

PrimeCart

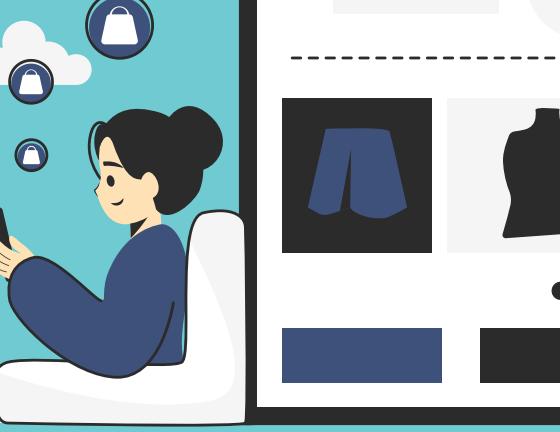
E-commerce

Data Analysis

MySQL | Power BI | DAX | Visualization

-By Manik Gupta





Introduction

PrimeCart E-Commerce, a global platform processing thousands of daily transactions, relies on data-driven insights to optimize business performance. As a Data Analyst, I leverage SQL, Power BI, and DAX to analyze user behavior, order trends, and inventory management.

This project focuses on revenue analysis, customer segmentation, sales performance, and inventory optimization, providing actionable insights to enhance decision-making. By utilizing interactive dashboards and advanced analytics, the findings support strategic planning, operational efficiency, and overall business growth.



Phase-1: SQL Analysis

 MySQL





Customer Segmentation:

Retrieve the number of unique customers who placed an order in the last 6 months.

```
SELECT
```

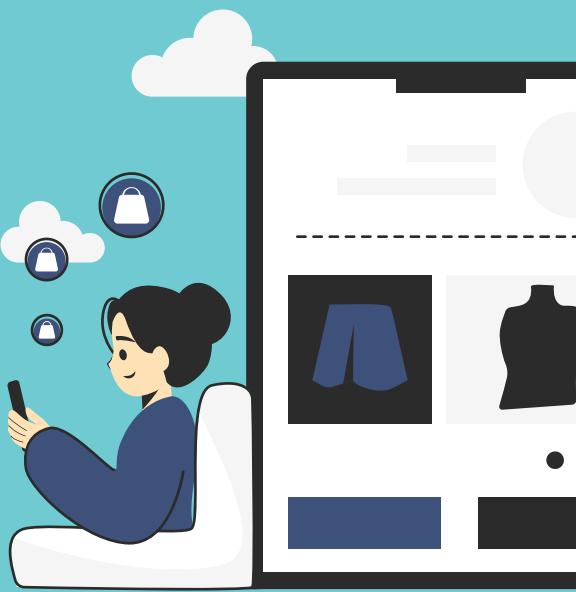
```
    COUNT(DISTINCT user_id) AS unique_customers
```

```
FROM
```

```
orders
```

```
WHERE
```

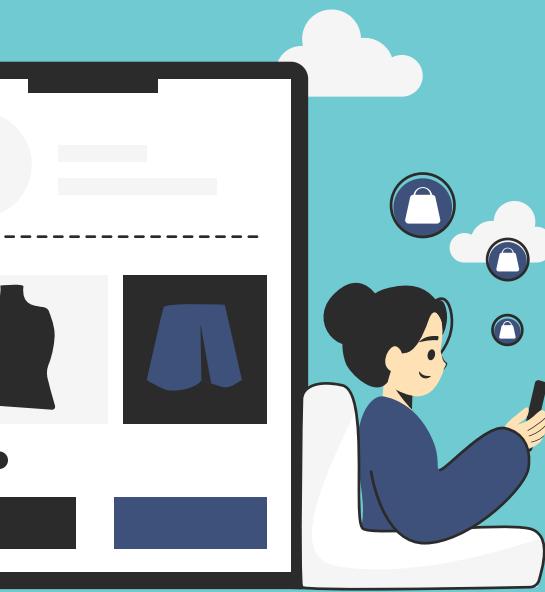
```
    created_at >= DATE_SUB(NOW(), INTERVAL 6 MONTH);
```





Order Value Analysis:
Calculate the total revenue generated per month for
the last 12 months.

