

Problem statement

1. Compare the Sales and Orders on Year-on-Year Basis
2. For every year which month got the highest sales & highest orders
3. Who purchased more (gender wise)
4. YOY sales and orders (gender wise)
5. Top3 States in terms of Sales and orders (separate) YOY basis
6. Bottom 3 States in terms of Sales and orders (separate) YOY basis
7. Relationship between age and gender based on the number of orders
8. Which channel contributes the maximum in Sales YOY basis
9. Highest Selling Category of Products (YOY)
10. Least Selling Category of Products (YOY)
11. Quarterly Sales for (any 2 years)
12. Delivery Rate & Non-Delivery Rate (YOY Basis)
13. KPI indicators of Your choice.
14. Need at least 4 slicers of your choice in the dashboard

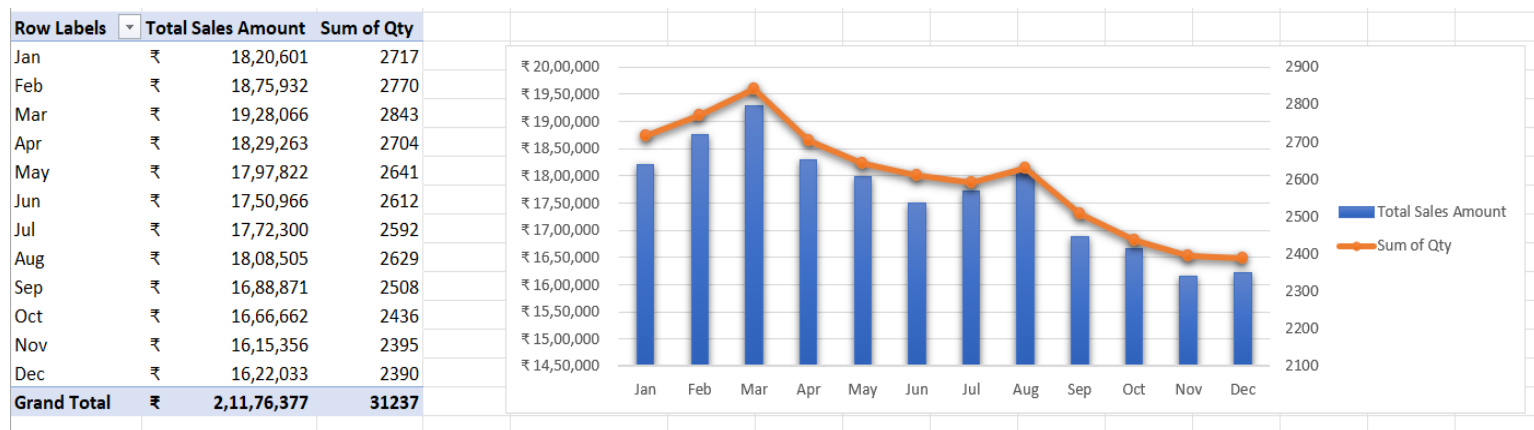
Archie Store Documentation

Data Cleaning :

- **Gender Column:** Applied the replace function to ensure uniformity by converting all gender values into standardized codes—"M" for male and "F" for female.
- **Quantity Column:** Standardized quantity data by converting numbers written in words into numeric digits using the replace or map functions, ensuring consistency.
- **Age, Quantity, & Amount Columns:** Validated data integrity by checking for negative values, flagging any erroneous entries.
- **Amount Column:** Converted numbers into currency format to ensure uniformity in monetary values, improving readability.
- **Ship-City & Ship-State Columns:** Standardized text entries by applying the PROPER case function. Additionally, used pivot tables and filters to detect inconsistencies and maintain data uniformity.
- **Ship-Postal-Code Column:** Applied conditional formatting to verify that each postal code has exactly six digits, flagging any discrepancies.
- **Duplicate Entries & Missing Data:** Conducted an overall quality check, identifying and resolving duplicate records, blank values, and spelling errors.
- **Consistency & Formatting:** Ensured uniform data formatting across columns, including aligning data types to maintain accuracy.

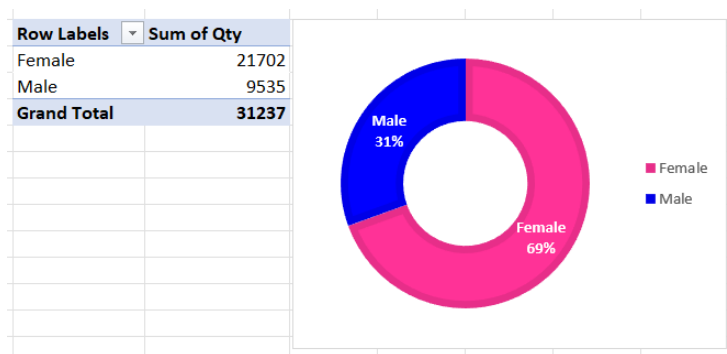
Data Summarization :

