

TASK 2

SALES TREND ANALYSIS

SUMMARY OF INSIGHTS

MONTHLY SALES PERFORMANCE

- The sales trend showed fluctuations throughout the months from 2019 to 2024.
- **Peak Month:** *May* recorded the highest sales, indicating strong demand during that period.
- **Lowest Sales Month:** *March* saw the lowest sales, suggesting potential for promotional activities or review of product offerings during this time.

YEARLY SALES PERFORMANCE

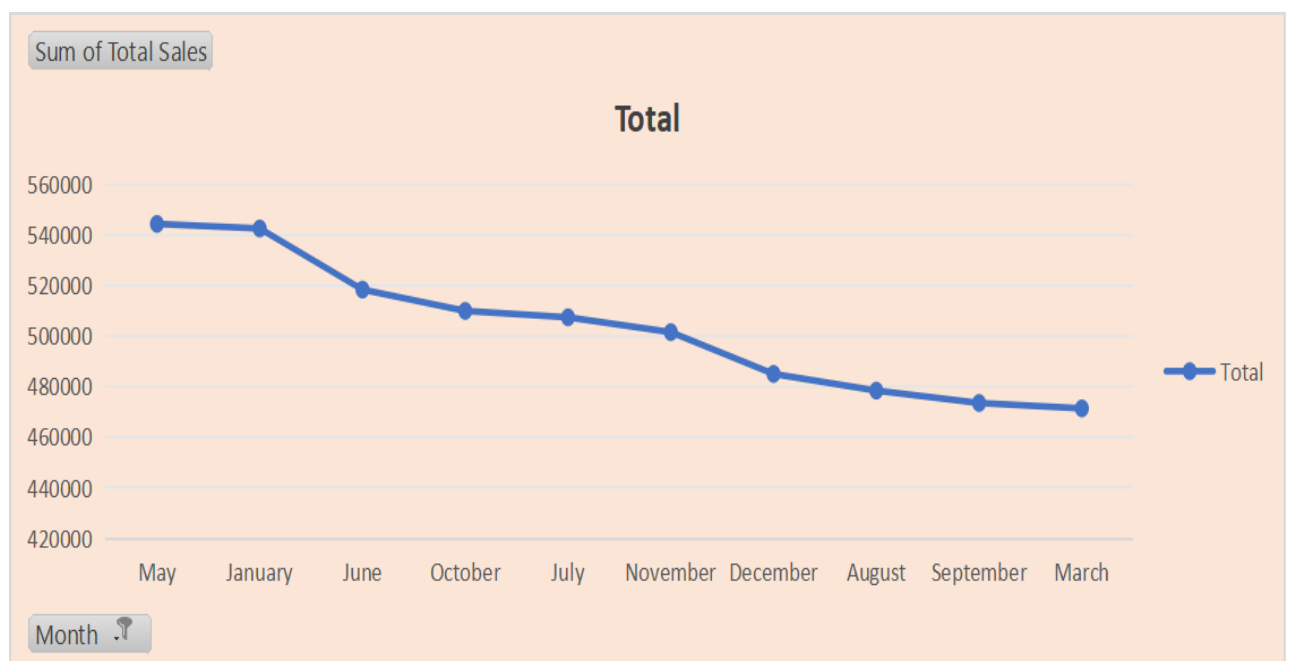
- A year-wise comparison of total sales revealed variation in overall business performance.
- **Best Year:** *2022* emerged as the most profitable year with total sales reaching ₹10,92,444.59.
- **Lowest Year:** *2024* reported the lowest total sales, amounting to ₹9,27,984.74, possibly due

to market saturation, fewer promotions, or external factors.

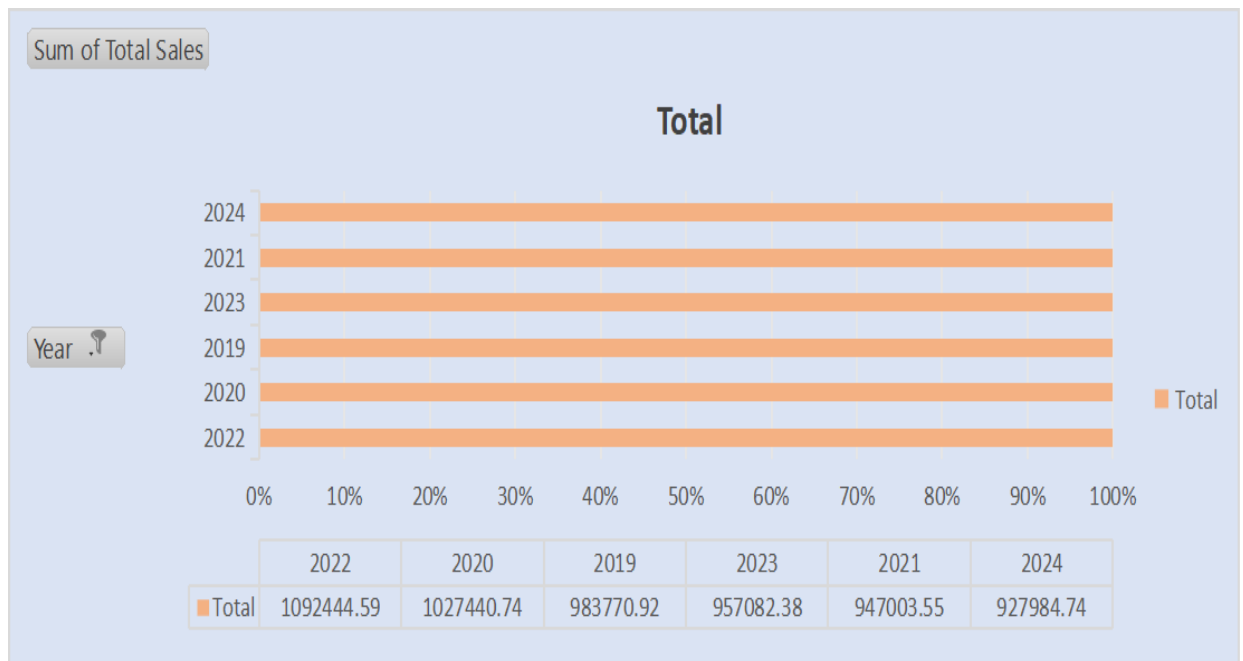
KEY TAKEAWAYS

- The insights help identify seasonal buying patterns and optimal periods for marketing campaigns.
- Focused strategies can be applied to boost sales during underperforming months and replicate successful patterns from peak periods.