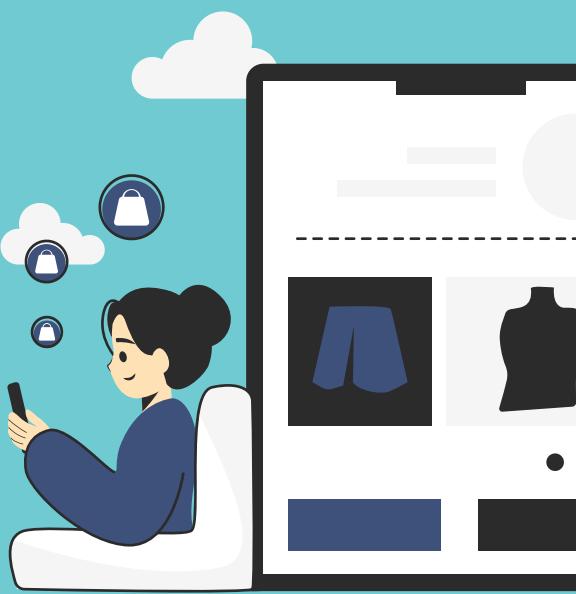
```
SELECT  
    DATE_FORMAT(created_at, '%Y-%m') AS month,  
    Round(SUM(sale_price),2) AS total_revenue  
FROM  
    order_items  
WHERE  
    created_at >= DATE_SUB(CURDATE(), INTERVAL 12 MONTH)  
GROUP BY month  
ORDER BY month;
```





Top Products:
Identify the top 5 most sold products based on
quantity ordered.

```
SELECT
    products.name AS product_name,
    COUNT(order_items.product_id) AS total_quantity_sold
FROM
    order_items
    JOIN
    products ON order_items.product_id = products.id
WHERE
    order_items.status NOT IN ('Returned' , 'Cancelled')
GROUP BY products.name
ORDER BY total_quantity_sold DESC
LIMIT 5;
```

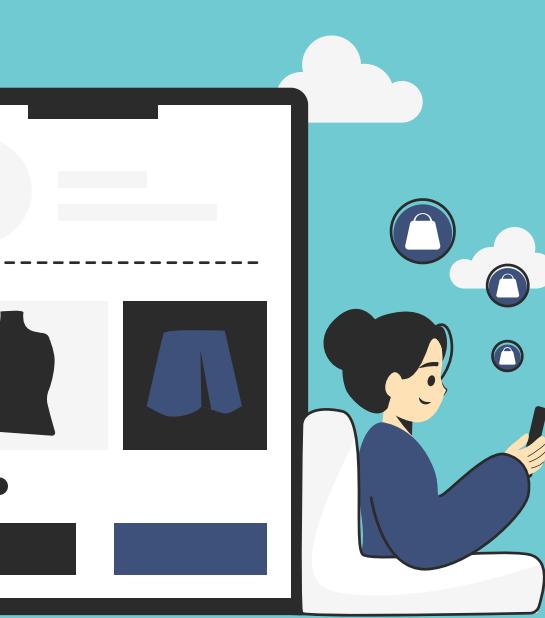




Customer Retention:
Find customers who have placed more than 3
orders in the last year.