1. Which month got the highest sales & highest orders:



Archie Store Documentation

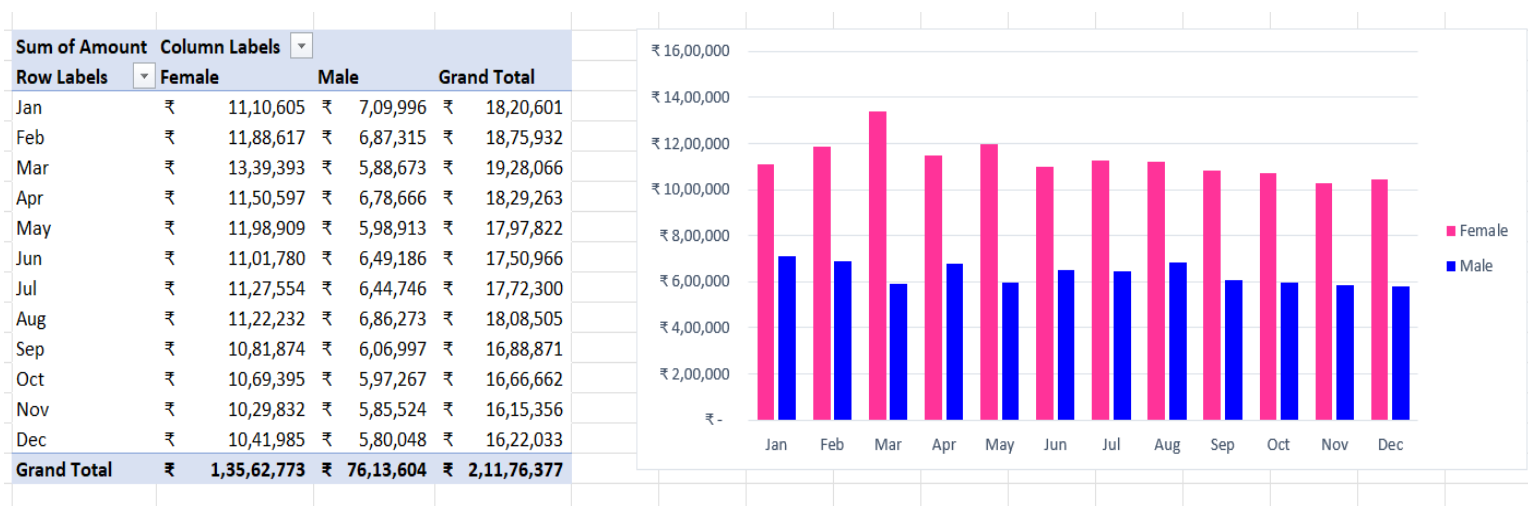
2. Who purchased more (gender wise)



Observations:

- **Female customers** account for **69%** of total sales (21,702 units), indicating a strong preference or targeted appeal towards this demographic.
- **Male customers** contribute to **31%** of total sales (9,535 units), suggesting potential growth opportunities in expanding engagement and outreach strategies for this segment.
- The **disproportionate distribution** highlights the need for tailored marketing approaches to balance customer demographics and maximize revenue potential across both groups.

3. Month on month sales and orders (Gender wise)

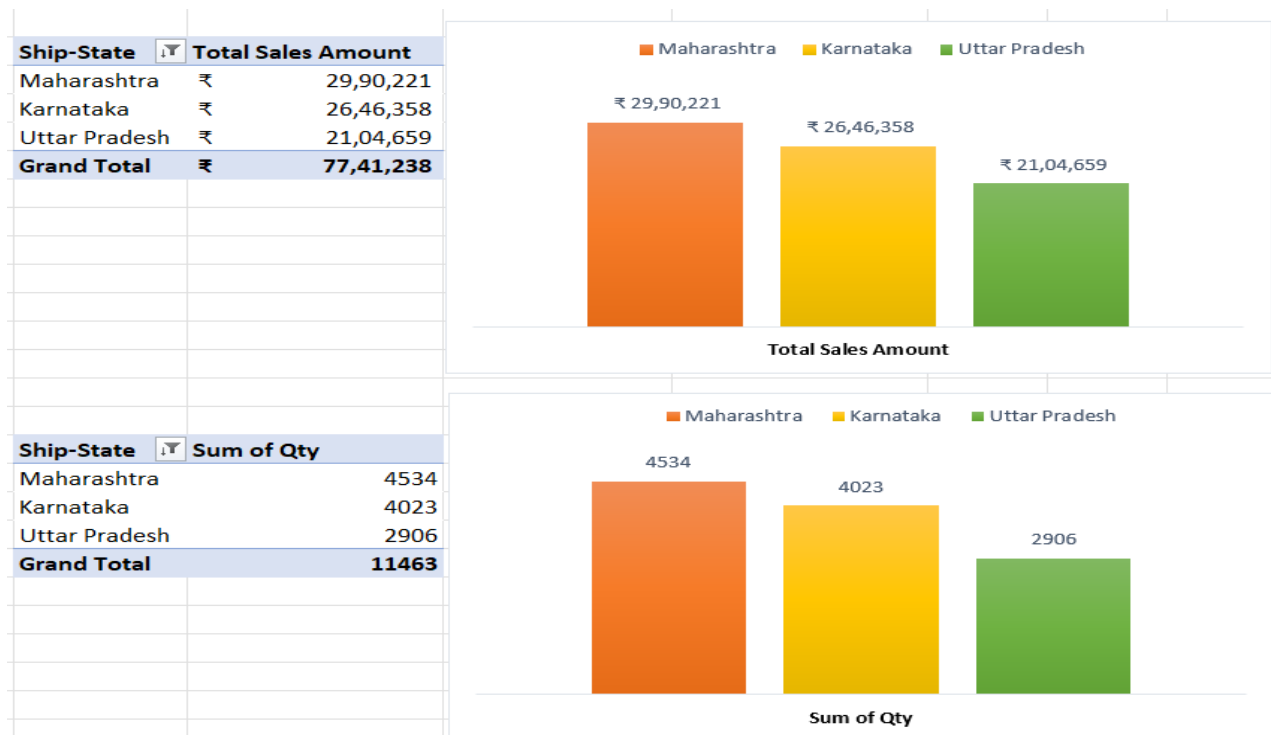


Observations:

- **Peak Sales Month:** Both **female and male segments** recorded their highest sales in **March**, with female sales reaching **₹13,39,393** and male sales at **₹5,88,673**, making it the strongest revenue-generating month.
- **Male Sales Trend:** Male sales remained **relatively stable** throughout the year, with a noticeable **decline in June** followed by a **moderate recovery in July and August**, aligning with overall quantity trends.
- **Female Sales Fluctuation:** Female sales exhibited **greater variation**, with prominent peaks in **March** and a **secondary peak in August**, suggesting seasonal promotions or events that drive higher engagement among female customers.

Archie Store Documentation

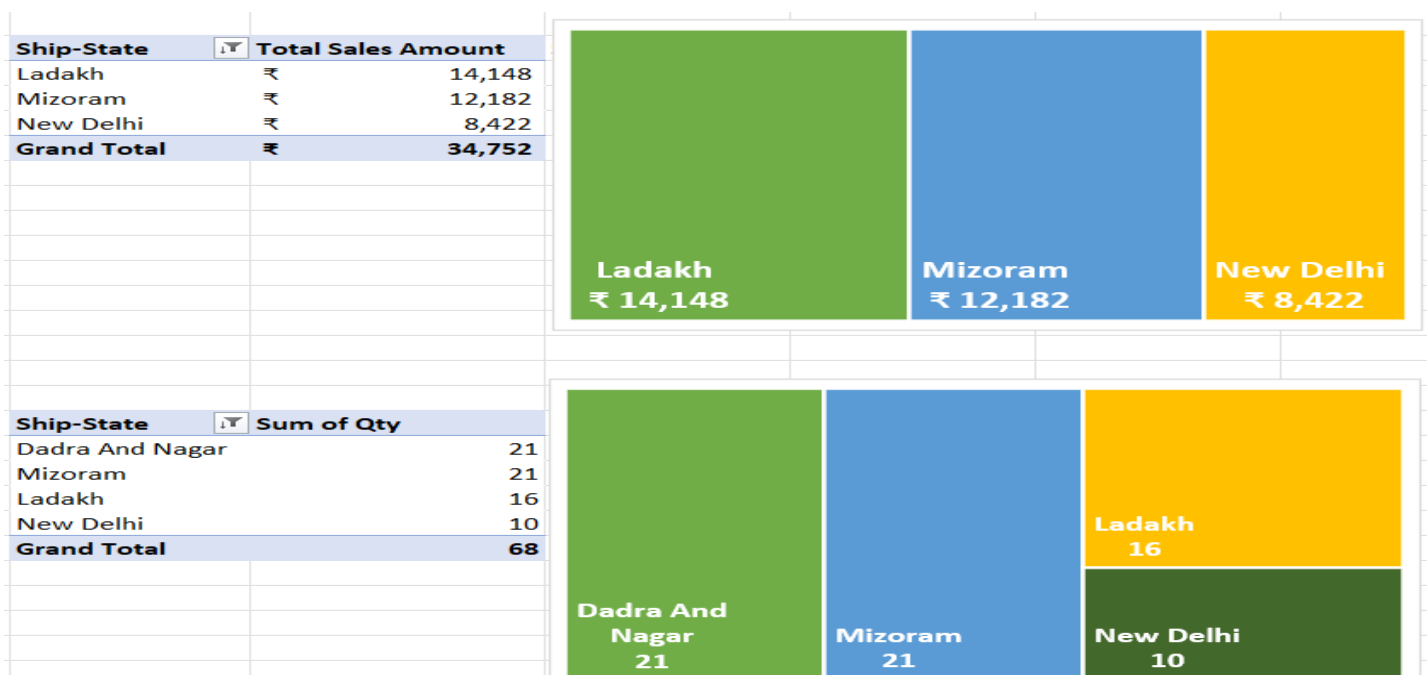
4. Top3 States in terms of Sales and orders (separate)



Observations:

- **Maharashtra** remains the top-performing region, achieving the **highest annual total sales** of ₹29,90,221, demonstrating strong market demand and consistent sales performance.
- **Karnataka**, ranking **second** in total annual sales at ₹26,46,358, maintains a **steady sales trend**, with a notable peak in **May** at ₹2,43,716, potentially driven by seasonal demand or promotional activities.
- **Uttar Pradesh**, securing the **third-highest total annual sales** at ₹21,04,659, exhibits a pattern of **steady growth and decline**, mirroring broader regional trends and concluding the year with stable performance.