MONTHLY SALES PERFORMANCE



YEARLY SALES PERFORMANCE



FESTIVE SALES ANALYSIS – DIWALI & CHRISTMAS

DIWALI SALES PERFORMANCE (USUALLY IN OCTOBER/NOVEMBER)

From the monthly sales chart:

- **October** and **November** show **moderate sales** compared to peak months like May or January.
- This suggests Diwali had **some impact**, but sales didn't peak during these

months—possibly due to less targeted promotion or competition.

CHRISTMAS SALES PERFORMANCE (DECEMBER):

- **December** sales also remained **below average**, indicating that the **Christmas season** didn't significantly drive revenue growth.
- This may highlight a **missed opportunity** for festive-specific marketing or product bundling.

Insights & Suggestions

- **Sales during festive months (Oct–Dec)** did not show significant spikes.
- Suggest launching **targeted festive campaigns** with:
 - **Discounts, bundled offers, and seasonal promotions**
 - **Ad campaigns** timed with **Diwali and Christmas**
- Use a **monthly year-over-year comparison** to identify recurring festive trends and capitalize on them.

SUBTASK 2

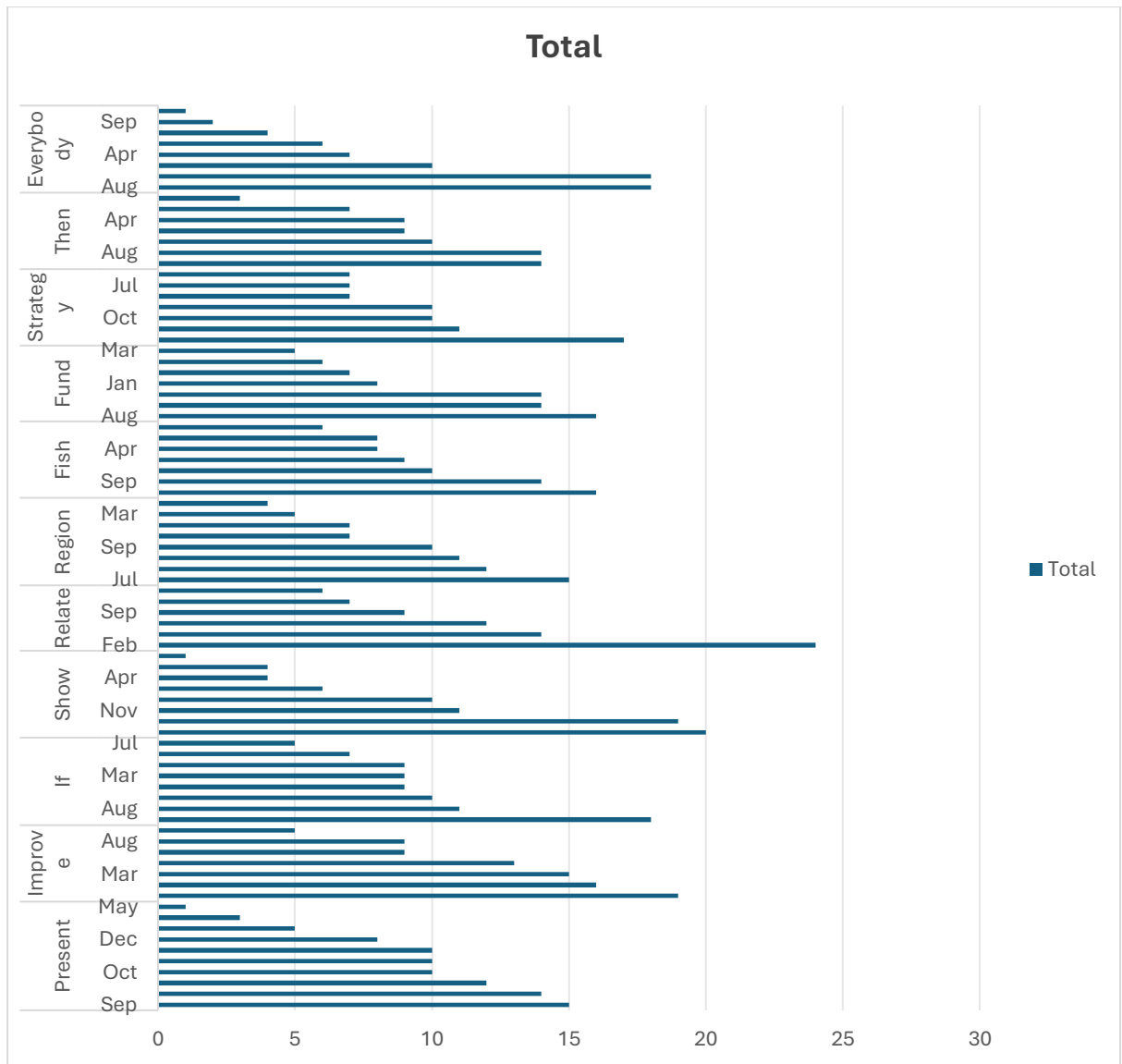
BEST-SELLING PRODUCTS AND CATEGORIES

TOP 5 BEST-SELLING PRODUCTS (BY QUANTITY SOLD)

Based on total units sold across months:

1. Present – 88 units
2. Improve – 86 units
3. If – 78 units
4. Show – 75 units
5. Relate – 72 units

These products show consistent monthly sales, indicating high customer preference.



TOP 3 PRODUCT CATEGORIES (BY REVENUE AND SALES VOLUME)

From total sales and revenue:

Sports

- Sales: ₹894,838.14
- Revenue: ₹2.17B

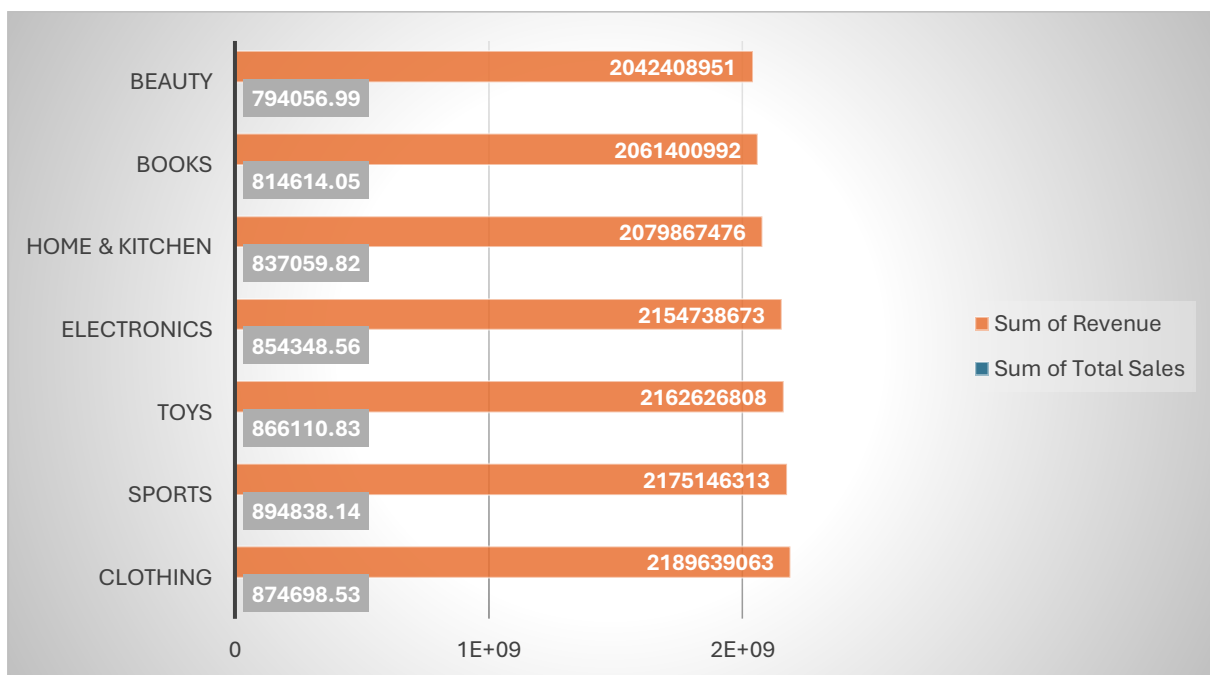
Toys

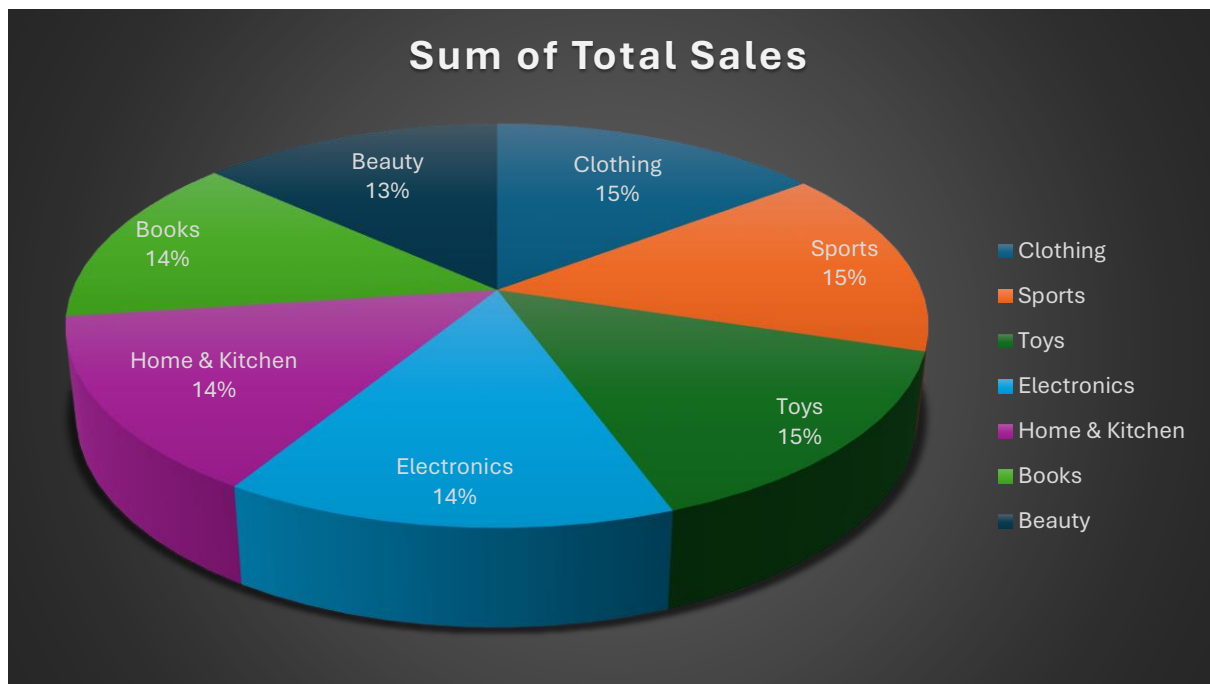
- Sales: ₹866,110.83
- Revenue: ₹2.16B

Clothing

- Sales: ₹874,698.53
- Revenue: ₹2.18B

These categories not only bring the highest sales but also drive the most revenue.

