

SALES ANALYSIS

analysing sales and customers



OBJECTIVE

1. LETS KNOW YOUR CUSTOMERS
2. LETS ALSO KNOW WHOM TO TARGET FOR THE NEW PRODUCT



OUR TEAM

- 01** KEERTHI
- 02** MOUNIK
- 03** RAGHUL
- 04** SHASHANK
- 05** DHIYANESH



OVERVIEW

NO OF
CUSTOMERS

2237

TOTAL REVENUE

€10M

AVG RECENCY

49.10

ACTIVE
CUSTOMERS

1200



CUSTOMER YEAR WISE

404

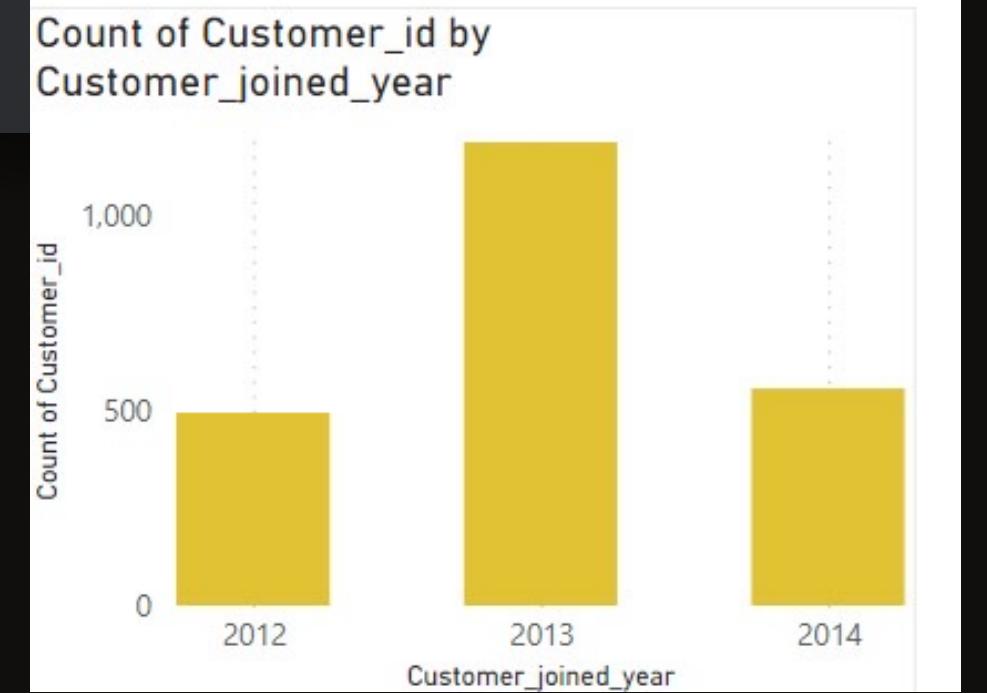
2012

1187

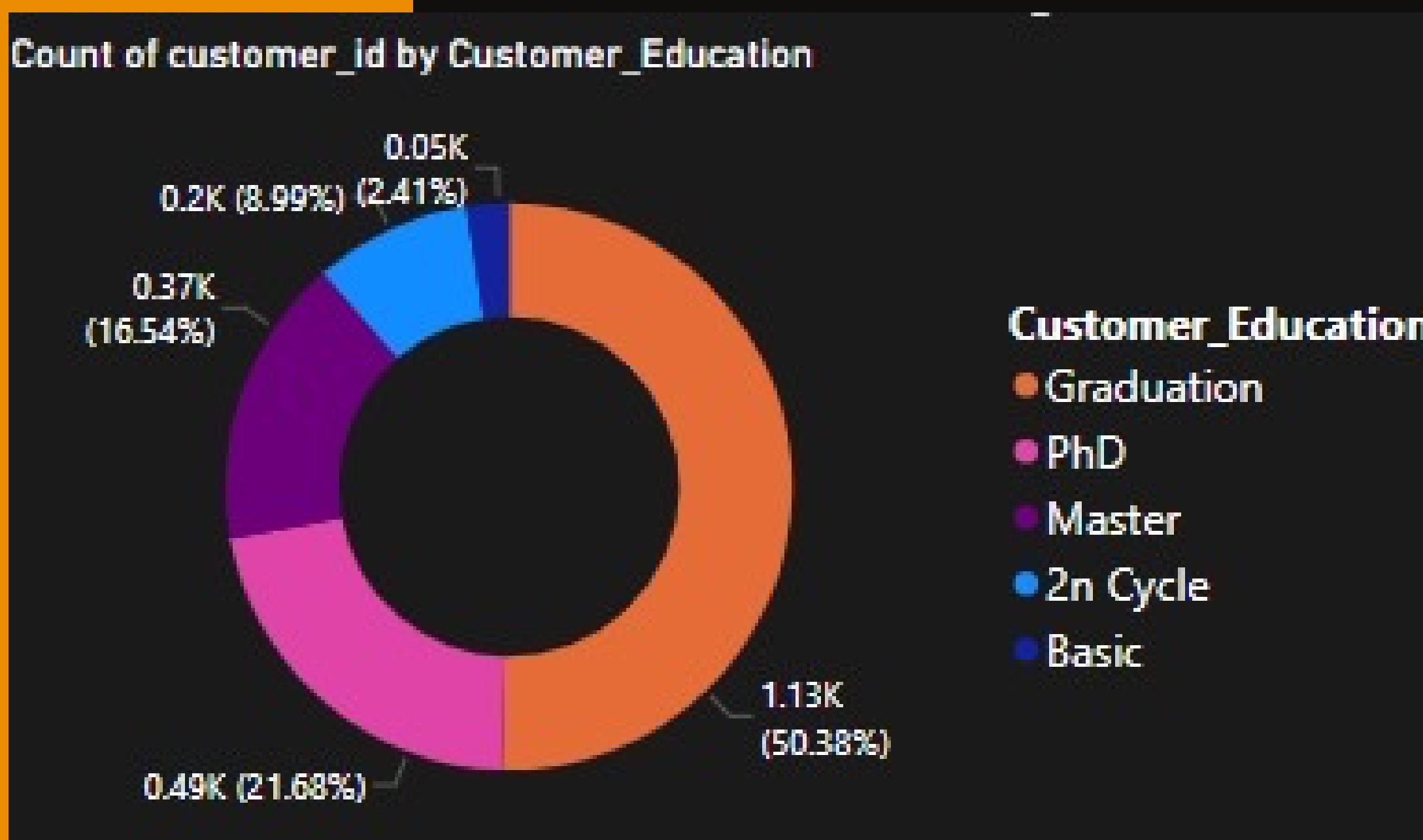
2013

556

2014



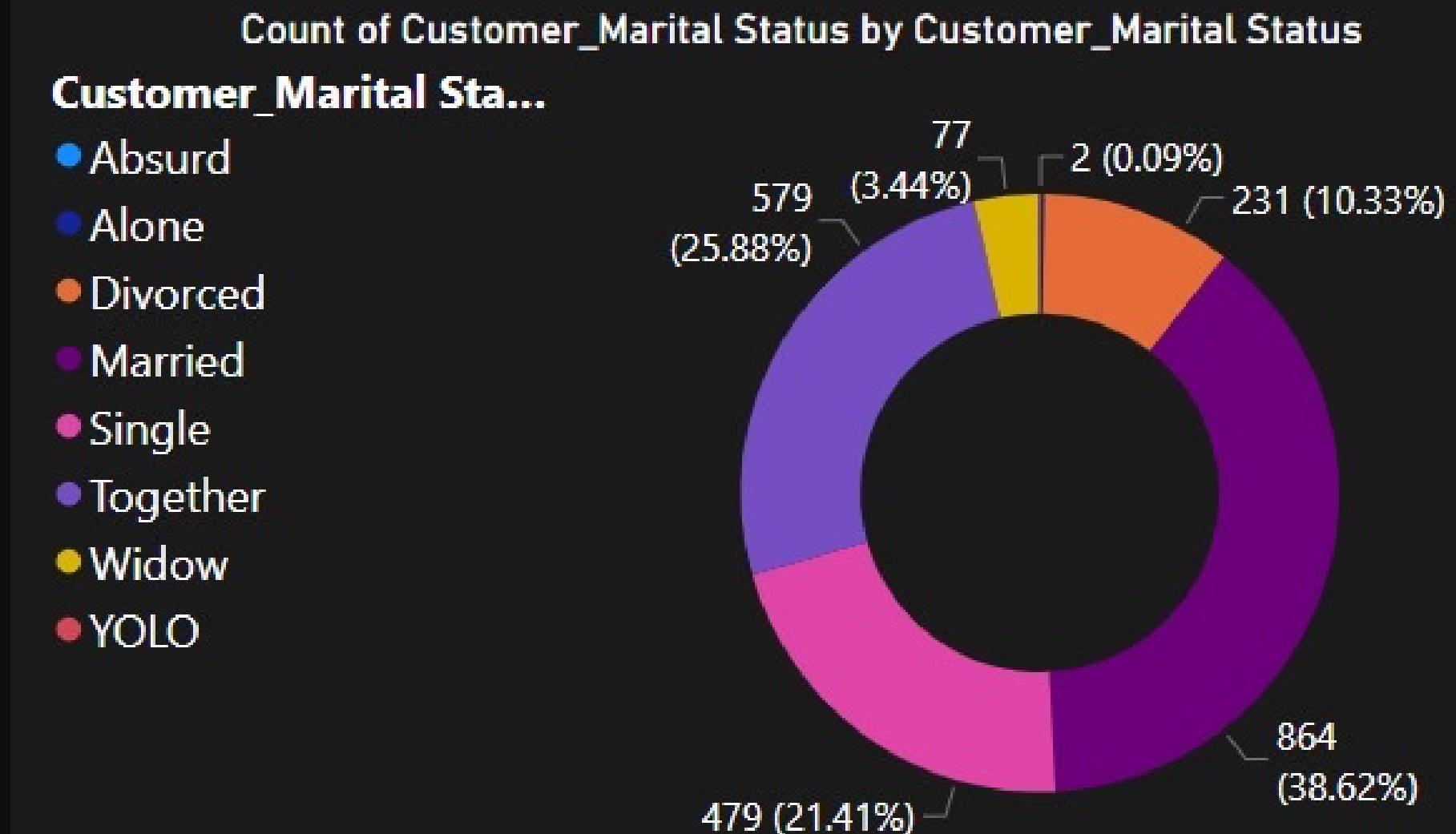
EDUCATION SEGMENTATION



WE HAVE MORE NUMBER
OF GRADUATION AND
THEN PHD STUDENTS

CUSTOMERS

MORE THEN 38% OF OUR
