


SALES ANALYSIS



Presentation outline



02

- 
- Sales and Profitability Analysis
 - Target Achievement Analysis
 - Regional Performance Insights
 - App Exploration
 - Product Exploration



**Go through this PDF for knowing
my detailed approach while doing
the analysis**

[LINK TO PDF](#)

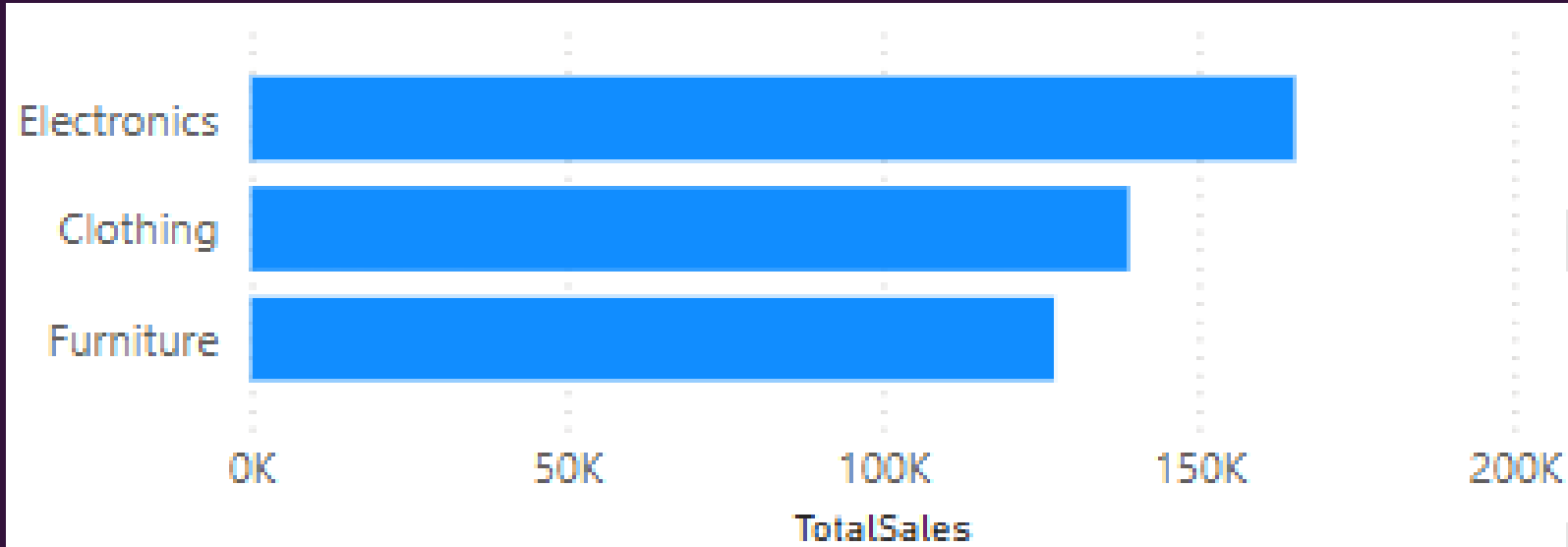


Github Link for the Project:

[LINK to GitHub](#)

github.com/atharvadusane/JAR

Sales and Profitability Analysis



Total Sales by category

Top performing Category:

| | |
|---|-------------|
| By Total Sales and Profitability per Order: | Electronics |
| By Total Profits and Customer Base served: | Clothing |

Under performing Category:

| | |
|----------------|-----------|
| Total Sales | Furniture |
| Average Profit | Furniture |
| Profit Margins | Furniture |

| Order_Details_19795F61CF.Category | TotalSales | TotalProfit | ProfitMargin |
|-----------------------------------|------------|-------------|--------------|
| Clothing | 139054 | 11163 | 8.03% |
| Electronics | 165267 | 10494 | 6.35% |
| Furniture | 127181 | 2298 | 1.81% |
| Total | 431502 | 23955 | 5.55% |

Average Profit per Order and Profit Margin

Suggested reasons Sales performance

- Electronics category stands in the top-performing category because of its premium profit margins, high ticket size(big amount of bills), and decently large customer base.
- Clothing category stands in the top-performing category because of the **large customer base** it serves resulting in higher sales. This category holds the **highest profit margins** and thus operates in essentials as well as luxury items.
- Possible reasons for Furniture to be an under-performing category could be, the **logistics cost** of furniture, **production cost**, lower profits due to **competitive pricing**.