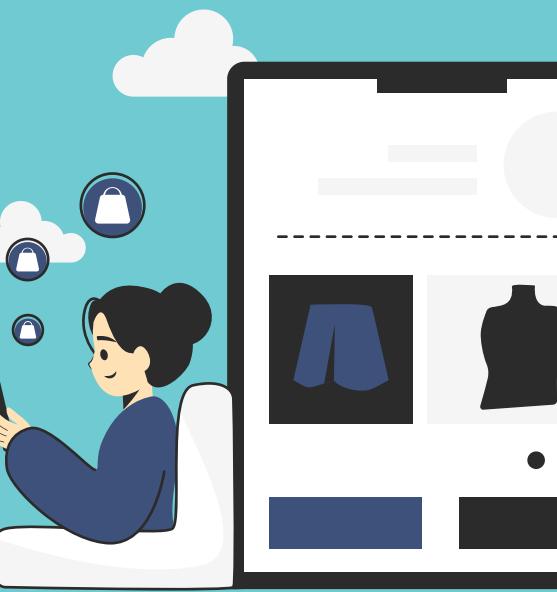
```
SELECT
    user_id, COUNT(order_id) AS total_orders
FROM
    orders
WHERE
    created_at >= DATE_SUB(CURDATE(), INTERVAL 1 YEAR)
GROUP BY user_id
HAVING total_orders > 3;
```





Delivery Performance:
Calculate the average delivery time (difference between order date and delivery date) for each distribution center.

```
SELECT
    dc.id, dc.name,
    AVG(TIMESTAMPDIFF(DAY,
        oi.created_at,
        oi.delivered_at)) avg_delivery_time
FROM
    distribution_centers dc
    JOIN
    inventory_items ii ON dc.id = ii.product_distribution_center_id
    JOIN
    order_items oi ON ii.id = oi.inventory_item_id
WHERE
    oi.delivered_at IS NOT NULL
GROUP BY dc.id , dc.name
ORDER BY dc.id;
```





Sales by Region:
Determine the top 3 cities that generated the highest revenue.

```
• WITH a AS (SELECT
    u.city,
    SUM(oi.sale_price) AS total_revenue
  FROM order_items oi
  JOIN orders o ON oi.order_id = o.order_id
  JOIN users u ON o.user_id = u.id
  WHERE oi.sale_price IS NOT NULL
  GROUP BY u.city
  ORDER BY total_revenue DESC
  LIMIT 3)
```

```
Select city FROM a;
```

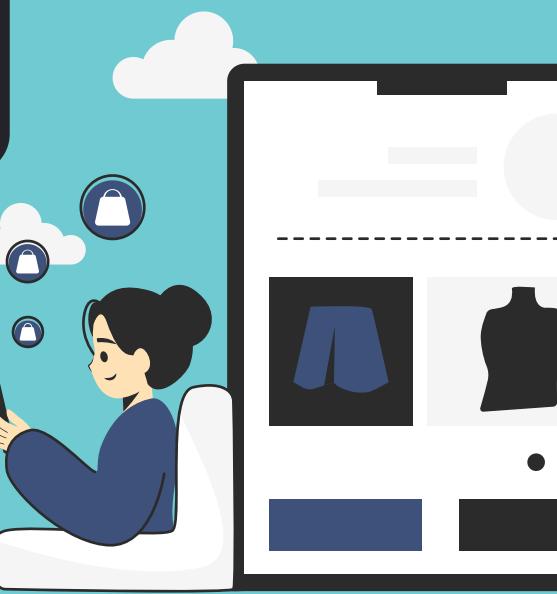




Inventory Turnover:

Identify products that have been out of stock for more than 15 days in the last 3 months.

```
SELECT
    product_id, product_name, product_category,
    MAX(sold_at) AS last_sold_date,
    DATEDIFF(NOW(), MAX(sold_at)) AS days_out_of_stock
FROM inventory_items
WHERE sold_at IS NOT NULL -- Ensures the product was sold
AND DATEDIFF(NOW(), sold_at) > 15 -- Out of stock for more than 15 days
AND sold_at >= DATE_SUB(NOW(), INTERVAL 3 MONTH) -- Sold in the last 3 months
GROUP BY product_id, product_name, product_category
ORDER BY days_out_of_stock DESC;
```