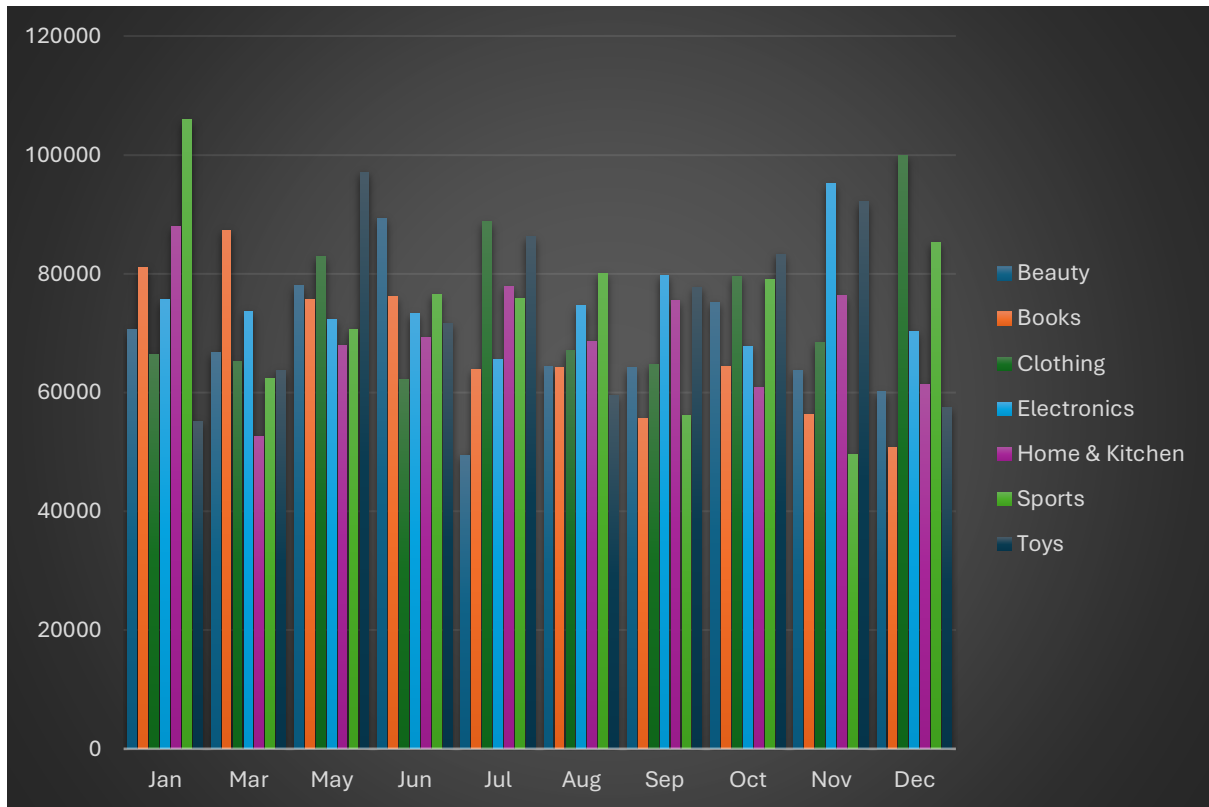




MONTHLY SALES TREND BY CATEGORY **(SEASONAL DEMAND)**

- **January, October, and December** show strong sales across most categories, likely due to New Year and festive season promotions.
- **Beauty & Toys** peak in Q4, indicating holiday gift purchases.
- **Clothing & Sports** maintain stable sales across all months but peak in **July–October**, aligning with seasonal demand and back-to-school sales.

- **Books and Electronics** show consistent demand but are slightly lower in **August–September**.



SEASONAL DEMAND

- High in: January, October, December
- Low in: February, April, July

INVENTORY MANAGEMENT **SUGGESTIONS**

For Top Products (Present, Improve):

- Maintain higher stock levels year-round, with extra inventory in Sep–Nov.
- Consider bundling or promotions or Discounts during low-demand months (May, Mar).

For Top Categories (Clothing, Sports, Toys):

- Monitor slow-moving categories (Books, Beauty, Electronics) to reduce holding costs

TASK 3

GEOGRAPHIC SALES

PERFORMANCE

REGIONAL SALES OVERVIEW

❖ TOP 5 PERFORMING LOCATIONS (BY SALES):

- Jharkhand (Rural) – ₹4,16,546
- Delhi (Urban) – ₹4,15,559
- Chhattisgarh (Rural) – ₹4,14,333
- Alwar (Rural) - ₹4,09,719
- Ahmedabad (Urban) - ₹3,90,846

❖ Lowest Performing Locations (by Sales):

- Kalahandi (Rural) – ₹3,57,514
- Pune (Urban) – ₹3,61,576
- Kolkata (Urban) – ₹3,67,666
- Bihar (Rural) - ₹3,74,480

- Hyderabad (Urban) - ₹3,82,809

❖ Total Sales (All Locations): ₹38,91,050

❖ Total Orders: 3,220

URBAN VS RURAL TRENDS

- **Rural** regions like **JHARKHAND AND CHHATTISGARH** outperform many urban regions in overall sales.
- **DELHI AND HYDERABAD** are the **top urban** performers, while Pune and Kolkata lag behind.

PRODUCT CATEGORY INSIGHTS (BY REGION)

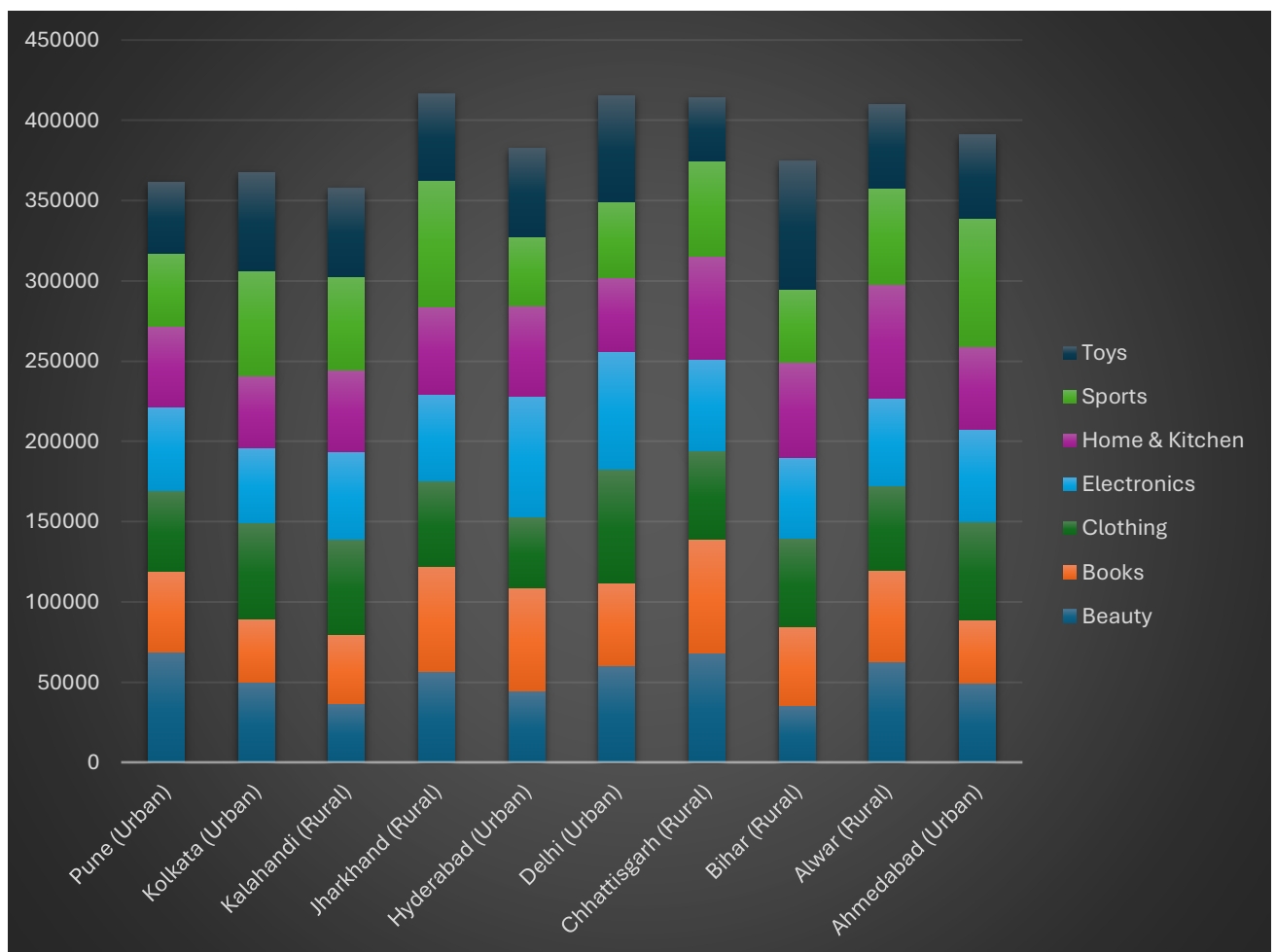
- **Beauty sales** are strongest in **Chhattisgarh and Alwar**, weakest in Bihar and Kalahandi.
- Books and Electronics have consistent performance across most regions.
- **Toys** perform best in **Bihar and Ahmedabad**, weakest in Chhattisgarh.

