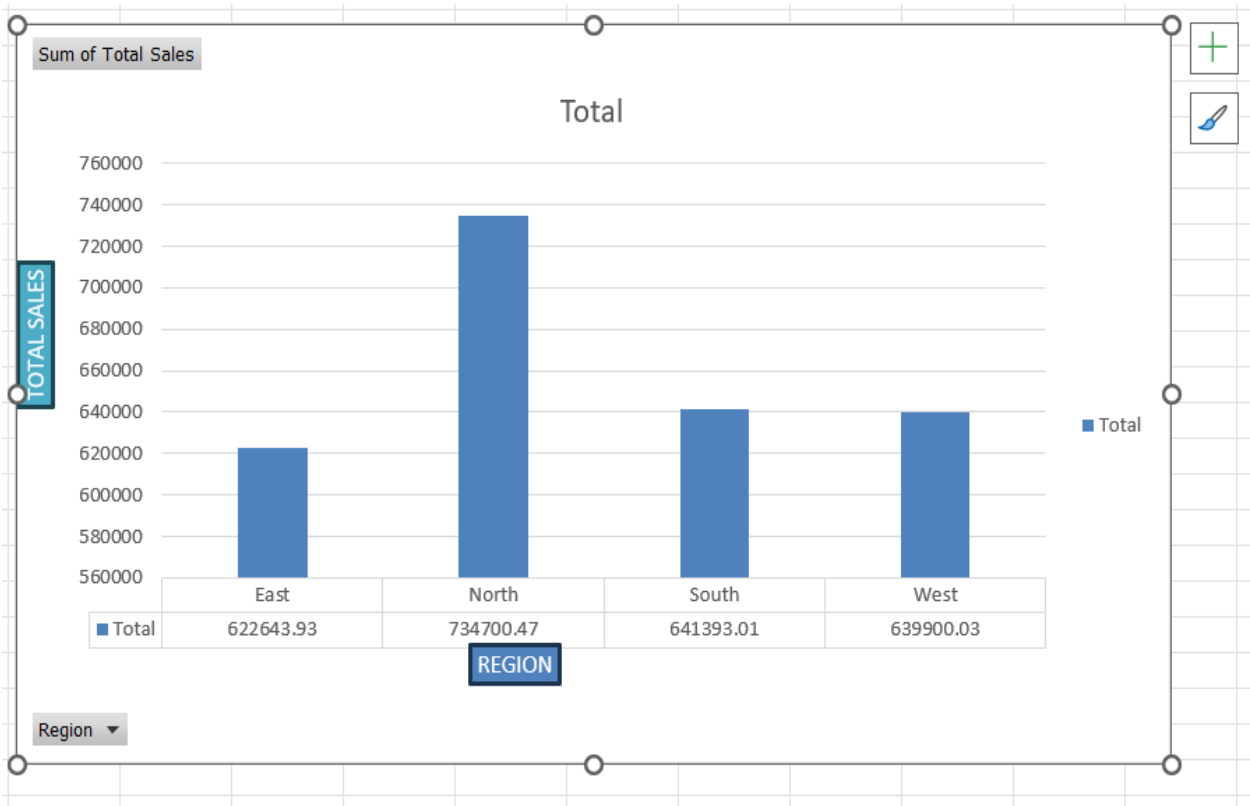


# OVERVIEW

**Company Name: Shopper Ltd.**

1. We have the data for the month of December 2024 of Shopper Ltd. The company offers a wide range of product categories which include Toys, Apparel, Books, Home & Kitchen, Electronics.
2. There are 25 product that they sell across North, South, East and West Region.
3. The Total sales of this month is Rs 2638637.44.
4. Average Daily sales that the company made this month is Rs 85,113.47.

Below are the insights that are made using this data.



