

YEAR

202120202019

MONTH

Apr

Aug

Dec

Feb

Jan

Jul

Jun

Mar

May

REGION

All

CITY

All

STORE

All

Merchant Category

All

Merchant Class

All

cromāA TATA Enterprise

Seasonality Analysis

Ecom_BnM_Indicator

B&MEcom

Merchant Classes most susceptible to seasonal variations

MerchClassDescription	Festive_Sales	Non_Festive_Sales
Smart Phones (OS Based)	30,89,56,916.86	4,84,02,10,526.38
TV LCD	15,81,45,101.50	1,74,15,79,436.18
Mobile Computing	11,61,55,824.52	1,86,54,16,508.80
Refrigerators	7,05,08,279.05	99,87,59,055.01
Earphones/Headphones	6,09,90,519.95	88,68,54,033.21
Washing Machines	5,53,67,309.42	63,81,56,445.65
Air Conditioners	4,83,23,515.60	1,10,45,78,903.57
Gaming Laptops	3,74,01,623.16	42,55,81,011.02
Tablets & Detachables	1,89,72,195.86	36,34,86,929.24
Total	1,00,56,85,896.31	14,88,50,44,942.98

Merchant Class least affected by seasonal variations

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Merchant Classes most susceptible to seasonal variations

Non_Festive_SalesFestive_Sales

Smart Phones (O...

4.8bn

Mobile Computing

1.9bn

TV LCD

1.7bn

Air Conditioners

1.1bn

Refrigerators

1.0bn

Earphones/Head...

0.9bn

Washing Machines

Gaming Laptops

Tablets & Detach...

Lifestyle & Wear...

0bn2bn4bn6bn

Non_Festive_Sales and Festive_Sales

DiwaliSalesPercentage by MerchClassDescription and YEAR

YEAR201920202021

Security

Air Purifier

Kochar Service

Desktops

Phones Mobile

TV LCD

Computer Bags

Earphones/H...

Gift Card

Connected H...

