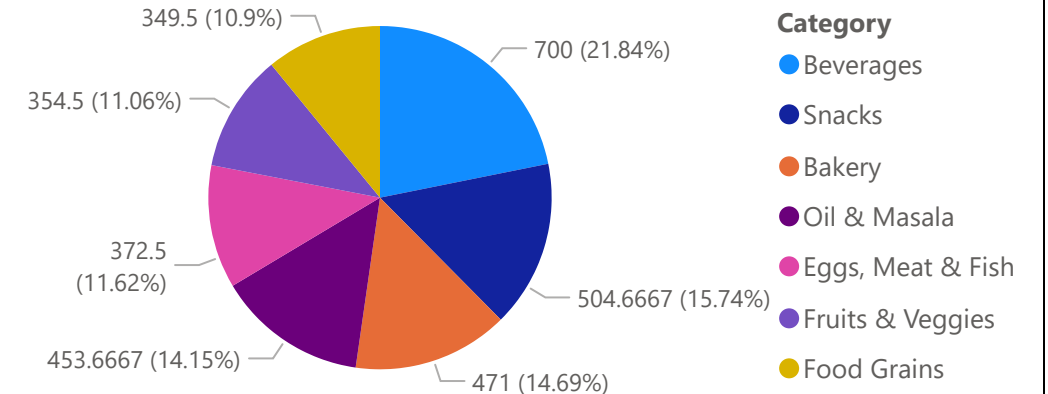
Sub Category

All

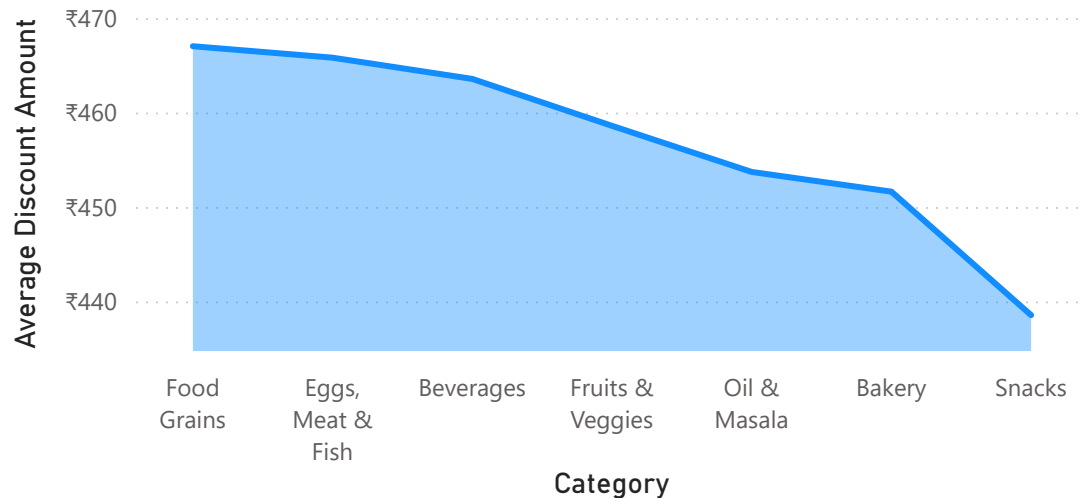
Subcategories Per Category

Category	Sub Categories
Beverages	2
Bakery	3
Oil & Masala	3
Snacks	3
Eggs, Meat & Fish	4
Food Grains	4
Fruits & Veggies	4
Total	23