CUSTOMERS ARE MARRIED
ALSO WHO HAVE 0 KIDS ARE
SEEN MORE ACTIVE



SALES

WHILE WE ARE
LAUNCHING A NEW
PRODUCT WE NEED TO
PROMOT IT MORE ON
SOCIAL MEDIA

Sum of orders_social_media by
orders_social_media

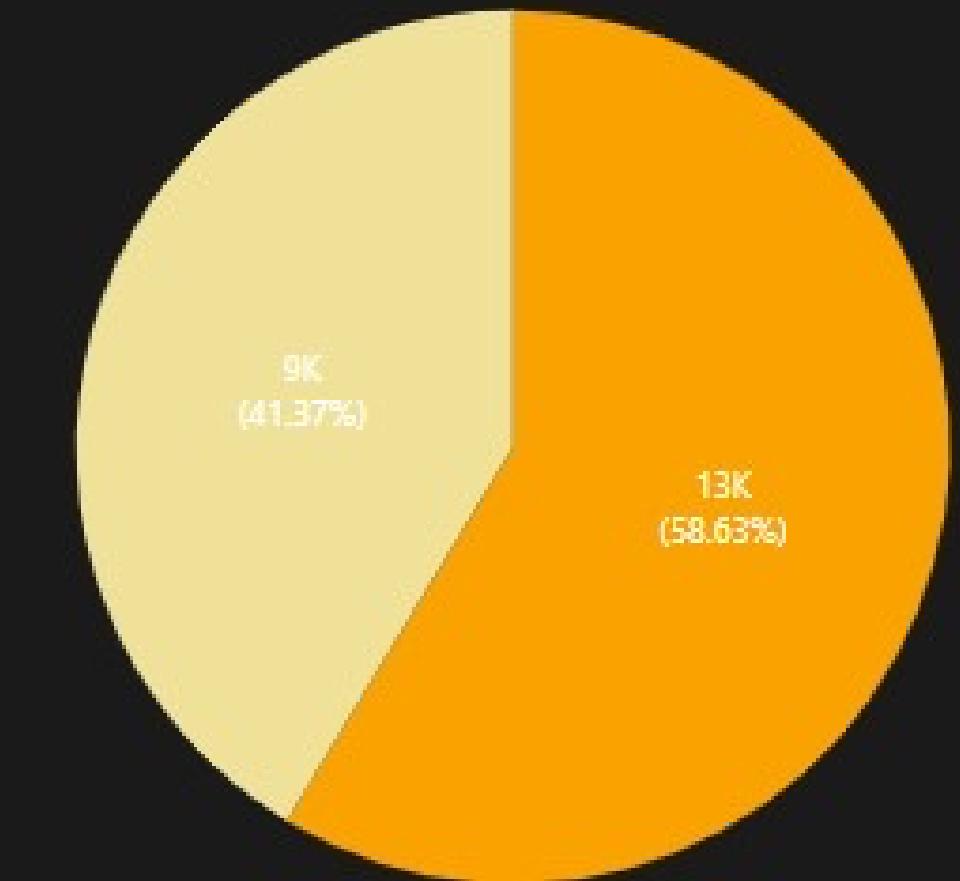
1.08K

Sum of orders_website by
orders_website

0.05K