Order Abandonment:
Count the number of cancelled orders per month and
find the month with the highest cancellation rate.

```
SELECT  
    DATE_FORMAT(created_at, '%Y-%m') AS order_month,  
    COUNT(*) AS cancelled_orders  
FROM  
    orders  
WHERE  
    status = 'Cancelled'  
GROUP BY order_month  
ORDER BY order_month;
```

Cancelled orders/month

Month with the highest cancellation rate

```
• WITH monthly_orders AS (  
    SELECT  
        DATE_FORMAT(created_at, '%Y-%m') AS order_month,  
        COUNT(*) AS total_orders,  
        SUM(CASE WHEN status = 'Cancelled' THEN 1 ELSE 0 END) AS cancelled_orders  
    FROM orders  
    GROUP BY order_month  
)  
    SELECT  
        order_month, total_orders, cancelled_orders,  
        (cancelled_orders / total_orders) * 100 AS cancellation_rate  
    FROM monthly_orders  
    ORDER BY cancellation_rate DESC  
    LIMIT 1;
```

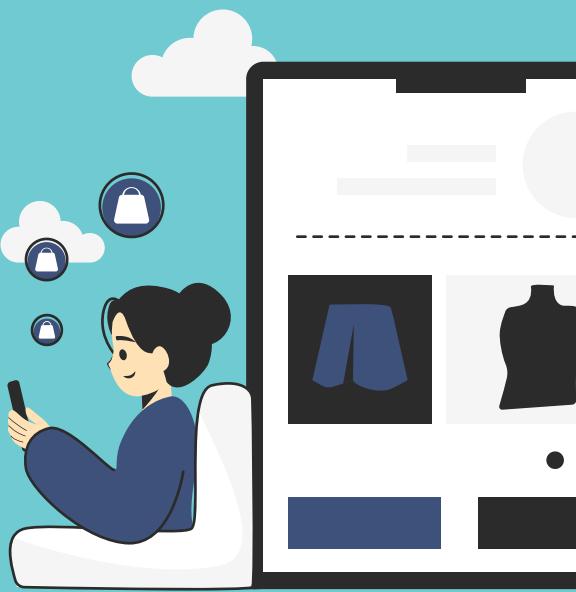




Session Traffic Analysis:

Identify the most common traffic source (e.g., Adwords, Email, Organic) that leads to a successful purchase.

```
SELECT  
    users.traffic_source,  
    COUNT(orders.order_id) AS successful_purchases  
FROM  
    users  
        JOIN  
    orders ON users.id = orders.user_id  
GROUP BY users.traffic_source  
ORDER BY successful_purchases DESC  
LIMIT 1;
```