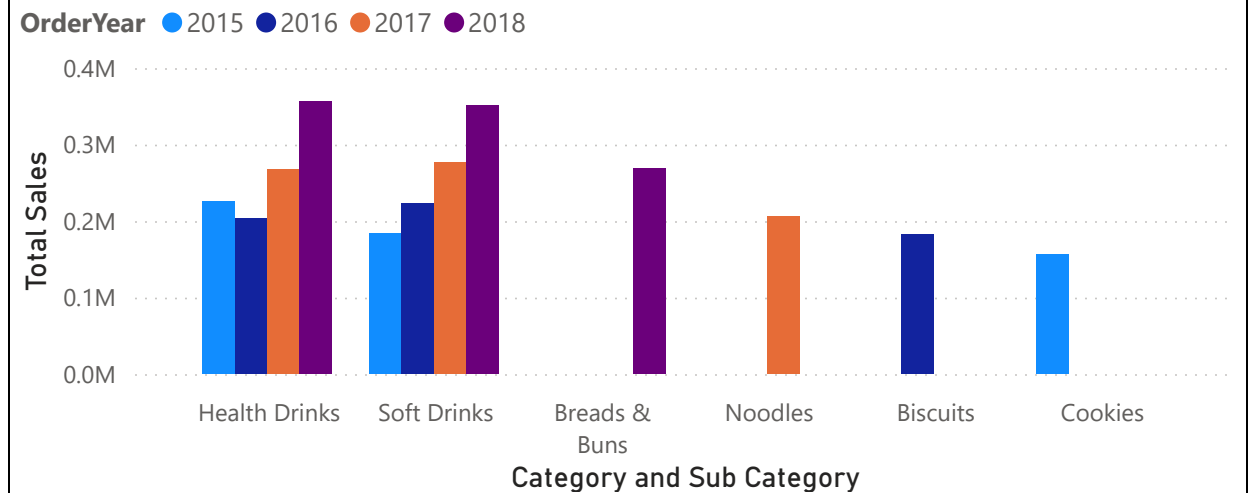
Category Performance: Average Orders per Sub-Category



Average Discount Amount per Category



Sales Trends - Top 3 Sub-Categories by Year



Discount Analysis

Discount Amount

₹55.67

₹1,345.62



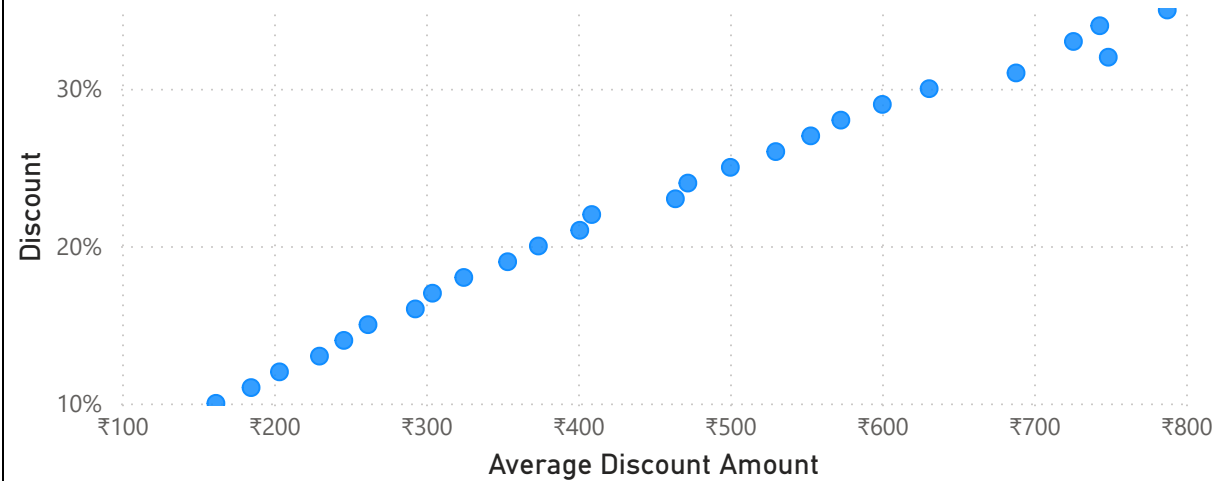
Discount (%)