KEY INSIGHTS

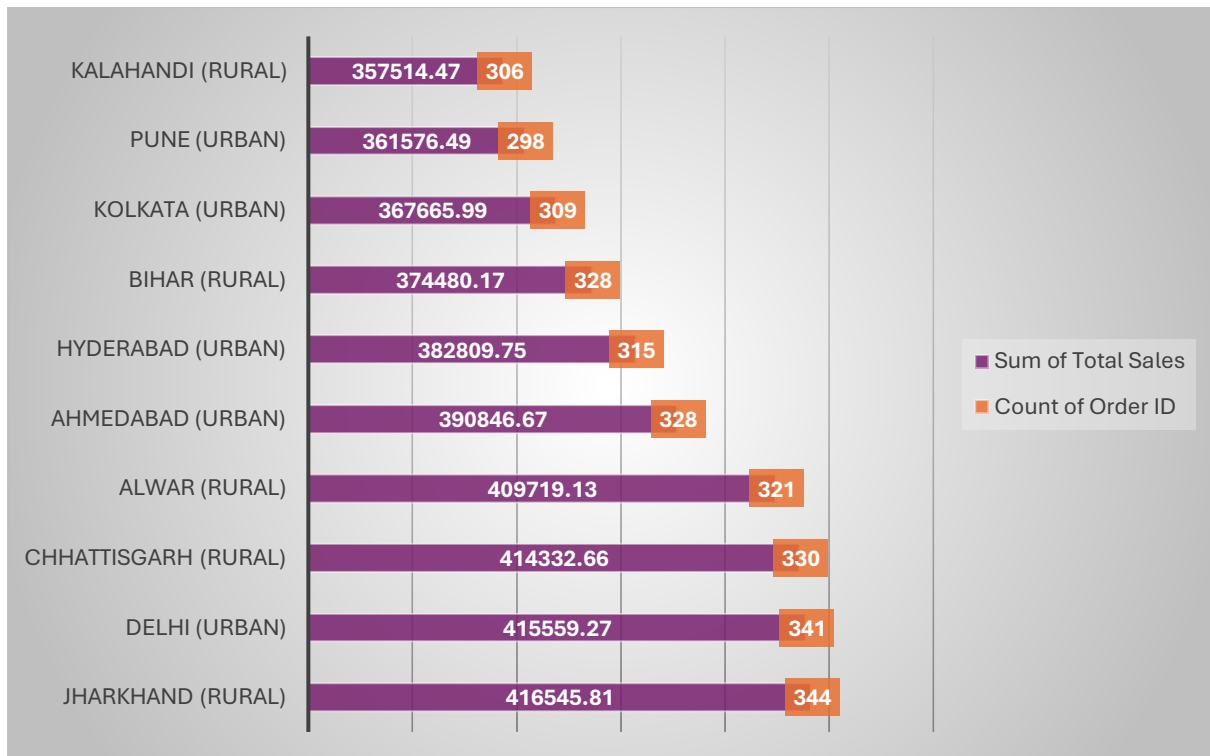
- High-performing regions show balanced sales across all categories.
- Order volumes are not always proportional to sales – suggesting higher average order values in some regions.

- Rural areas have strong engagement – marketing and logistics support here can further boost revenue.

REGIONAL SALES PERFORMANCE



GEOGRAPHIC SALES DISTRIBUTION



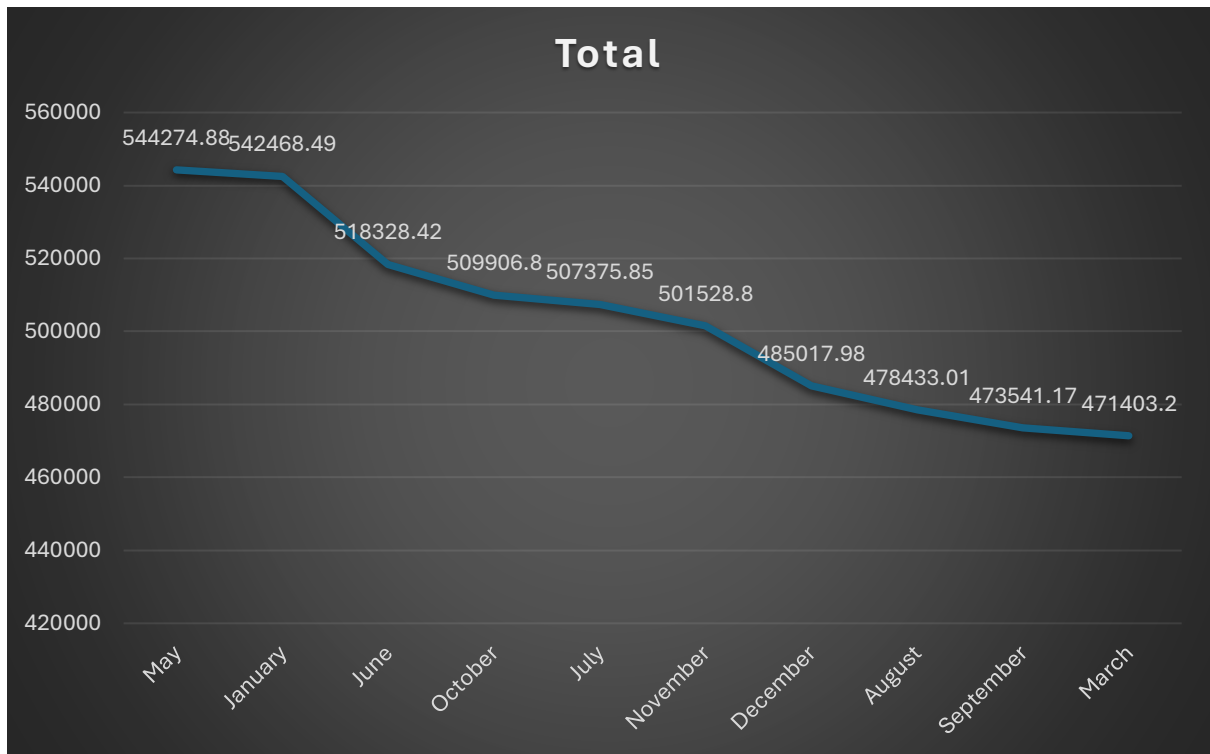
RECOMMENDATIONS FOR BUSINESS GROWTH

- Invest in **rural logistics** and inventory to support high-performing rural areas.
- **Run targeted promotions in underperforming urban areas like Pune and Kolkata.**
- Promote underperforming categories like **Toys in low-sales regions (e.g., Chhattisgarh).**