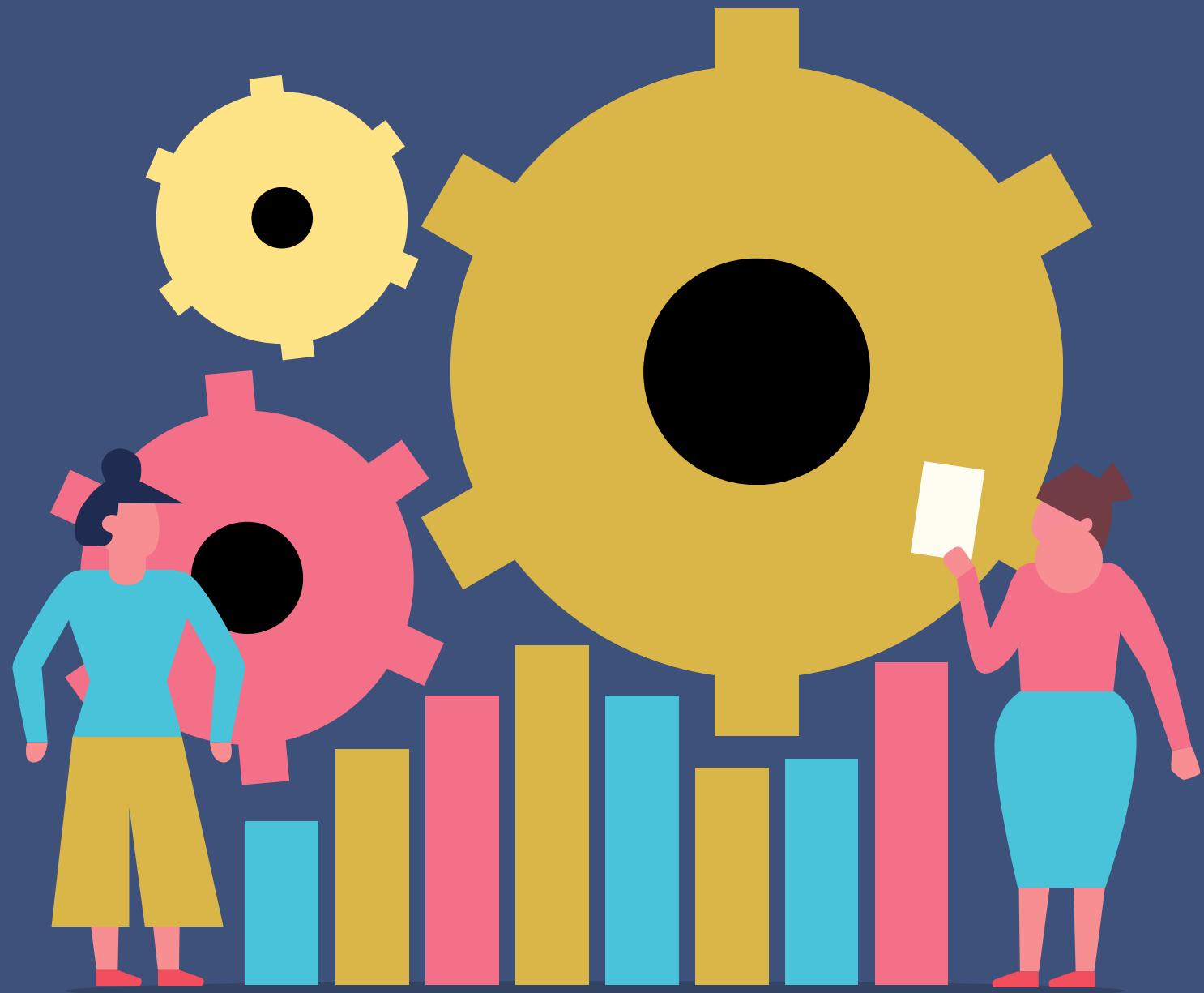


Customer Conversion Rate:
Find the conversion rate of customers.

```
SELECT  
    (COUNT(DISTINCT o.user_id) / COUNT(DISTINCT u.id)) * 100 AS conversion_rate  
FROM  
    users u  
    LEFT JOIN  
    orders o ON u.id = o.user_id;
```