Target Achievement Analysis

Percent change in Target Sales Month - over - Month =
$$\frac{\text{Current Month Tgt sales} - \text{Previous Month Tgt Sales}}{\text{Previous Month Tgt Sales}}$$

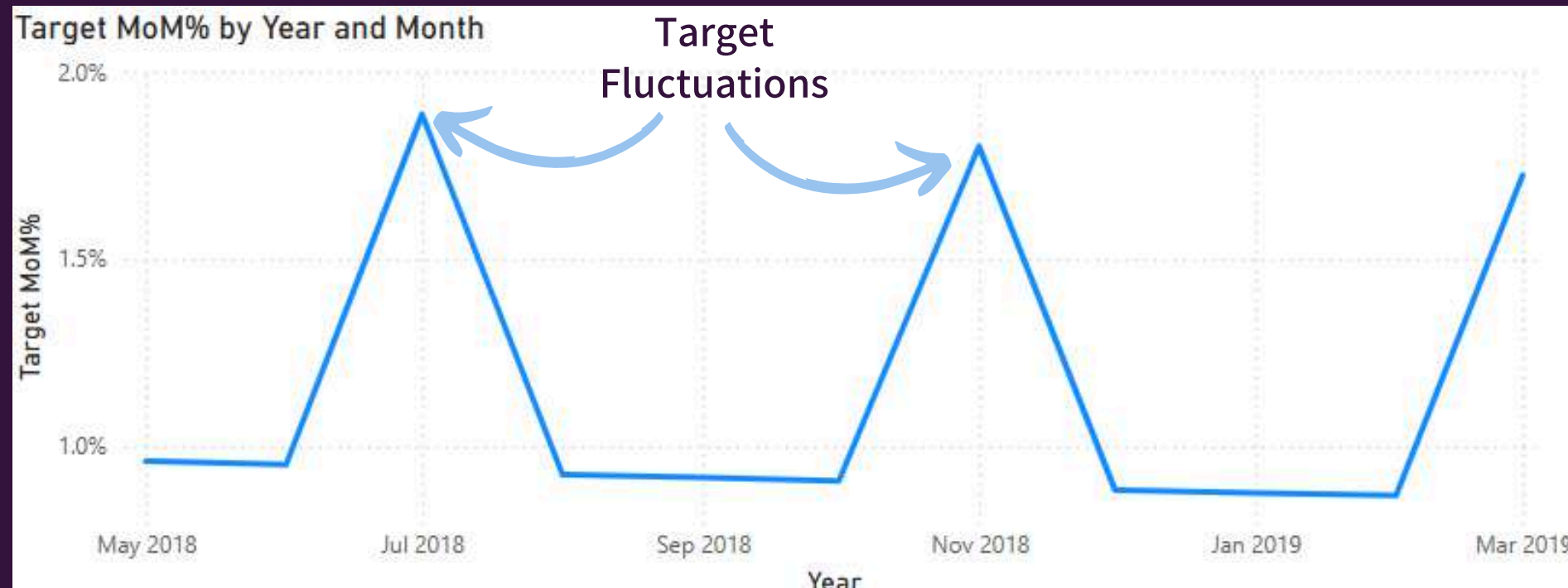
| Year ▲ | Quarter | Month | Day | Sum of Target | Target MoM% |
|--------------|---------|-----------|-----|---------------|--------------|
| 2018 | Qtr 2 | May | 1 | 10500 | 0.96% |
| 2018 | Qtr 2 | June | 1 | 10600 | 0.95% |
| 2018 | Qtr 3 | July | 1 | 10800 | 1.89% |
| 2018 | Qtr 3 | August | 1 | 10900 | 0.93% |
| 2018 | Qtr 3 | September | 1 | 11000 | 0.92% |
| 2018 | Qtr 4 | October | 1 | 11100 | 0.91% |
| 2018 | Qtr 4 | November | 1 | 11300 | 1.80% |
| 2018 | Qtr 4 | December | 1 | 11400 | 0.88% |
| 2019 | Qtr 1 | January | 1 | 11500 | 0.88% |
| 2019 | Qtr 1 | February | 1 | 11600 | 0.87% |
| 2019 | Qtr 1 | March | 1 | 11800 | 1.72% |
| Total | | | | 122500 | 1.16% |