5. Bottom 3 States in terms of Sales and orders (separate)



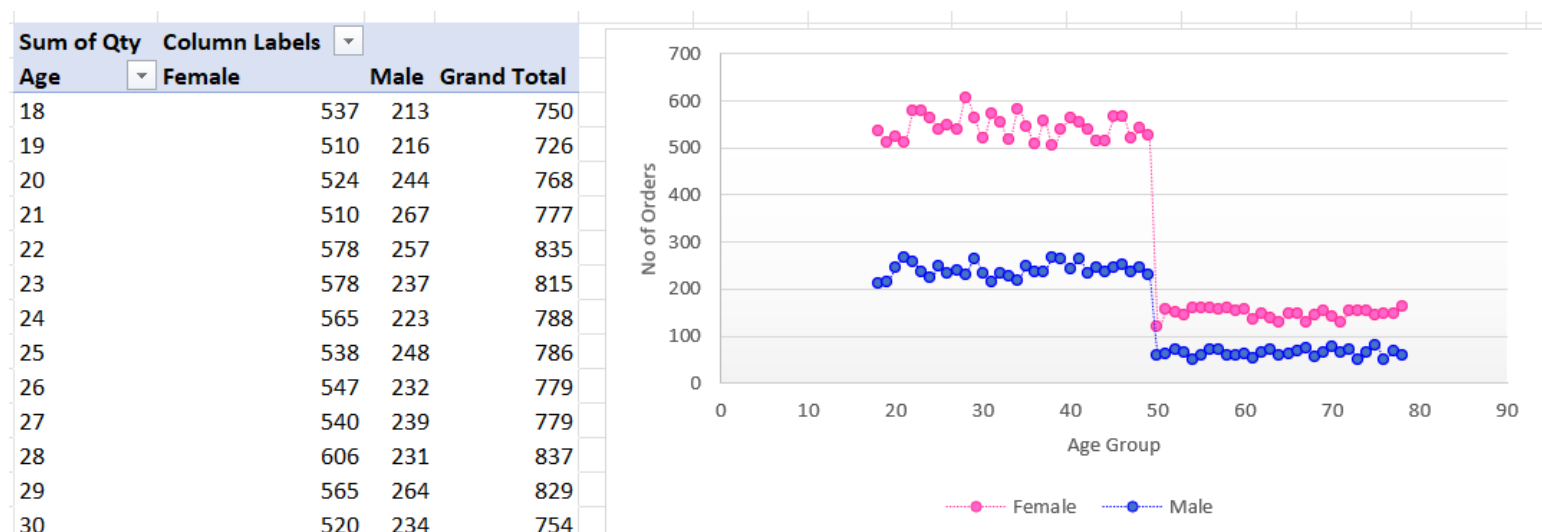
By Durgesh Arolkar

Archie Store Documentation

Observations:

- **Lowest Sales Regions:** Among the bottom three states, **Ladakh** leads with total sales of ₹14,148, followed by **Mizoram** at ₹12,182, while **New Delhi** records the lowest sales at ₹8,422, making it the weakest-performing region in terms of revenue.
- **Order vs. Sales Discrepancy:** Despite having **fewer orders** than **Dadra and Nagar**, **Ladakh** generates **higher total sales**, indicating a **higher average transaction value per order**.
- **Market Demand Challenge:** **New Delhi** has the **lowest number of orders and sales**, reflecting **limited market demand or a smaller consumer base**, suggesting potential opportunities for targeted strategies to improve engagement in the region.

6. Relationship between age and gender based on the number of orders



Observations:

➤ Gender Comparison:

- Female quantities remain consistently higher than male quantities across all age groups, with a cumulative total of **21,702** for females and **9,535** for males.
- The higher female participation across all age ranges suggests **greater engagement or product preference** among this demographic, potentially driven by targeted marketing or consumer behavior patterns.

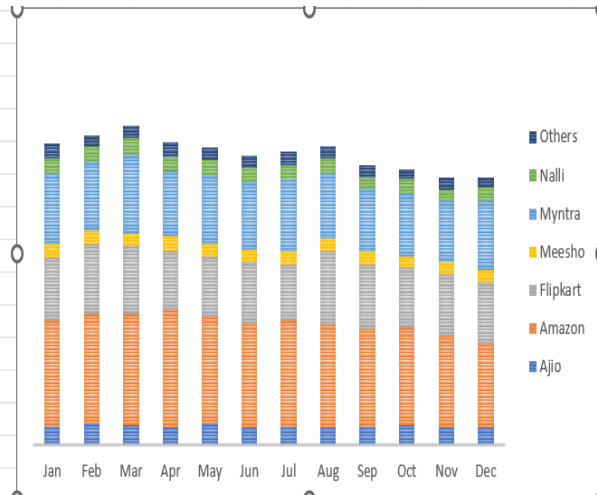
➤ Age Range Analysis:

- The **18-30 age group** contributes **significantly** to total sales, forming a major share of the dataset, reflecting strong demand from younger consumers.
- Beyond age **30**, the total quantities **gradually decline**, indicating a potential drop in engagement or market representation as age increases.