DiwaliSalesPercentage

MerchClassDescription

YEAR

201920202021

MONTH

AprAugDecFebJanJulJunMarMay

REGION

All

CITY

All

STORE

All

Merchant Category

All

Merchant Class

All

cromāA TATA Enterprise

Product Segmentation

Ecom_BnM_IndicatorB&MEcom

Sales by MerchClassDescription

MerchClassDescription

TV LCD1.9bnMobile Comp...2.0bnSmart Phone...5.1bn

0bn5bn

Sales

Revenue and SalesVolume by PriceSegment

RevenueSalesVolume

11.4bn366K3.6bn334K0.9bn

10bn5bn0bn

PremiumMainstreamValue

PriceSegment

PremiumSalesValue, MainstreamRevenue and ValueSalesValue by YEAR

PremiumSalesValueMainstreamRevenueValueSalesValue

6bn4bn2bn0bn

201920202021

YEAR

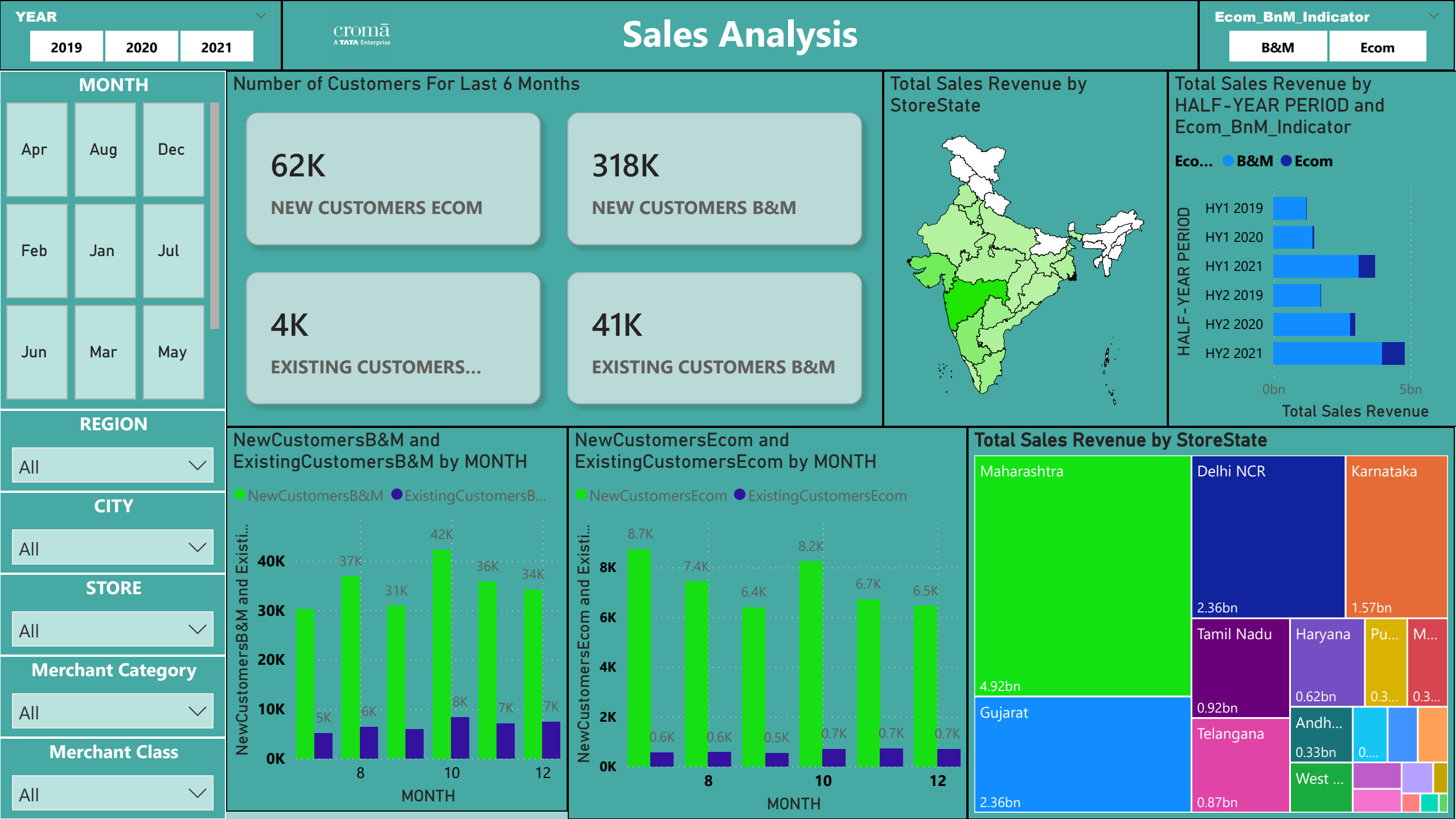
Merchant Class

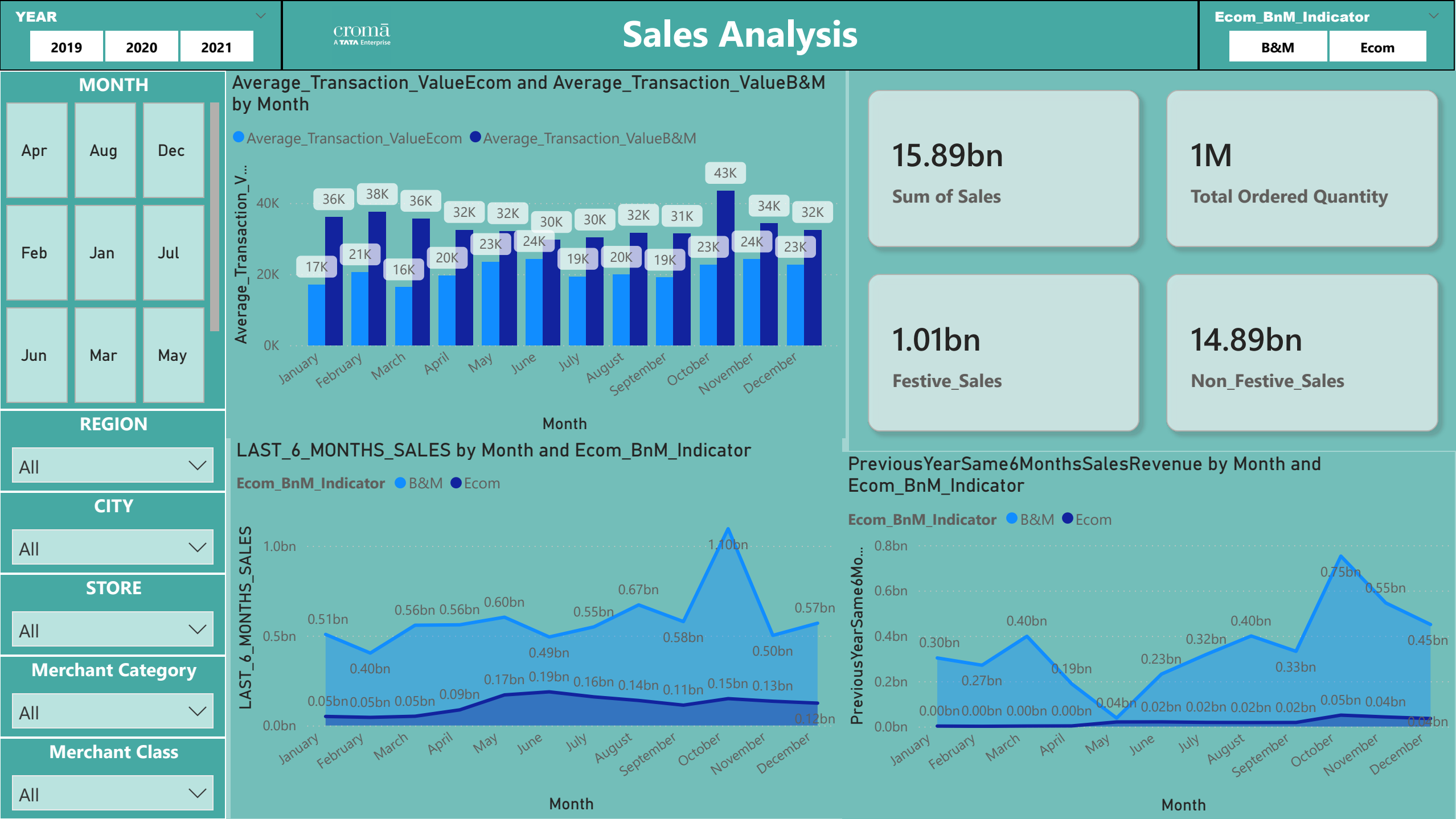
Air ConditionersCalculatorsConsumablesDesktops