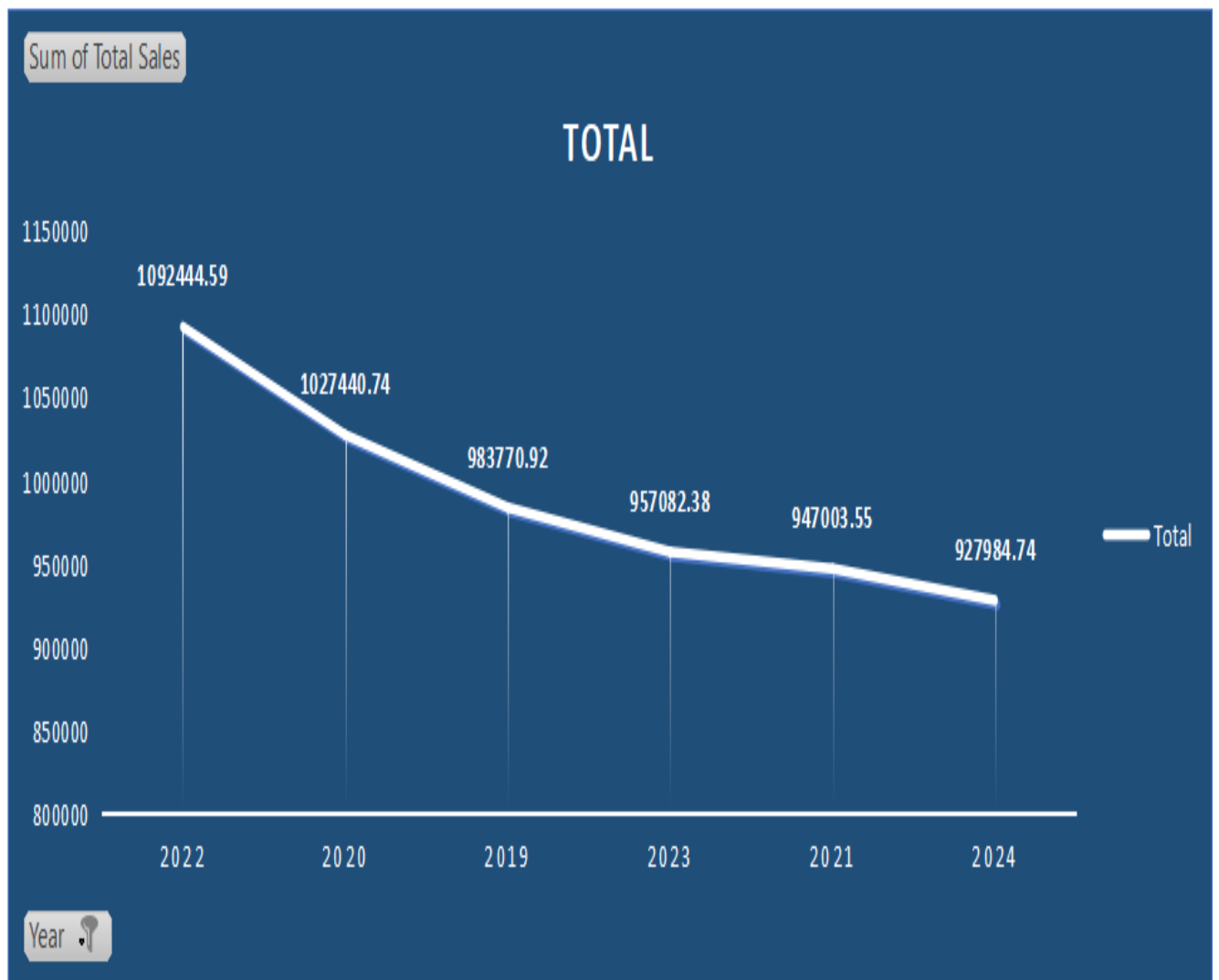
- Consider population-to-sales ratio to identify hidden market potential.