Archie Store Documentation

7. Which channel contributes the maximum in Sales Month on Month basis

Sum of Amount	Column Labels										
Row Labels	Ajio	Amazon	Flipkart	Meesho	Myntra	Nalli	Others	Grand Total			
Jan	₹ 1,10,422	₹ 6,46,018	₹ 3,75,769	₹ 84,724	₹ 4,25,664	₹ 91,374	₹ 86,630	₹ 18,20,601			
Feb	₹ 1,22,880	₹ 6,74,613	₹ 4,15,402	₹ 81,075	₹ 4,21,895	₹ 90,426	₹ 69,641	₹ 18,75,932			
Mar	₹ 1,18,839	₹ 6,78,982	₹ 4,06,281	₹ 77,412	₹ 4,79,067	₹ 99,616	₹ 67,869	₹ 19,28,066			
Apr	₹ 1,04,698	₹ 7,11,758	₹ 3,59,628	₹ 84,366	₹ 3,97,079	₹ 85,792	₹ 85,942	₹ 18,29,263			
May	₹ 1,25,545	₹ 6,50,451	₹ 3,63,397	₹ 78,707	₹ 4,20,107	₹ 88,115	₹ 71,500	₹ 17,97,822			
Jun	₹ 97,807	₹ 6,36,065	₹ 3,69,135	₹ 76,551	₹ 4,12,098	₹ 85,344	₹ 73,966	₹ 17,50,966			
Jul	₹ 1,12,370	₹ 6,44,030	₹ 3,37,635	₹ 79,598	₹ 4,36,913	₹ 80,856	₹ 80,898	₹ 17,72,300			
Aug	₹ 1,05,143	₹ 6,20,342	₹ 4,47,048	₹ 71,638	₹ 4,02,269	₹ 90,614	₹ 71,451	₹ 18,08,505			
Sep	₹ 1,08,746	₹ 5,95,569	₹ 3,89,318	₹ 81,255	₹ 3,79,847	₹ 67,087	₹ 67,049	₹ 16,88,871			
Oct	₹ 1,18,249	₹ 5,92,660	₹ 3,64,737	₹ 67,426	₹ 3,76,357	₹ 88,924	₹ 58,309	₹ 16,66,662			
Nov	₹ 1,05,344	₹ 5,58,959	₹ 3,70,854	₹ 70,464	₹ 3,72,916	₹ 65,295	₹ 71,524	₹ 16,15,356			
Dec	₹ 1,01,384	₹ 5,10,486	₹ 3,74,097	₹ 74,390	₹ 4,17,328	₹ 81,886	₹ 62,462	₹ 16,22,033			
Grand Total	₹ 13,31,427	₹ 75,19,933	₹ 45,73,301	₹ 9,27,606	₹ 49,41,540	₹ 10,15,329	₹ 8,67,241	₹ 2,11,76,377			

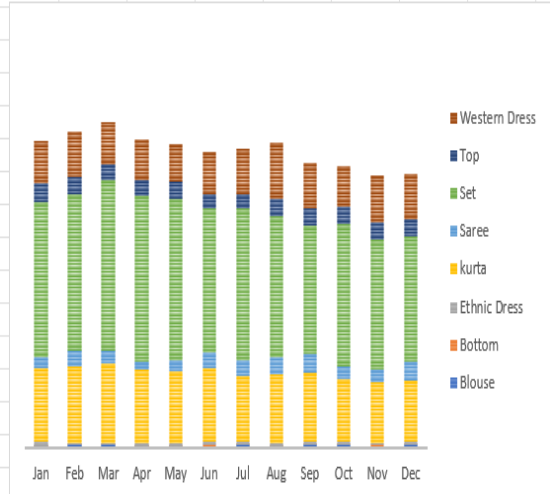


Observations:

- Amazon, Myntra, and Flipkart are the top-performing platforms, with Amazon consistently driving the highest sales volume across all months.
- April and May emerge as peak sales months, indicating strong seasonal demand or promotional activities, while January and December reflect comparatively lower sales performance.
- Ajio, Meesho, and Nalli maintain steady but lower sales levels, contributing to overall market diversity, while the "Others" category accounts for a consistent but smaller portion of total monthly sales.