Air PurifierComputer BagsCookwareDigital Cameras

Audio SystemsComputer ConsignmentsCooling & Heating AppliancesDishwashers

Brand Free MobilesConnected Homes & HousewaresCroma Bags Plastic & PaperDryers





Delivery Analysis

Average Durations in Days

0.20
PickToShip

0.08
ShipToPKD

0.36
PKDToCarrier

0.17
CarrierToHandover

0.03
HandoverToProg...

0.36
ProgressToOFD

0.48
OFDToDelivered

Significant Delivery Success Timeslot Observed During

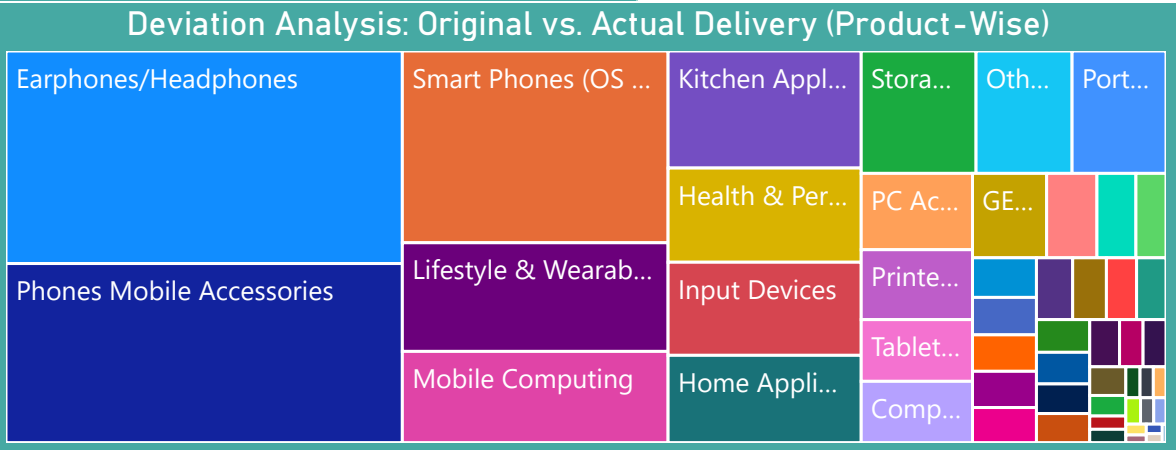
Afternoon

Significant Delivery Success Day Observed During

Friday

Average Duration across cities							
shiptocity	PickToShip	ShipToPKD	PKDToCarrier	CarrierToHandover	HandoverToProgress	ProgressToOFD	AVGOFDToDelivered
AAMBY VALLEY	0.00	1.00	0.00	0.00	2.00	0.00	0.00
ABHANPUR	0.00	2.00	0.00	0.50	0.00	1.00	0.00
ABOHAR	0.00	0.00	1.75	0.25	0.00	0.25	0.00
ACHALPUR	0.25	0.00	0.75	0.00	0.00	0.25	0.50