INSIGHTS

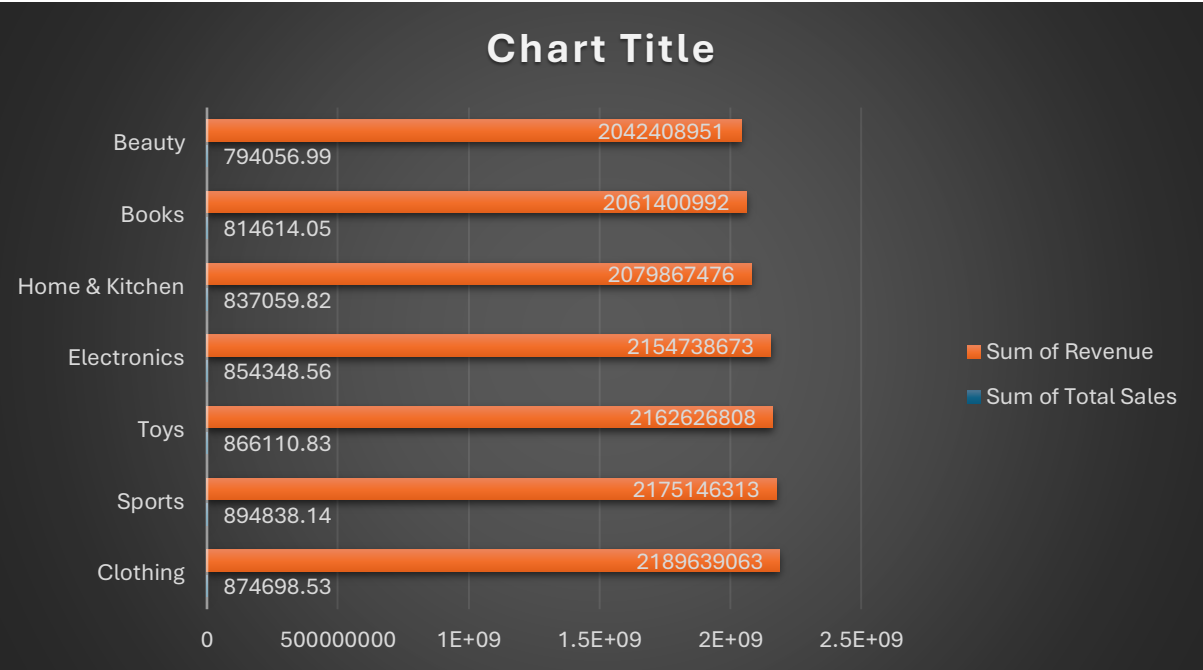
MONTHLY SALES PERFORMANCE



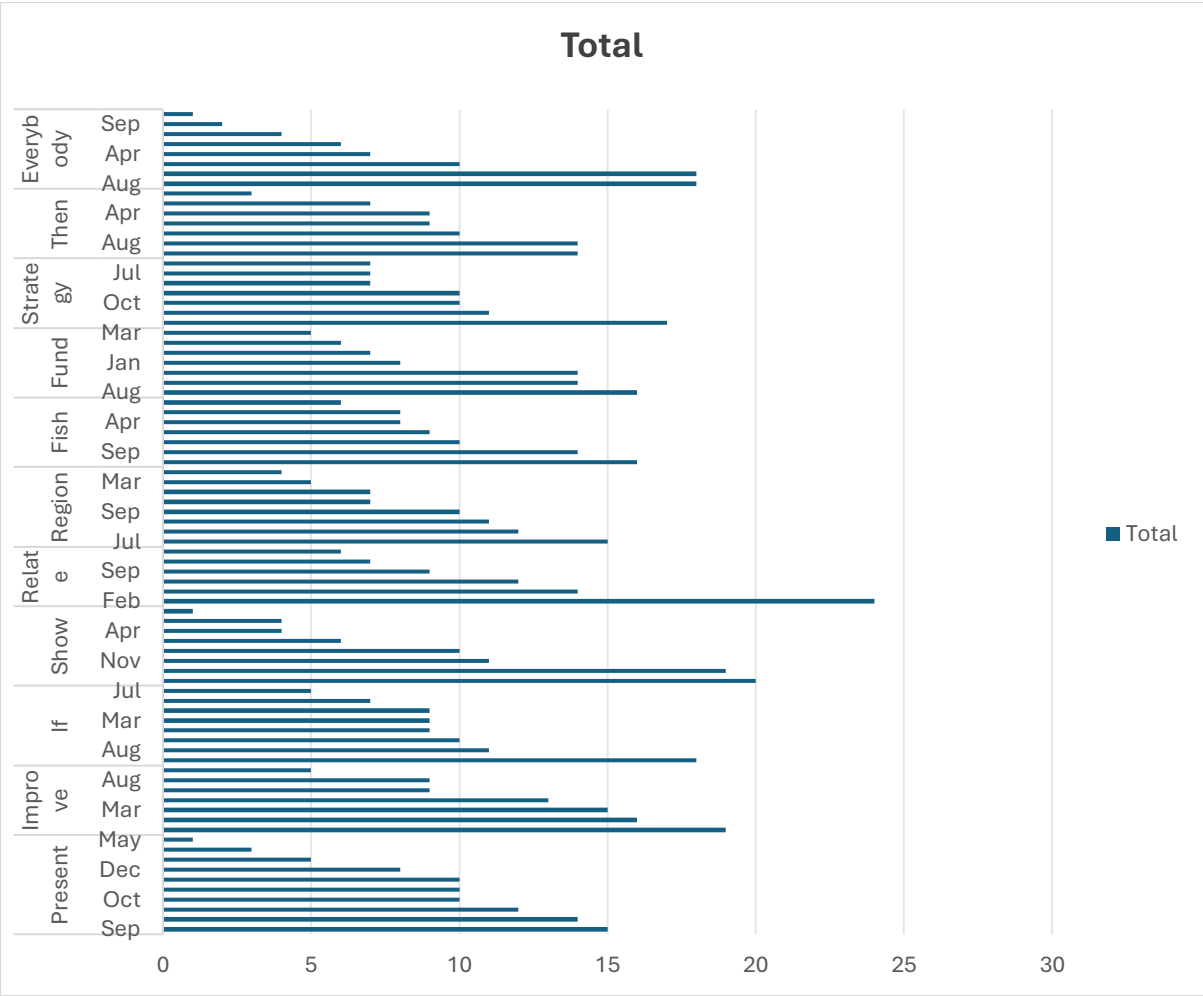
YEARLY SALES PERFORMANCE



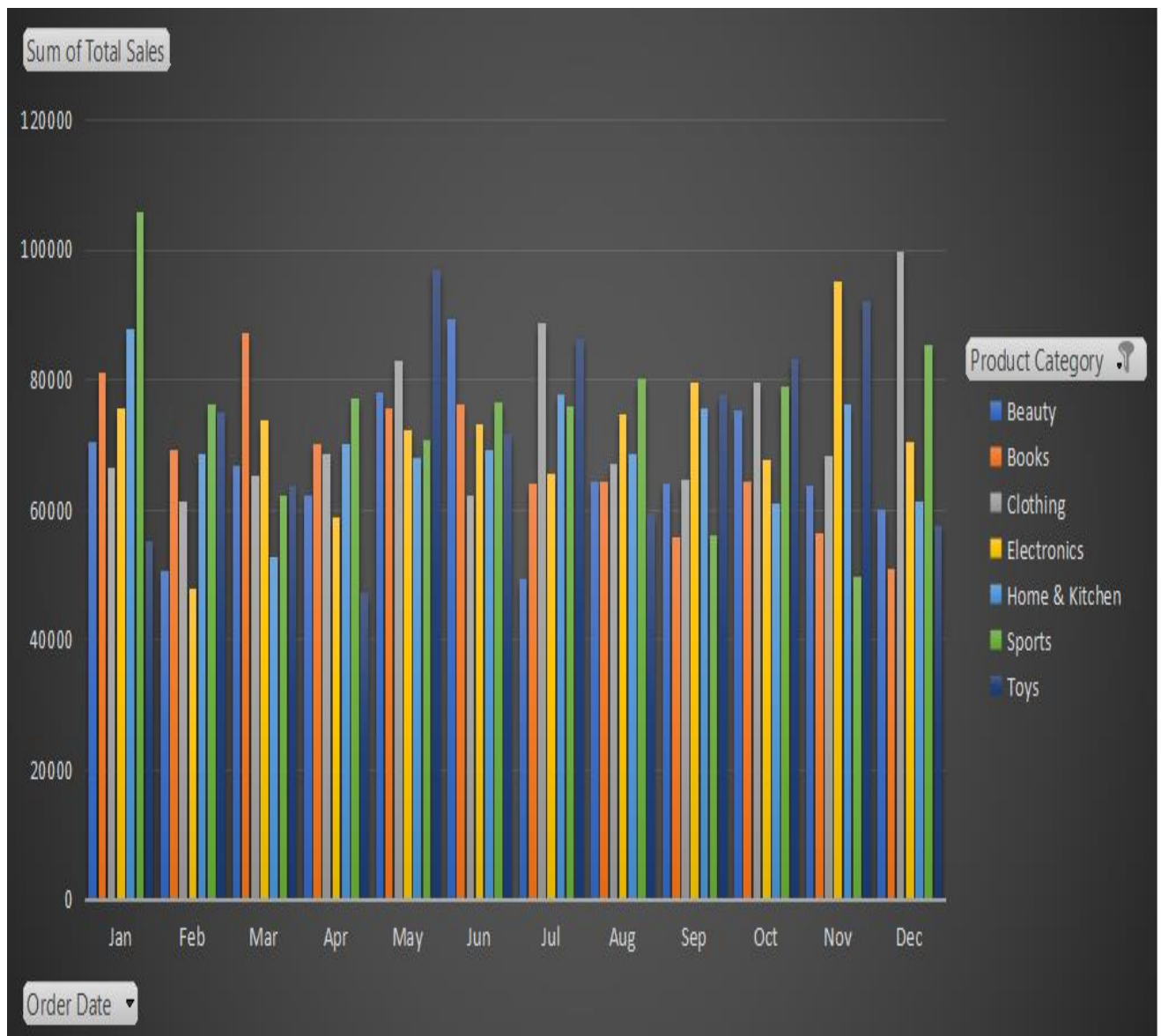
BEST SELLING CATEGORY



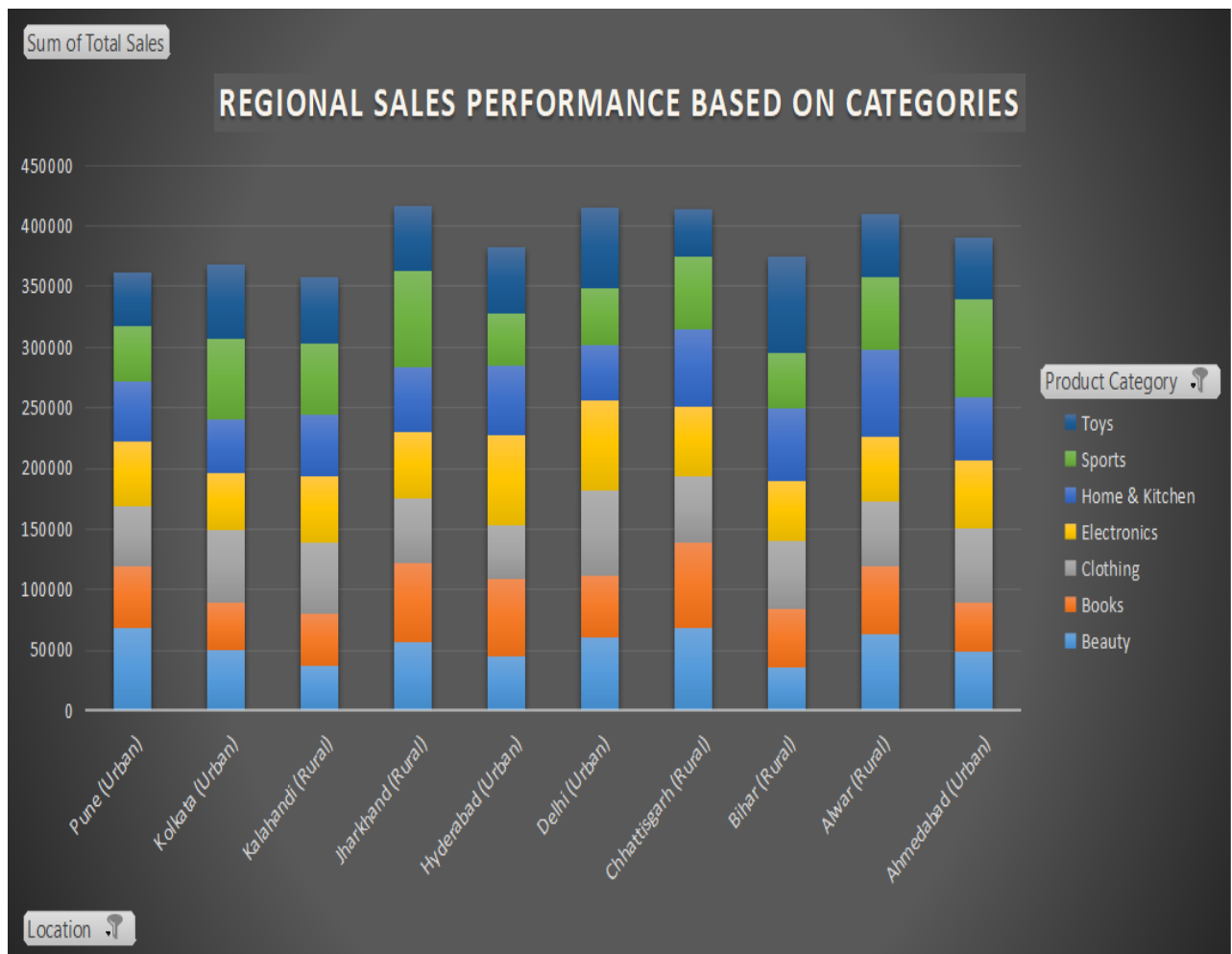
BEST SELLING PRODUCTS