Sum of orders_social_media and Sum of orders_website

- Sum of orders_social_media
- Sum of orders_website

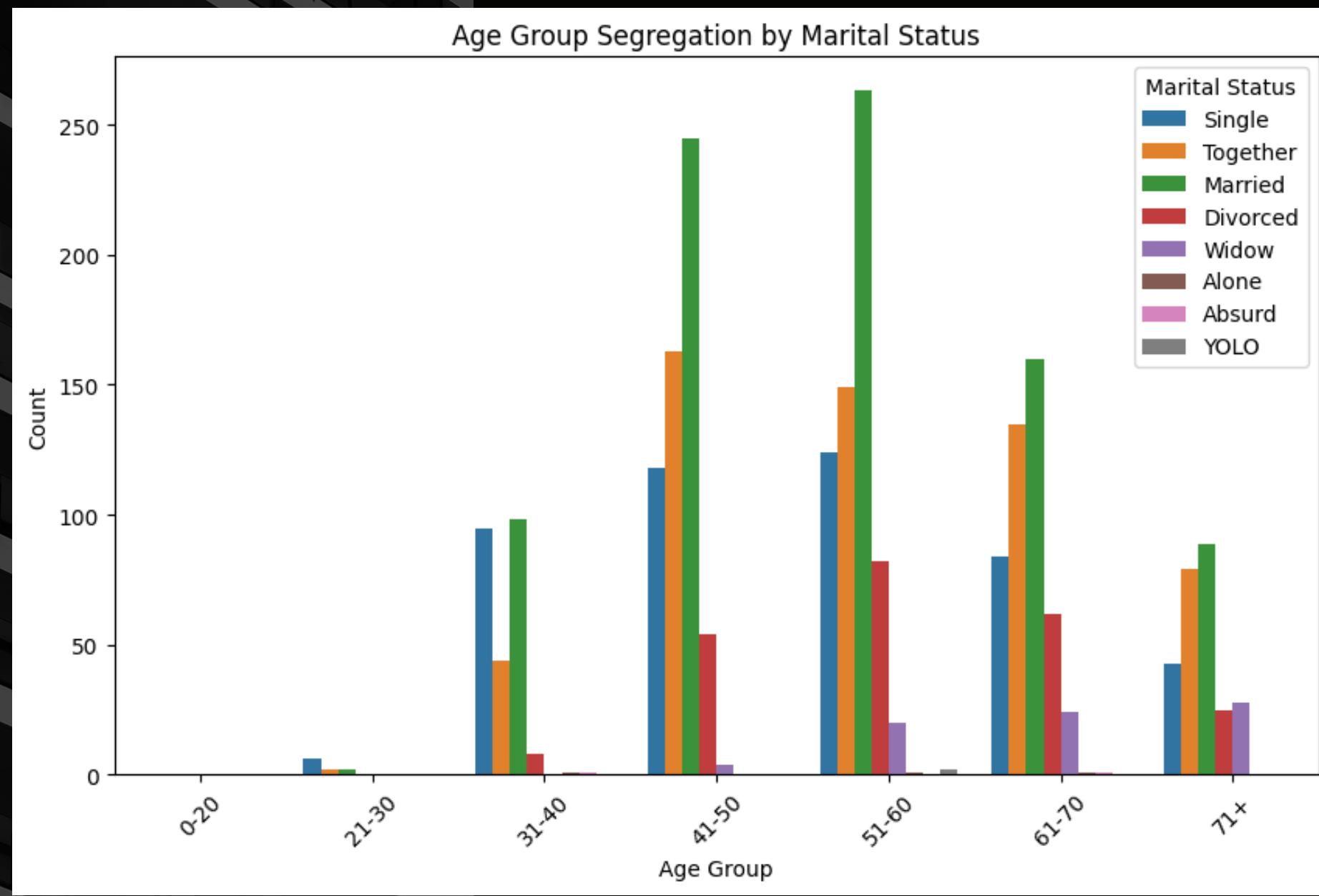


SALES



WE CAN PREFER
LAUNCHING A NEW
PRODUCT NEAR BY JUNE
AND JULY

AGE SEGMENTATION



AGE GROUP
BETWEEN 51-60
ARE SEEN MORE
ACTIVE
FOLLOWED BY 41 -
50



THANK'S