



Year Wise Sales | Yoshops Dashboad

2016

2017

2018

2019

2020

2021

Sales Projection

₹2M

Product Unit

151

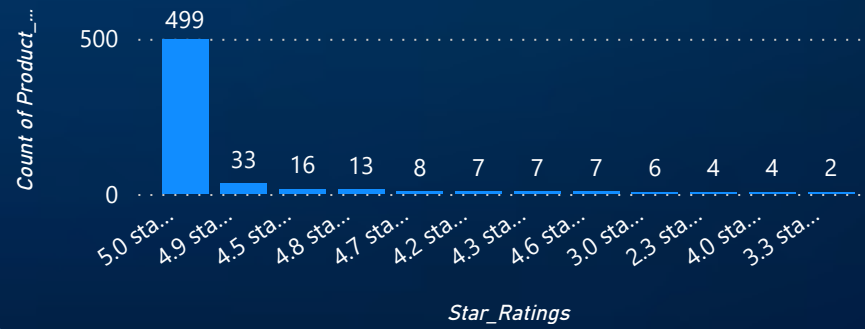
KPI

802

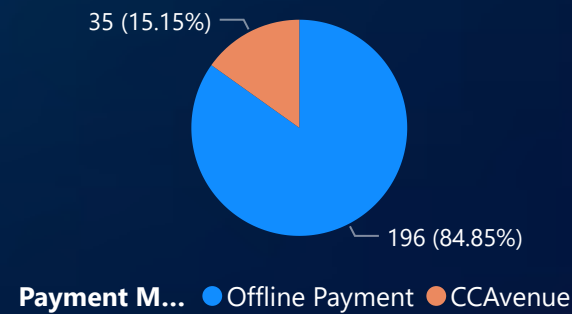
Total Orders

200

Rating / Reviews by Customers



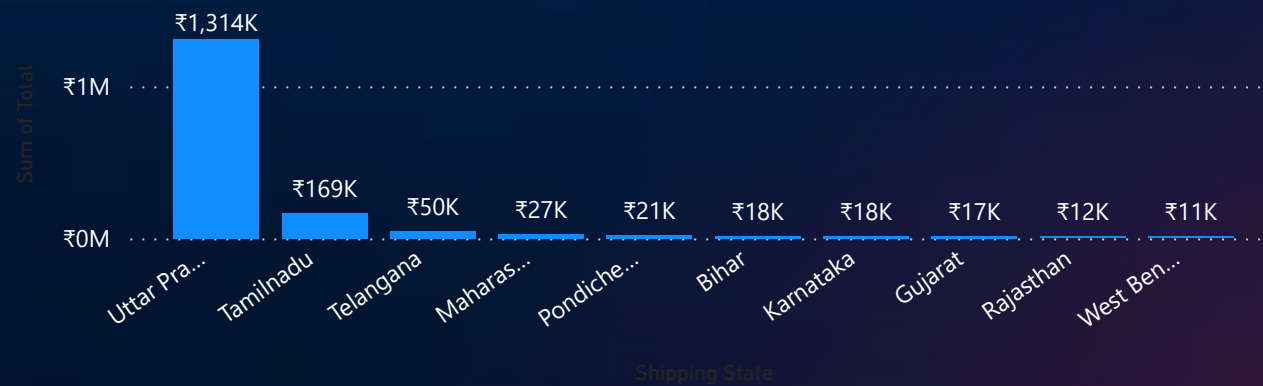
Payment Method Used By Customers



Total Sales by State



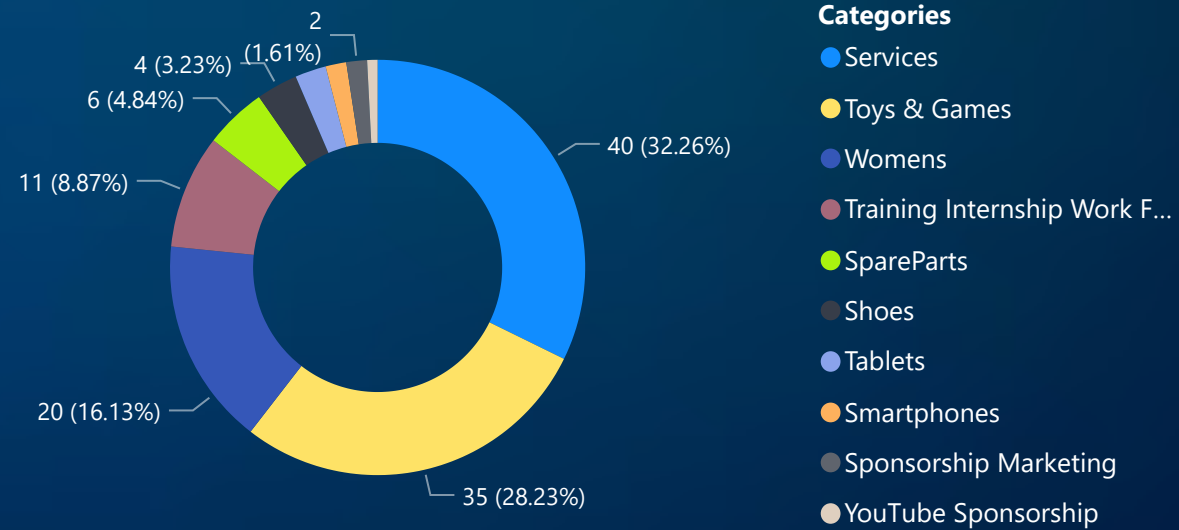
Top 10 Consumers State of India



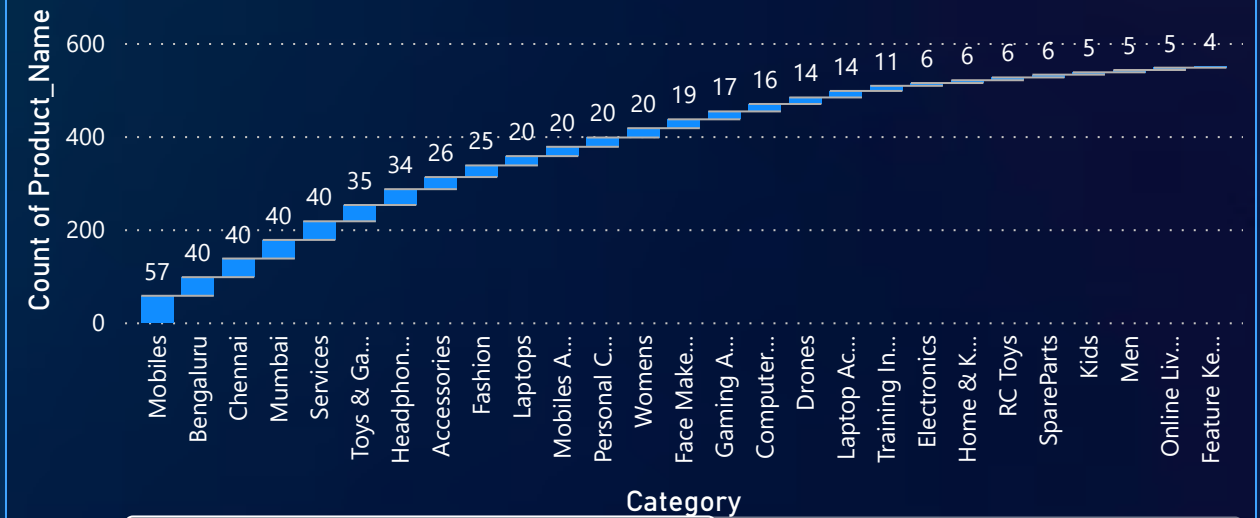
Top 10 Consumers Cities of India



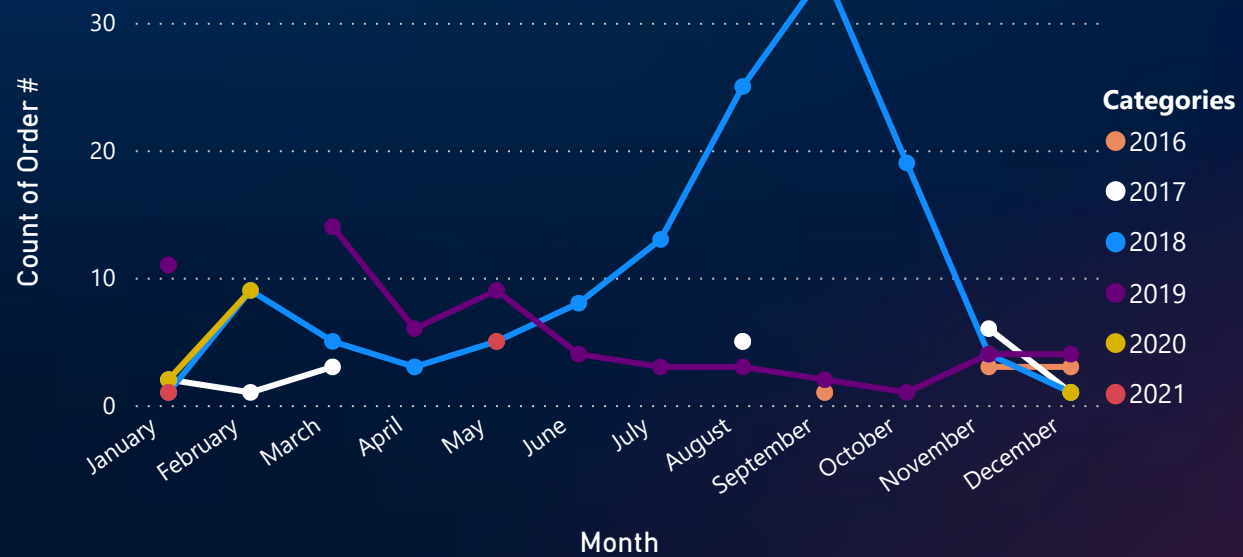
Top 10 Selling Product Categories



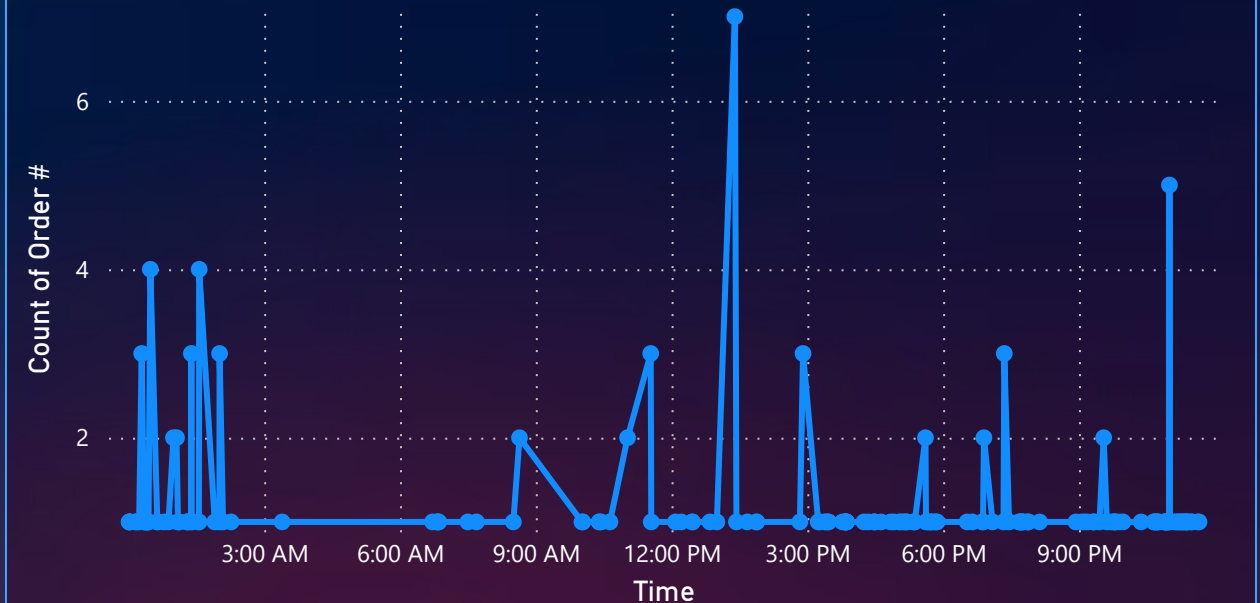
Reviews For All Categories



Orders Per Month Per Year



Orders Across Part of a Day



Insights / Findings:

- ✓ Total 499 customers gave the highest rating of 5 stars to the product they purchased.
- ✓ Most customers made payments using offline methods.
- ✓ The state of Uttar Pradesh (UP) had the highest sales in India, followed by Tamil Nadu, Telangana, Maharashtra, and others.
- ✓ Varanasi and Chennai were the top two cities in India with the highest sales.
- ✓ Among the different product categories, Services had the highest selling products, followed by Toys & Games and Women's products and the category with the lowest sales was YouTube sponsorship.
- ✓ The Mobiles category received the highest number of reviews.
- ✓ The month of September 2018 had the highest number of orders, while the years 2016, 2019, and 2020 had the lowest number of orders.
- ✓ The time slot between 1:20 to 1:40 PM had the highest number of orders placed compared to other time slots.

Recommendations:

- ✓ Since offline payment methods are more popular so by providing more options for offline payments such as cash-on-delivery or bank transfers.
- ✓ As the state of UP has the highest sales, focus on marketing and advertising efforts in this region to increase sales further.
- ✓ Given that the Services category has the highest sales, consider investing in this category by expanding the range of products or services offered within this category.
- ✓ As highest number of orders were placed in the month of September, consider offering discounts or promotions during this month to boost sales.