MoM change in target Sales

| Target of Sales Achieved per Month | | | | | |
|------------------------------------|---------|-----------|-----|---------------------|-------------------|
| Year ▲ | Quarter | Month | Day | Sales_target.Target | Sum of OD(Amount) |
| 2018 | Qtr 2 | April | 1 | 10400 | 8121 |
| 2018 | Qtr 2 | May | 1 | 10500 | 6220 |
| 2018 | Qtr 2 | June | 1 | 10600 | 5532 |
| 2018 | Qtr 3 | July | 1 | 10800 | 3483 |
| 2018 | Qtr 3 | August | 1 | 10900 | 9538 |
| 2018 | Qtr 3 | September | 1 | 11000 | 8704 |
| 2018 | Qtr 4 | October | 1 | 11100 | 6766 |
| 2018 | Qtr 4 | November | 1 | 11300 | 15165 |
| 2018 | Qtr 4 | December | 1 | 11400 | 9474 |
| 2019 | Qtr 1 | January | 1 | 11500 | 21257 |
| 2019 | Qtr 1 | February | 1 | 11600 | 16262 |
| 2019 | Qtr 1 | March | 1 | 11800 | 16659 |
| Total | | | | | 127181 |

Sales Targetted vs Sales Achievend every month

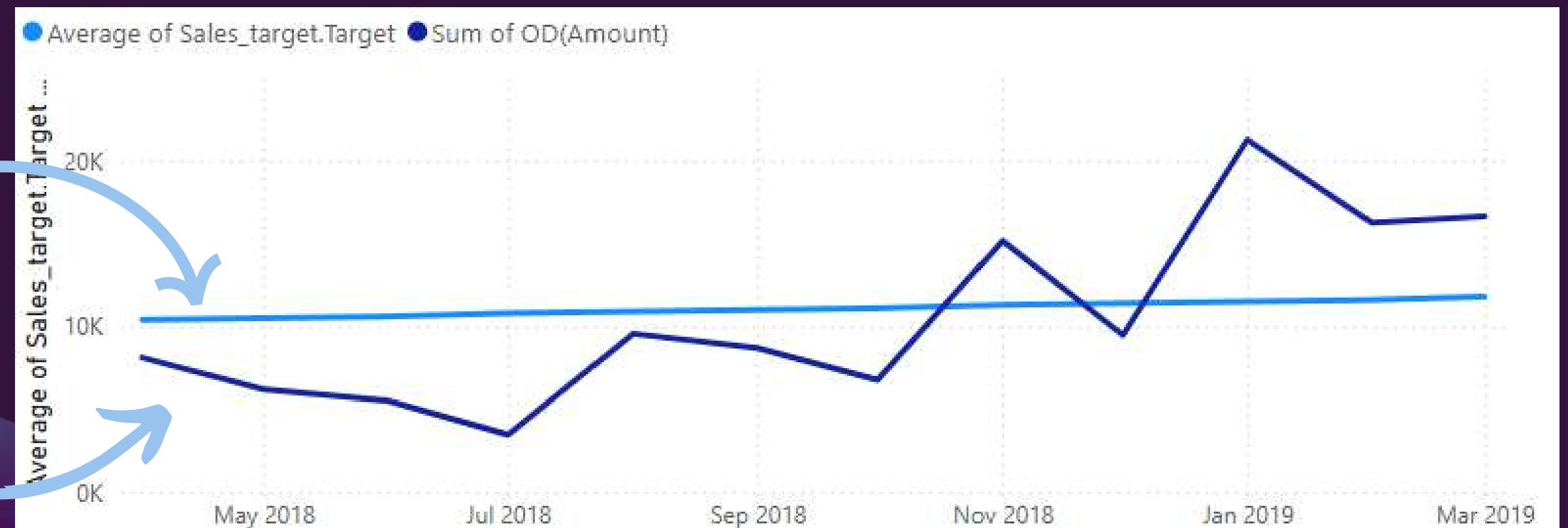
Target Achievement Analysis



MoM change in target Sales

Targetted Sales