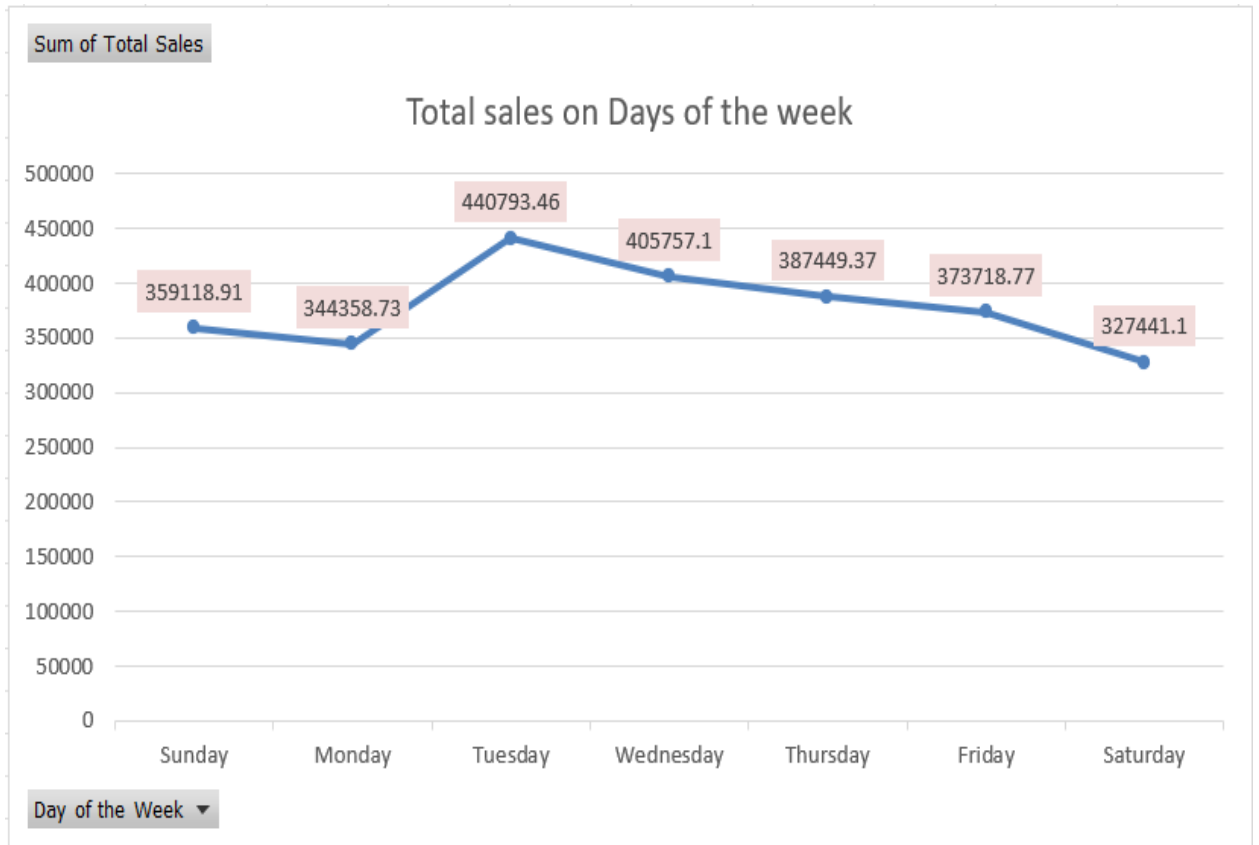
**INSIGHT:** The North Region has contributed most to the total sales, followed by South, then West and then the East region.