Average Duration across Product Group							
merchclassdescription	PickToShip	ShipToPKD	PKDToCarrier	CarrierToHandover	HandoverToProgress	ProgressToOFD	AVGOFDToDelivered
Air Conditioners	0.22	0.66	0.25	0.11	0.03	0.35	0.15
Air Purifier	0.17	0.04	0.33	0.28	0.00	0.28	0.53
Audio Systems	0.22	0.07	0.41	0.15	0.00	0.25	0.60
Brand Free Mobiles	0.00	0.00	0.50	0.25	0.25	0.25	1.50
Computer Bags	0.21	0.07	0.41	0.18	0.00	0.27	0.59



Deviation Analysis: Original vs. Actual Delivery (Product -Wise)	
merchclassdescription	Sum of Deviation
Earphones/Headphones	40597
Phones Mobile Accessories	34203
Smart Phones (OS Based)	24560
Lifestyle & Wearables	13914
Mobile Computing	11680
Kitchen Appliances	10895
Total	216267

Deviation Analysis: Original vs. Actual Delivery (City -Wise)	
shiptocity	Sum of Deviation
MUMBAI	33732
NEW DELHI	18556
BANGALORE	16098
CHENNAI	14324
HYDERABAD	13996
PUNE	12777
Total	216267

Seasonality Insights

1. Merchant Classes Most Susceptible to Seasonal Variations:
 - **Highly Susceptible Classes:** Smart Phones, TV LCD, and Mobile Computing are most affected by seasonal variations.
2. Merchant Classes Least Affected by Seasonal Variations:
 - **Stable Classes:** Computer Consignments, ECharge, and Musical Instruments show minimal seasonal impact.
3. Merchant Classes Highly Affected by Diwali:
 - **Top Diwali-Influenced Classes:** Security, Air Purifiers, Earphones/Headphones, and Connected Homes & Home Theatre experience significant Diwali sales surges.
 - **Example:** Security and Air Purifiers see a major sales increase during Diwali compared to other periods.

Product Segmentation Insights

1. Revenue Distribution by Price Segment:
 - **Premium Segment:** Highest revenue (₹11.4 billion) with moderate sales volume (~366K), showing strong consumer preference for high-end products.
 - **Mainstream Segment:** Mid-tier revenue (₹3.6 billion) and sales volume (~340K), catering to a balance-seeking audience.
 - **Value Segment:** Lowest revenue (₹0.9 billion) and sales volume (~334K), indicating a smaller market share.
2. Category-Wise Sales Trends:
 - **Top Performers:** Smartphones lead with ₹5.1 billion in revenue, followed by Mobile Computing (₹2.0 billion) and TVs (₹1.9 billion).
 - **Focus Areas:** Consumer electronics (TVs, laptops, smartphones) are primary revenue drivers.
3. Yearly Trends in Sales Value:
 - **Premium Segment:** Steady growth from 2019 to 2021, reflecting increased spending on high-end products.
 - **Mainstream Segment:** Moderate growth but lags behind the premium segment.
 - **Value Segment:** Stagnant performance with minimal customer interest.
4. Segmentation Impact:
 - **Consumer Spending:** Clear preference for premium products across TVs, laptops, and smartphones.

Sales Analysis

1. Customer Acquisition:
 - **E-commerce:**
 - New Customers: 62K (last 6 months).
 - Existing Customers: 4K (last 6 months).
 - **Brick & Mortar (B&M):**
 - New Customers: 318K (last 6 months).
 - Existing Customers: 41K (last 6 months).
 - **Key Insight:** B&M significantly outperforms E-commerce in customer acquisition.
2. State-Wise Sales (Ecom + B&M Combined):
 - **Top States:**
 - Maharashtra: ₹4.92 billion.
 - Delhi NCR: ₹2.36 billion.
 - Karnataka: ₹1.57 billion.
 - **Key Insight:** Maharashtra is the highest revenue-generating state.
3. Monthly Sales Revenue (Last 6 Months):
 - **Trends:** Both Ecom and B&M show year-over-year revenue growth.
 - B&M consistently outperforms Ecom, but Ecom shows significant growth.
4. Average Transaction Value:
 - **Key Insights:**