Actual Sales



Target Achievement Insights

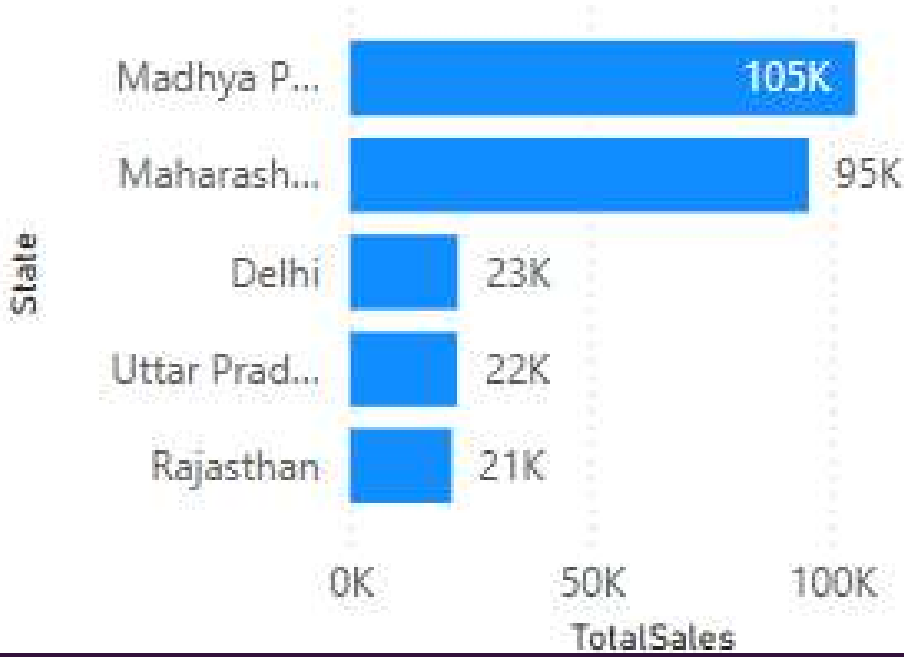
- Significant target fluctuations were seen in the months, of July 18, November 18, and March 19.
- The Average Target increment is **1.16%**
- In the initial months, sales were not aligning with the targetted sales, but with time after the first big dip which occurred on July 18 (when first time sales targets were escalated) sales started showing cumulative growth, sometimes exceeding targetted sales.
- To align actual and targetted sales, analysis should be done based on the following factors to determine dynamic sales targets for each month,
 - a. Region of Sales
 - b. Customer insights from that region
 - c. Period is sales
 - d. Market trend for specific categories/sub-categories

Regional Performance Analysis

Top 5 States based on Order Count

| State | OrderCount |
|----------------|------------|
| Madhya Pradesh | 101 |
| Maharashtra | 90 |
| Rajasthan | 32 |
| Gujarat | 27 |
| Punjab | 25 |
| Total | 275 |