Row Labels	Sum of Total Sales
Board Game	140962.77
Camera	113763.08
Dress	129271.8
Headphones	135626.54
Jeans	132139.85
Novel	117587.56
Puzzle	132988.34
Remote Car	134814.34
Shoes	120064.18
Smartphone	117613.06
<b>Grand Total</b>	<b>1274831.52</b>

**INSIGHTS:** These are the top 10 products that contributed to the total sales.

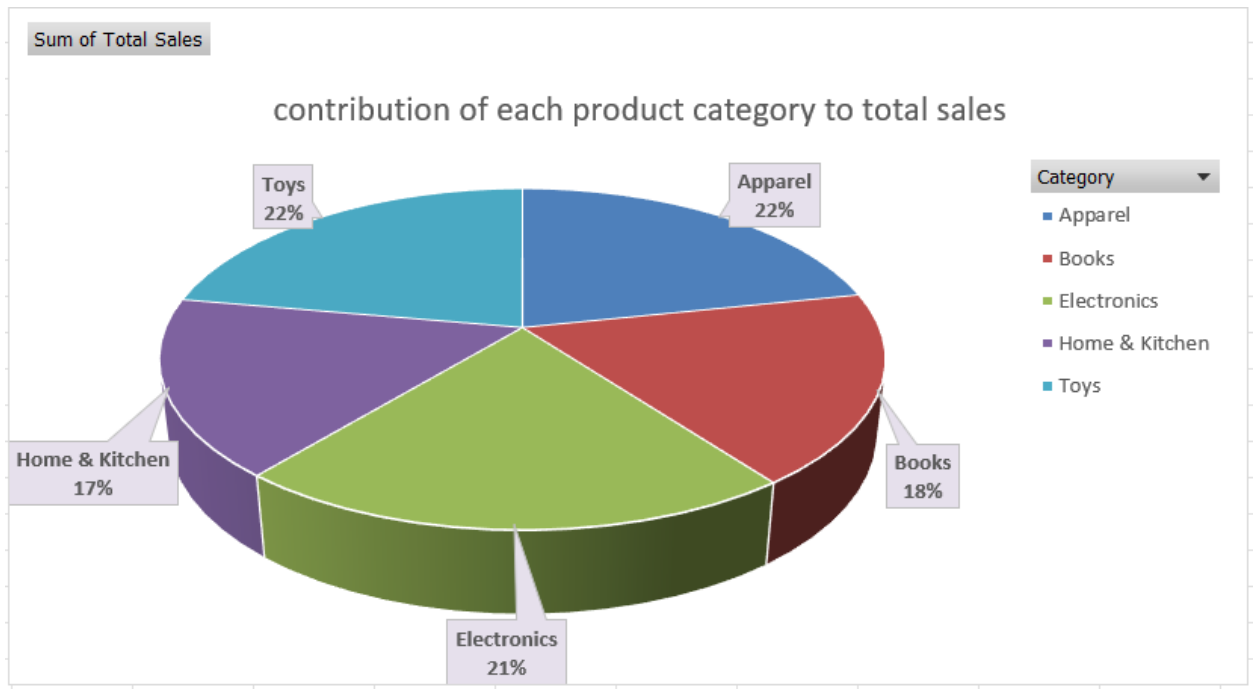
The top 5 products driving most of the sales are:

1. Board Game
2. Headphones
3. Remote Car
4. Puzzle
5. Jeans



**INSIGHTS:** We can see that customers are purchasing more on Tuesdays and Wednesdays compared to other days.

Sales on weekends is slightly lower than the sales on weekdays.



**INSIGHTS:** Apparel and Toys are the highest selling product categories, together making 44% of the total sales followed by Electronics, which makes 21% of the total sales.

Books and Home & Kitchen are making 17% and 18% respectively.

## RECOMMENDATIONS:

1. The East region is contributing least to the total sales, the company should conduct market research for the east region to identify what are the customers' needs in that region and try to offer those products in this region. They can also check if there are any issues related to logistics, i.e. whether the product is delivered on time or not as late product delivery can lead to more cancellation of the product and creates a negative brand value for the company.
2. Categories like Books and Home & Kitchen are underperforming. To increase their sales the company should offer more discounts in these categories and should also focus on marketing on social media or targeted email campaigns so that the customers are aware that there is a discount on these categories.
3. According to data more customers are purchasing on Tuesdays and Wednesdays compared to other days of the week, more offers like (limited-time offers or flash sales) should be given on these days to attract more customers and to further increase the sales.