Monthly Sales Trend by Category



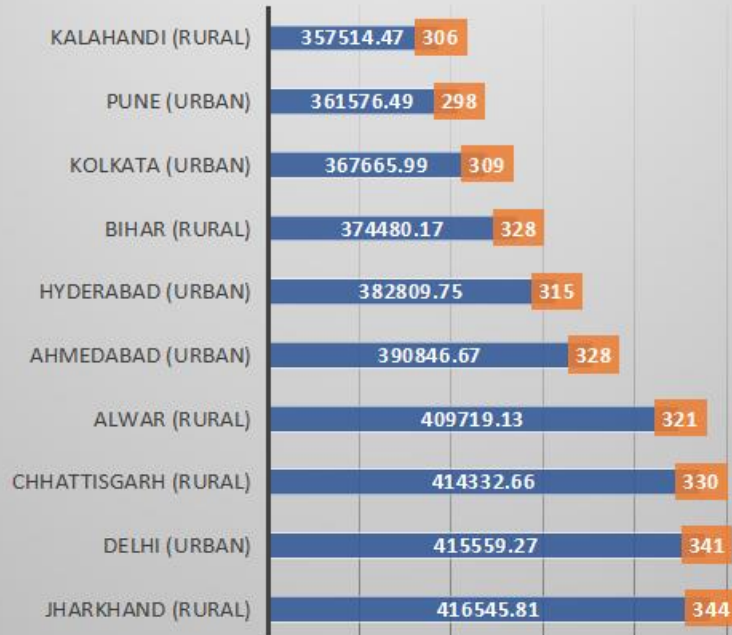
REGIONAL SALES PERFORMANCE BASED ON CATEGORIES



SALES PERFORMANCE BY LOCATION

Sum of Total Sales Count of Order ID

Location 📍



Values

■ Sum of Total Sales
■ Count of Order ID