Phase-2: Data Visualization



Sales & Revenue Analysis Dashboard



Prime Cart
eCommerce for all

Sales & Revenue Analysis

Customer Analytics

Product & Inventory

Order Fulfillment & Logistics

Advanced Financial Reporting

Category > Product

All

Location

All

Distribution Centers

All

Clear all slicers

Sales & Revenue Analysis

\$10.82M

Total Revenue

125.32K

Total Orders

\$86.36

Average Order Value

51.92%

Gross Profit Margin

\$8.13M

Net Revenue

81.23%

YoY% Growth

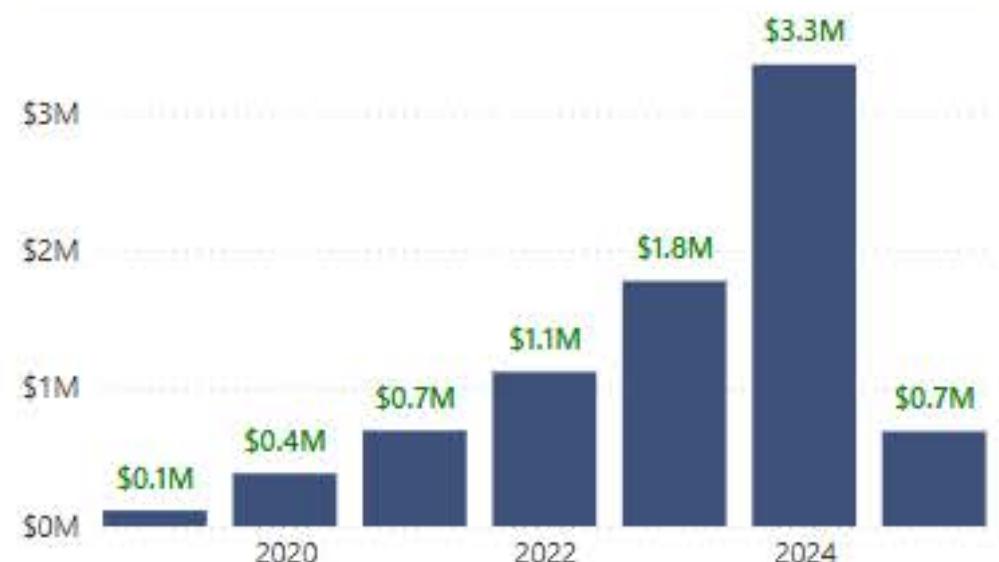
0.00%

MoM% Growth

2019 2020 2021 2022 2023 2024 2025

Revenue by Year

(Revenue drop in 2025 due to data availability only for January.)



YoY% Growth

(Strong growth in 2020, stable but slowing afterward.)



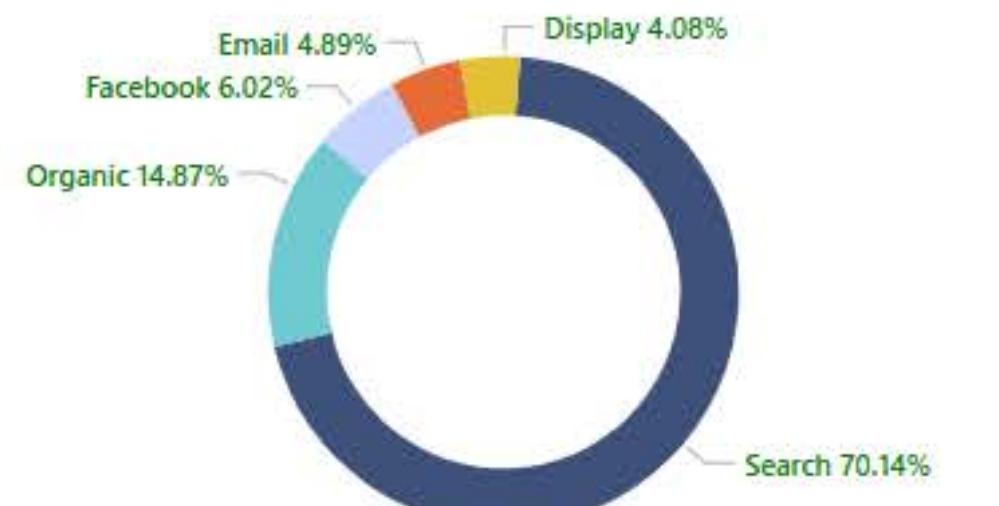
Revenue by Country and State

(China leads in revenue, followed by the U.S. and Brazil.)



Revenue by Traffic Source

(Search drives 70% of revenue, dominating all traffic sources.)



Revenue by Category

(Outerwear & coats lead revenue among all product categories.)



Last Vs Current Year Revenue

(Revenue peaked in 2024 at \$3.3M, showing strong growth.)



