


1. Executive Summary





- **Total Sales:** ₹769M
- **Total Quantity Sold:** 19K units
- **Total Transactions:** 4K
- **Average Selling Price:** ₹40.11K
- **Top Brands by Sales:** Apple, OnePlus, Samsung, Vivo
- **Top City:** Delhi
- **Customer Ratings:** 100% "Good" ratings recorded
- **Preferred Payment Methods:** UPI, Credit Card, Debit Card, and Cash (even split)

2. Year-over-Year (YoY) Sales Analysis

▪ Sales Performance:

- **2023 Sales:** ₹253M
- **2022 Sales (Same Period):** ₹261.9M
- **YoY Change:**  ₹8.8M (~3.4% decline)

▪ Quarterly Breakdown:

Quarter	2023 Sales	2022 Sales	YoY Impact
Q1	₹62.9M	₹66.9M	 Decline
Q2	₹64.3M	₹63.9M	 Slight Rise
Q3	₹62.9M	₹66.5M	 Decline
Q4	₹63.0M	₹64.5M	 Decline

- **Insight:** 3 out of 4 quarters saw a drop in revenue, indicating seasonal weaknesses or reduced demand.

3. Month-to-Date (March 2022) Insights

- **Sales:** ₹24.6M
- **Avg. Selling Price:** ₹43.18K
- **Units Sold:** 562
- **Transactions:** 106
- **Observation:** March showed consistent daily growth in sales, suggesting stable monthly demand.



4. City-Wise Performance

- **Top Cities by Revenue:** Delhi > Mumbai > Ranchi > Chennai > Rajkot
 - **Insight:** Strong revenue in Tier-2 cities (Ranchi, Rajkot) highlights untapped market potential.
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5. Brand & Model Analysis

- **Top Brands by Sales:**
 - Apple: ₹161.6M
 - OnePlus: ₹153.7M
 - Samsung: ₹160.0M
 - Vivo: ₹150.0M
 - **Top Performing Models:** iPhone SE, OnePlus Nord, Galaxy Note 20 (each ₹56M+)
 - **Insight:** Mid-to-premium phones (₹35K–45K range) dominate sales.
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6. Payment Preferences

- **UPI:** 26.36%
 - **Credit Card:** 24.69%
 - **Debit Card:** 24.72%
 - **Cash:** 24.22%
 - **Insight:** High digital payment usage—campaigns can focus on UPI/cashback offers.
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7. Customer Satisfaction

- **Good Ratings:** 100%
 - **Poor Ratings:** 852
 - **Average Ratings:** 652
 - **Insight:** High satisfaction rate, but poor/average feedback shows improvement areas.
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8. Weekly Sales Trends

- **Top Performing Days:** Tuesday & Wednesday (each ₹26.4M)
 - **Least Performing:** Saturday & Sunday (around ₹23M)
 - **Insight:** Weekday sales strong—consider boosting weekend traffic via targeted offers.
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9. Strategic Business Impacts

Area	Impact
Sales Growth	Q1, Q3, Q4 need focused campaigns to reverse decline
Market Expansion	Untapped potential in Tier-2 cities and weekends
Digital Push	Leverage UPI & card rewards to influence buying behavior
Customer Loyalty	High satisfaction – maintain service levels, increase reviews collection
Product Planning	Focus on mid-premium models with high ASPs



Final Recommendations

- Launch aggressive Q1/Q3/Q4 promotions
- Boost visibility and stock in mid-tier cities
- Promote EMI and exchange offers for Apple/Samsung
- Improve weekend conversion with flash sales
- Use loyalty programs to maintain 100% satisfaction momen