10.00%

35.00%

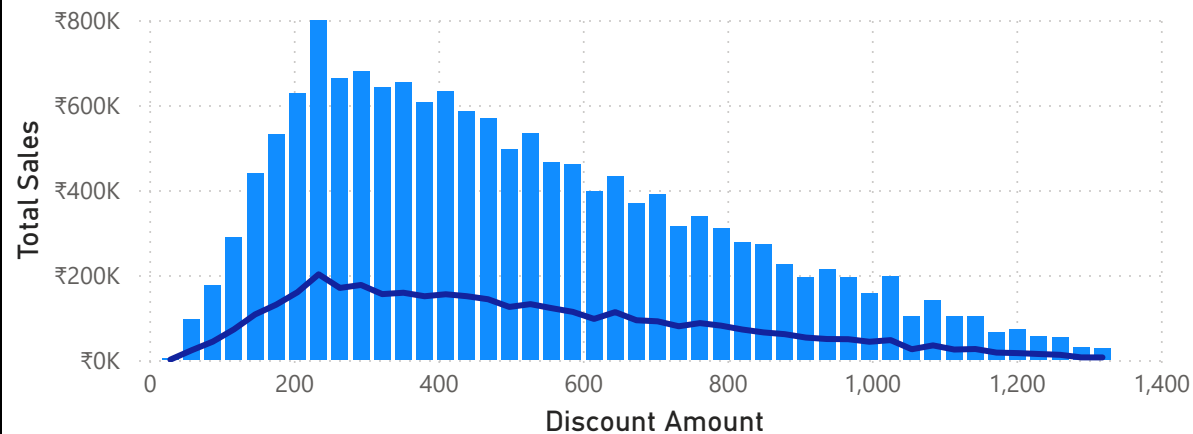


Correlation Analysis : Discount(%) and Average Discount Amount

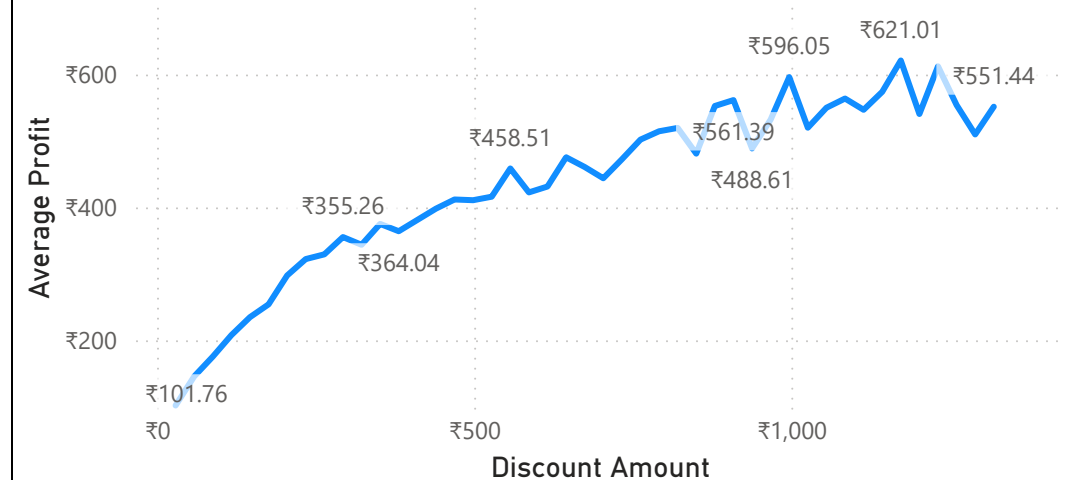


Total Sales Vs Discount

● Sum of Sales ● Sum of Profit



Average Profit by Discount Amount



Key Insights and Takeaways

SEASONAL & OPERATIONAL INSIGHTS

Q4 Peak Planning: Sales increase by over 40% in Q4 (September to December). It's essential to build inventory by August to capture a quarterly revenue of ₹1.2 million.

Weekend Staffing: Weekend orders average 1.7K compared to 1.3k on weekdays, showing a 36% increase. We should allocate additional staff for weekend operations.

REGIONAL GROWTH OPPORTUNITIES

Central Region Dominance: The Central region accounts for 41.58% of total sales, concentrated in 10 cities.

City Expansion Strategy: Regions with more cities generate higher sales. Each new city could add approximately ₹620,000 in potential revenue.

PROFIT OPTIMIZATION INSIGHTS

Discount Sweet Spot: Offering discounts in the ₹200-250 range drives peak sales volume, exceeding ₹800,000.

High-Discount Profitability: Contrary to expectations, discounts of ₹1000+ yield the highest profit margins, averaging over ₹600 in profit.

CATEGORY PERFORMANCE DRIVERS

Beverage Leadership: Health drinks and soft drinks consistently rank among the top three sub-categories from 2015 to 2018.

Month-End Surge: Sales in week four spike to over ₹1 million, compared to ₹350,000 in other weeks. Promotions should align with salary cycles to capitalize on this trend.

KEY RECOMMENDATIONS

- Expand the Central region by adding 3-5 new city locations to unlock revenue potential exceeding ₹3 million.
- Increase inventory for beverages, as this category has shown consistent growth over the past four years.
- Optimize the discount strategy by using the ₹200-250 range for sales volume and ₹500+ for generating higher profit margins.