Customer Analytics Dashboard



Prime Cart
eCommerce for all

Sales & Revenue Analysis

Customer Analytics

Product & Inventory

Order Fulfillment & Logistics

Advanced Financial Reporting

Category > Product

All ▼

Location

All ▼

Distribution Centers

All ▼

Clear all slicers

Customer Analytics

100.0K

Total Customers

79.93K

New Customers

30.14K

Returning Customers

30.14%

Customers Retention Rate

\$60.58

Customer Lifetime Value

79.93%

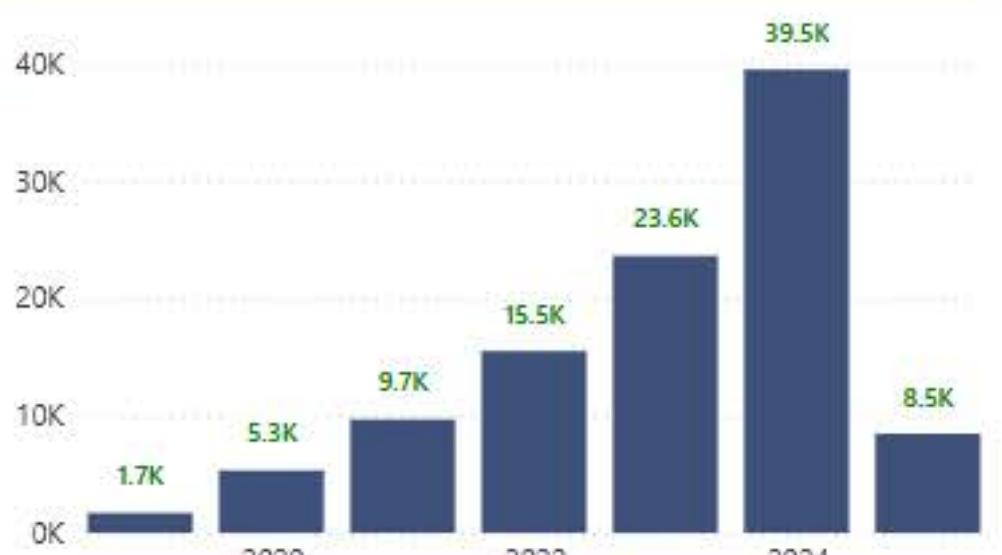
Conversion Rate

1.57

Purchase Frequency

Total Customers by Year

(Customer count peaked at 39K in 2024; 2025 data incomplete.)



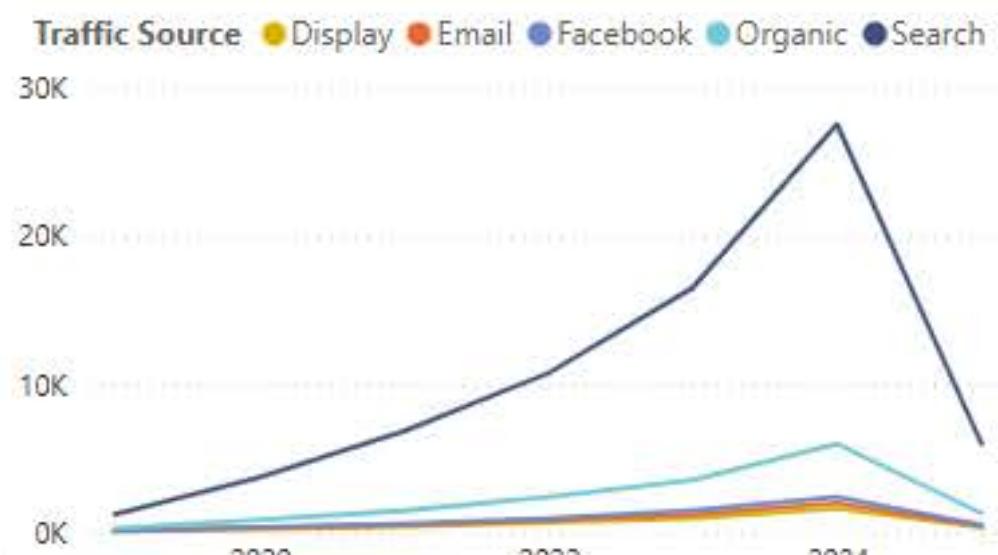
New Custs vs Returning Custs by years

(New & returning custs peaked in 2024; 2025 data incomplete.)