Top 5 States by sales



Total Sales and Average Profits of Top 5 States based on Order count

| State | OrderCount | AverageProfit | TotalSales |
|----------------|------------|---------------|---------------|
| Madhya Pradesh | 101 | 54.96 | 105140 |
| Maharashtra | 90 | 68.62 | 95348 |
| Rajasthan | 32 | 39.28 | 21149 |
| Gujarat | 27 | 17.22 | 21058 |
| Punjab | 25 | -24.36 | 16786 |
| Total | 275 | 46.69 | 259481 |

| State | OrderCount | TotalProfit | ProfitMargin | TotalSales |
|-------------------|------------|--------------|--------------|---------------|
| Maharashtra | 90 | 6176 | 6.48% | 95348 |
| Madhya Pradesh | 101 | 5551 | 5.28% | 105140 |
| Uttar Pradesh | 22 | 3237 | 14.48% | 22359 |
| Delhi | 22 | 2987 | 13.26% | 22531 |
| West Bengal | 22 | 2500 | 17.75% | 14086 |
| Kerala | 16 | 1871 | 13.90% | 13459 |
| Haryana | 14 | 1325 | 14.95% | 8863 |
| Rajasthan | 32 | 1257 | 5.94% | 21149 |
| Himachal Pradesh | 14 | 656 | 7.57% | 8666 |
| Karnataka | 21 | 645 | 4.28% | 15058 |
| Gujarat | 27 | 465 | 2.21% | 21058 |
| Sikkim | 12 | 401 | 7.60% | 5276 |
| Goa | 14 | 370 | 5.52% | 6705 |
| Nagaland | 15 | 148 | 1.24% | 11903 |
| Jammu and Kashmir | 14 | 8 | 0.07% | 10829 |
| Bihar | 16 | -321 | -2.48% | 12943 |
| Andhra Pradesh | 15 | -496 | -3.74% | 13256 |
| Punjab | 25 | -609 | -3.63% | 16786 |
| Tamil Nadu | 8 | -2216 | -36.41% | 6087 |
| Total | 500 | 23955 | 5.55% | 431502 |

Profit and sales performance base on State

Regional Performance Insights

- Disparity: Punjab Sales
 - a. Punjab has good sales and lies in the top 5 lists by order count, but its average profit is -24.36% and its Total profit is -609 (ie. loss).
 - b. This is a result of a very small premium customer base as low margin products are only sold.
 - c. Solution to increase profitability:
 - i. As the order count is good, we should expand it further reaching every home in that region, and attracting similar families. This would require burning cash at first in discounts and a supply chain set for that demand but this would create an essential's brand within people.
 - ii. Setting up manufacturing and logistics for bulk quantities.
 - iii. Gradually increasing prices by doing competitor analysis.
 - iv. Discontinue low margin products.
 - v. No data is present about return orders, but that may also be a concern for negative profits.

Cities Prioritized for improvement

1. Loss making cities (Total profits):

- a. Tamil Nadu (-2216)
- b. Punjab (-609)
- c. Andhra Pradesh (-496)
- d. Bihar (-321)

2. Potential Cities (Descent Sales + Good Margins):

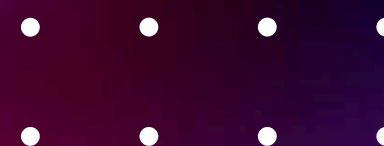
- a. Uttar Pradesh: 3rd by total Profits and Sales, one of highest Profit margins.
- b. Delhi: Similar case as UP.
- Increasing Sales in these regions could significantly increase the company's profits as the customer base is a good mix of essentials and luxury buyers.
- Strategies like Upselling, Premium services, and Experience centers / Showrooms, would attract more customers for this category.

Note: **Maharashtra** and **Madhya Pradesh** are the top regions in sales and thus in total profits. I feel more effort/marketing wouldn't be required for improvement of sales there, the population is pretty big and would be demanding enough for steady growth of the company. But as we can see they are not the highest in profit margin(which is okay as the order count is very big) we could work more on increasing margins as like discussed in Potential cities section.

Jar App Exploration



1. Very Easy, Simple, and smooth experience especially while setting up the app. Investing apart from Jar in my case was previously on Groww, I get that it is a part of demat account opening but it was kind of irritating and longed my setup process for over a month. Whereas here @ Jar it was a breeze!
2. This concept itself is awesome. I heard in a reel that if you want to be rich automate your savings at an early stage! You do that on daily basis. I feel when one starts their autopay of 10/ 20/ 35/ 50 according to their state where they would not be affected by the amount ie. daily deducted from their account, they would barely stop the autopay. Because its not poking their pockets plus the money is not going anywhere, easy to withdraw!