8. Highest and Least Selling Category of Products Month on Month basis

Sum of Amount	Column Labels										
Row Labels	Blouse	Bottom	Ethnic Dress	kurta	Saree	Set	Top	Western Dress	Grand Total		
Jan	₹ 8,934	₹ 1,596	₹ 20,346	₹ 4,36,487	₹ 66,964	₹ 9,23,687	₹ 1,06,498	₹ 2,56,089	₹ 18,20,601		
Feb	₹ 15,432	₹ 3,338	₹ 6,718	₹ 4,51,388	₹ 96,331	₹ 9,25,459	₹ 1,07,650	₹ 2,69,616	₹ 18,75,932		
Mar	₹ 12,361	₹ 1,623	₹ 15,307	₹ 4,69,522	₹ 74,925	₹ 10,10,754	₹ 93,978	₹ 2,49,596	₹ 19,28,066		
Apr	₹ 8,148	₹ 1,882	₹ 13,094	₹ 4,39,762	₹ 41,084	₹ 9,85,973	₹ 92,466	₹ 2,46,854	₹ 18,29,263		
May	₹ 6,375	₹ 2,668	₹ 17,328	₹ 4,28,919	₹ 63,723	₹ 9,52,557	₹ 1,05,266	₹ 2,20,986	₹ 17,97,822		
Jun	₹ 10,616	₹ 1,407	₹ 21,519	₹ 4,38,230	₹ 88,598	₹ 8,59,430	₹ 79,708	₹ 2,51,458	₹ 17,50,966		
Jul	₹ 18,839	₹ 1,136	₹ 15,973	₹ 3,92,096	₹ 90,496	₹ 8,97,639	₹ 85,022	₹ 2,71,099	₹ 17,72,300		
Aug	₹ 8,461	₹ 2,762	₹ 13,579	₹ 4,05,401	₹ 1,05,260	₹ 8,35,564	₹ 1,02,652	₹ 3,34,826	₹ 18,08,505		
Sep	₹ 17,260	₹ 2,114	₹ 15,148	₹ 4,10,151	₹ 1,14,037	₹ 7,59,911	₹ 1,03,504	₹ 2,66,746	₹ 16,88,871		
Oct	₹ 12,119	₹ 2,710	₹ 23,210	₹ 3,66,039	₹ 80,145	₹ 8,43,407	₹ 1,02,230	₹ 2,36,802	₹ 16,66,662		
Nov	₹ 8,140	₹ 4,437	₹ 14,944	₹ 3,59,725	₹ 78,183	₹ 7,66,844	₹ 1,05,778	₹ 2,77,305	₹ 16,15,356		
Dec	₹ 14,203	₹ 2,131	₹ 18,090	₹ 3,61,657	₹ 1,10,725	₹ 7,46,321	₹ 1,01,447	₹ 2,67,459	₹ 16,22,033		
Grand Total	₹ 1,40,888	₹ 27,804	₹ 1,95,256	₹ 49,59,377	₹ 10,10,471	₹ 1,05,07,546	₹ 11,86,199	₹ 31,48,836	₹ 2,11,76,377		

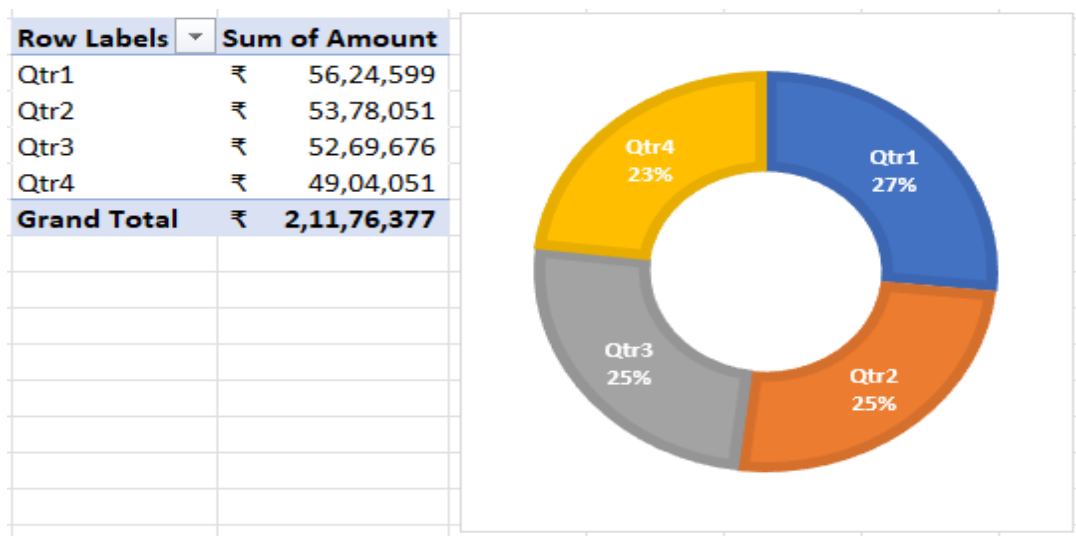


Observations:

- Sets consistently record the highest sales among all categories, outperforming other product types, followed by Saree and Kurta.
- March and April show the peak sales months, while January and December have relatively lower sales, suggesting seasonal buying patterns.
- Bottoms and Blouses rank among the lowest-selling categories, likely due to lower consumer preference or market demand for these products.

Archie Store Documentation

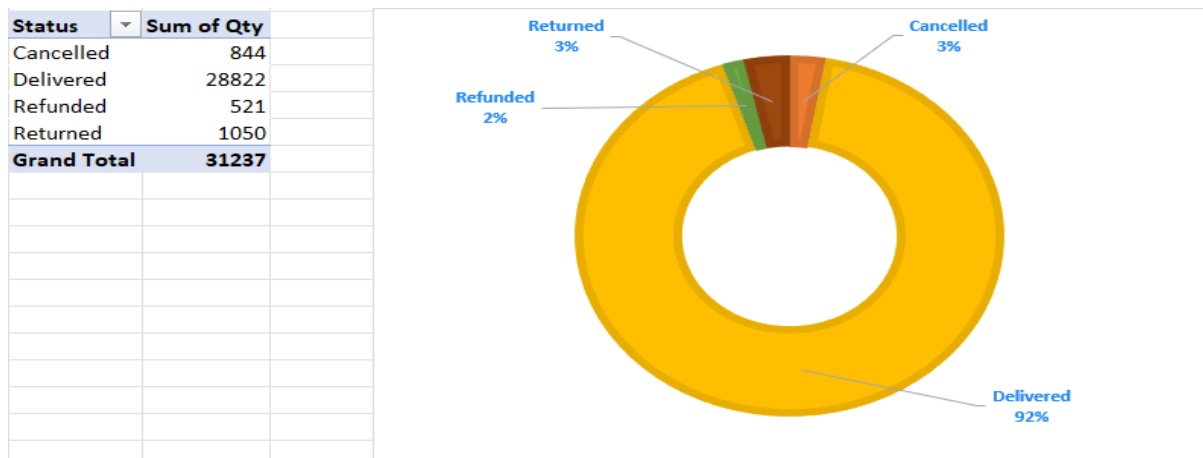
9. Quarterly Sales



Observations:

- **Q1 records the highest sales** at ₹56,24,599, followed by a slight decline in Q2 (₹53,78,051) and Q3 (₹52,69,676).
- **Q4 has the lowest sales** at ₹49,04,051, reflecting a downward trend in revenue across the year.
- The **gradual decline in quarterly sales** suggests potential seasonal fluctuations or market-driven factors affecting revenue in the later months.

10. Delivery Rate & Non-Delivery Rate (Month on Month Basis)



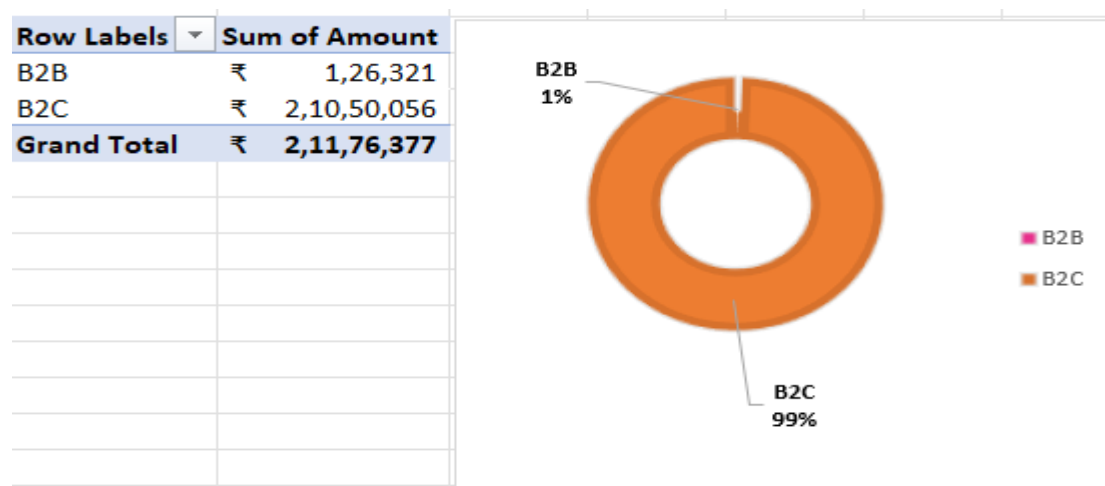
Observations:

- **High Fulfillment Rate:** The vast majority of orders, **28,822 (92%)**, were successfully **delivered**, indicating strong logistics efficiency and fulfillment reliability.
- **Returned Orders:** **1,050 orders (3.4%)** were **returned**, potentially due to product quality issues, incorrect orders, or customer dissatisfaction.
- **Order Cancellations:** **844 orders (2.7%)** were **cancelled**, suggesting concerns with order processing, stock availability, or changes in customer intent.
- **Refunded Transactions:** **521 orders (1.7%)** were **refunded**, possibly due to discrepancies in order fulfillment, damaged products, or unmet customer expectations.

These trends highlight the overall reliability of deliveries while identifying areas for improvement in returns, cancellations, and refunds.