Jar App Exploration



3. After some time of setting up my account and autopay, I received an automated call explaining me what exactly happens with my money invested in Jar. This call may not be that important to me because I understand the technicalities of investing and already knew what was happening with my money. But for someone who just wants an effortless saving option, hearing this call gives them a sense of security about their savings and builds trust between customers.



Jar App Exploration



4. While surfing downwards the app, I found a spend tracker, which also lets us set monthly limits for us to spend, this was way too useful for someone who travels regularly by Uber, redbus, flights, or orders food from online platforms on a regular basis. Not for me because I just don't. 🧑 I usually eat dosa at annas stall and pay via QR, which counts in UPI not food. PS - I badly hope, in future this feature be useful for me too (ie. I order online daily).
5. Of course the graphics of the app! They are too cool. The UI seems pretty easy to use and feels pleasant to eyes (except sometimes, coming to that below).



App Exploration



1. I got to see 2 videos that were for getting started, but I feel they should be more detailed. We should provide more educational content about savings importance, digital Gold, and the compounding of these savings. Aim should be to increase interaction with users and provide Financial literacy.
2. As I said something about UI, when I opened the app first time and set up, I was bombarded with rewards, FREE Gold, SPIN wheel, Offers, One Time Save, etc. which kind of was annoying. I understand the offerings may be useful, but they should be dropped one by one with time, so user can experience them fully.



App Exploration



3. One feature I was expecting to be there was regarding GOALS, when setting up I was asked what is your savings goal, car, house, laptop, etc. after setting I was expecting a visual like "9xx days remaining for your goal to complete!". I searched over but didn't find this feature. The feature could include:

- a. 9xx days remaining for your goal to be achieved.
- b. Save just x amount MORE to reach your goal just in 3XX days rather 9xx days.
- c. Notifications about the goal for the user to manifest it more, which would result in increasing the daily savings amount.



App Exploration



4. Jar literally means a vessel where all family members save money for a shared goal, so similarly here online we could integrate a feature of family savings, example, both kids saving for their parents foreign trip, couple saving for buying a house/car, a family altogether saving for yearly donation, etc.
5. I doubt this feature maybe useful but still stating, often when we save, we are tempted by the chunk of money saved and are willing to withdraw it for short term goals, postponing the long term goals. For this, user could give shared access of his/her savings to someone, parent or sibling(if sensible) or partner. This would add some friction while withdrawing money and keep the investor disciplined.



App Exploration



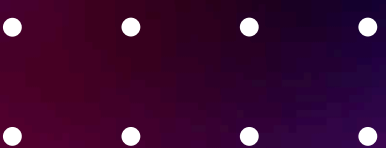
6. Again a weird marketing proposition but still stating. To build trust within customers, to let them know their money is safe with Jar in the form of gold, on the occasion of Laxmi Poojan (in Diwali) we could lend their physical gold to them "literally" and take back after the occasions, Jar balance would be 0 for the timing. Hurdles like arranging this much gold at a time for only some time and logistic charges etc. make this campaign non-profitable, but the trust and feeling of "my gold is growing and is deposited with Jar" is definitely established.



New Business Opportunities @ Jar



1. Firstly, why only gold? We should focus on integrating financial products like mutual funds(sahi hai!), ETFs, or different multiple options with varying risks, liquidity, and security of investments. This would attract the customers thinking of saving in MF / Stocks, thus increasing user count.
2. We can offer our platform even as a SaaS, example I'm an electronics shop owner, and I want to launch a scheme "Buy iPhone only @ 80Rs!" and give customers a Daily EMI option of 80Rs, I could integrate Jar as a billing software in my system and make this happen seamlessly.
3. We can enter into digital payments by launching Jar UPI, Jar Wallet.





Message

I have poured my heart into this project, I hope my efforts shout loud that I want to work in this field of Growth & Strategy, and would love to work for Jar as a Business Analyst.