Archie Store Documentation

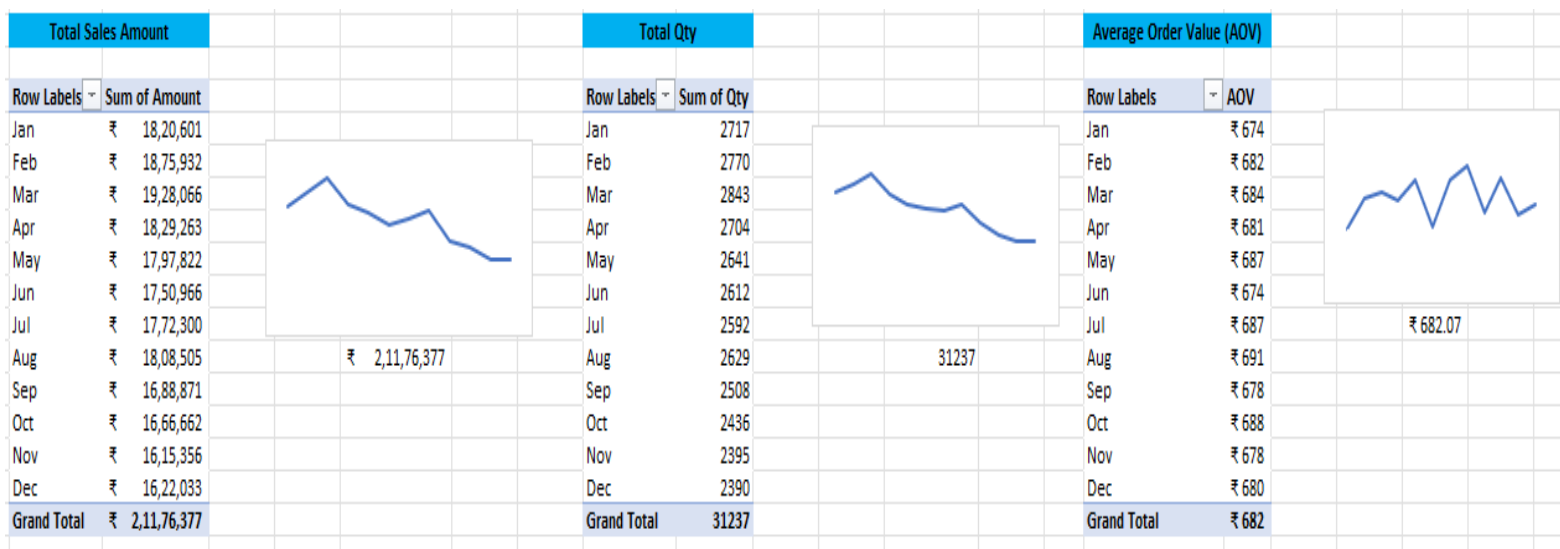
11. Sales Composition



Observations:

- **B2C transactions dominate the sales composition**, contributing ₹2,10,50,056, which accounts for an overwhelming **99.4%** of the total revenue.
- **B2B transactions make up only ₹1,26,321**, representing a minimal **0.6%** of the overall sales, underscoring the business's strong focus on direct consumer sales rather than wholesale or corporate transactions.
- The **significant disparity between B2C and B2B sales** indicates that the company's revenue model is primarily driven by retail customers, suggesting potential opportunities for expansion in the B2B segment.

12. KPI indicators:



Observations:

- **Sales Performance:** Monthly revenue shows a **gradual decline** from its peak in **March (₹19,28,066)** to **December (₹16,22,033)**, indicating possible seasonality or external market influences affecting demand.
- **Sales Volume Trend:** The **total quantity sold** follows a similar downward trajectory, reducing from **2,843 units in March** to **2,390 units in December**, highlighting potential shifts in consumer demand.

Archie Store Documentation

- **Average Order Value (AOV):** The AOV fluctuates between ₹670 and ₹688 throughout the year, with a **Grand Total AOV of ₹678**, suggesting relative pricing stability across months.

13. Slicers for the Dashboard:

ship-state	ship-city	Category	Channel	Size	Business Model
Delhi	Delhi	Blouse	Ajio	Free	B2B
Andaman & Nicobar	Mumbai	Bottom	Amazon	L	B2C
Andhra Pradesh	Chennai	Ethnic Dress	Flipkart	M	
Arunachal Pradesh	Bangalore	kurta	Meesho	Male	
Assam	Hyderabad	Saree	Myntra	S	
Bihar	Kolkata	Set	Nalli	XL	
Chandigarh	Pune	Top	Others	XS	
Chhattisgarh	Surat	Western Dress		XXL	

Dashboarding & Visualization:



Archie Store Documentation

Insights:

- **Decline in Sales and Profits:** Sales and profits have been consistently decreasing both quarterly and monthly.
 - **Primary Sales Channels:** Major sales come from **Amazon, Myntra, and Flipkart**.
 - **Product Preference:** **Traditional clothing** is significantly more popular than western styles.
 - **Sales Composition:** **99%** of sales are **Business-to-Consumer (B2C)**; only **1%** are **Business-to-Business (B2B)**.
 - **Revenue by Region:** Majority of revenue is generated from **metropolitan cities**.
 - **Customer Age Demographic:** Purchases are mainly made by customers aged **20 to 46 years**.
 - **Customer Gender Demographic:** **69% Female** and **31% Male** customer base.
-

Assumptions:

- **Seasonality:** Business may experience natural demand cycles; March could mark the end of a peak season.
 - **Economic Changes:** Factors like inflation or economic downturn could be lowering consumer spending.
 - **Quality Concerns:** Real or perceived declines in product quality could be impacting repeat purchases.
 - **Limited Innovation:** Lack of new designs, features, or product updates may be causing customer interest to wane.
-

Countermeasures Suggested:

- **Develop Targeted Marketing Strategies for Traditional Clothing** to tap into its proven popularity.
- **Establish a Customer Feedback Loop** to catch and correct issues early.
- **Increase Engagement with Female Customers** through:
 - Curated traditional collections.
 - Collaborations with fashion influencers.
 - Loyalty and referral programs.
- **Expand Product Range:**
 - Modernize traditional styles.
 - Introduce a limited, trendy **Western wear collection** to test new markets.
- **Leverage B2B Partnerships:**
 - Target bulk buyers, corporate orders, boutiques, and wholesalers.
- **Improve Customer Retention:**
 - Build a strong loyalty program.
 - Personalize marketing for different **age groups**.
 - Enhance user experience on marketplaces and future e-commerce platforms.
 - Offer rich **product descriptions** with sizing, styling tips, and material info.
- **Offer Flexible Payment Options:** Introduce flexible payment plans and **EMI options** to reduce purchase barriers.
- **Boost Social Media Presence:** Create **targeted, engaging content** aligned with customer demographics and shopping behaviors.