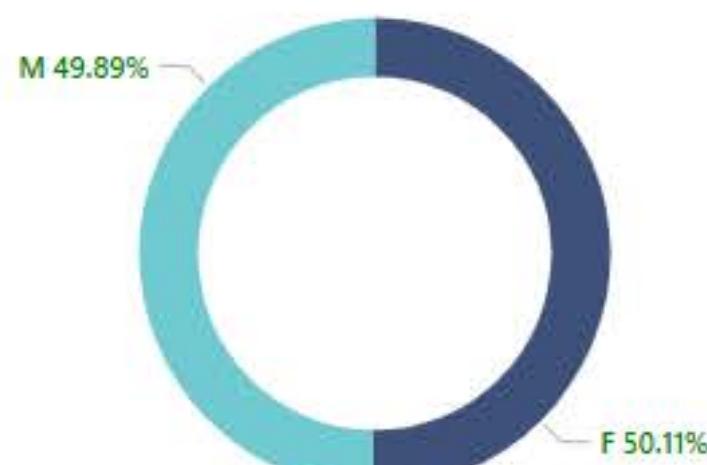
Custs Engagement Over Time by Traffic Source

(Search traffic remains consistently higher than other sources.)



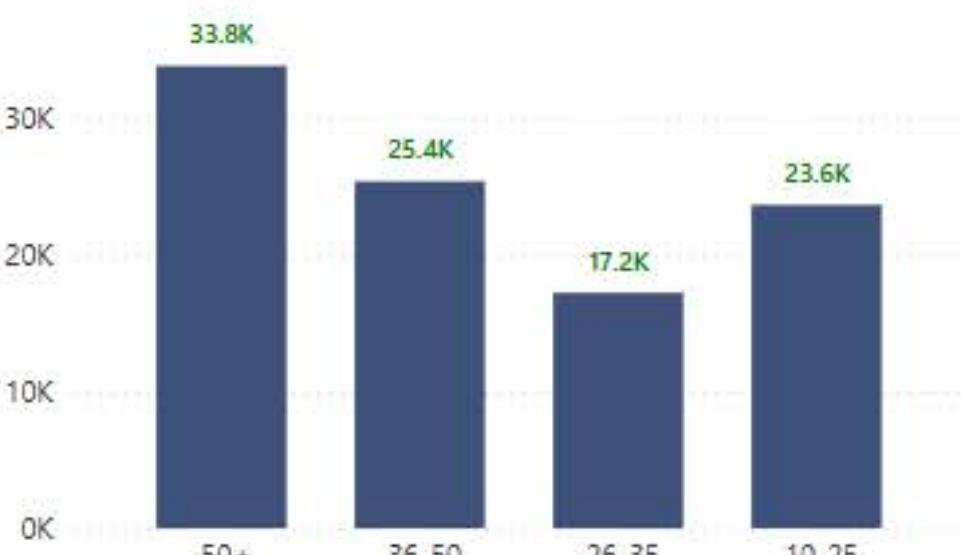
Total Customers by Gender

(Customer gender is nearly equal, with females slightly leading.)



Total Customers by Age Group

(50+ age group has the highest customer count at 34K.)



Total Customers by Country and State

(China leads in customers, followed by the U.S. and Brazil.)



Product & Inventory Performance Dashboard



Prime Cart
eCommerce for all

Sales & Revenue Analysis

Customer Analytics

Product & Inventory

Order Fulfillment & Logistics

Advanced Financial Reporting

Category > Product

All ▼

Location

All ▼

Distribution Centers

All ▼

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in By Manik Gupta

Product & Inventory Performance

2019 2020 2021 2022 2023 2024 2025

Intimates

Best Selling Category

490.22K

Total Inventory

136.21K

Sold Items Inventory

354.00K

Unsold Items Inventory

27.79%

Sell Through Rate

5.93%

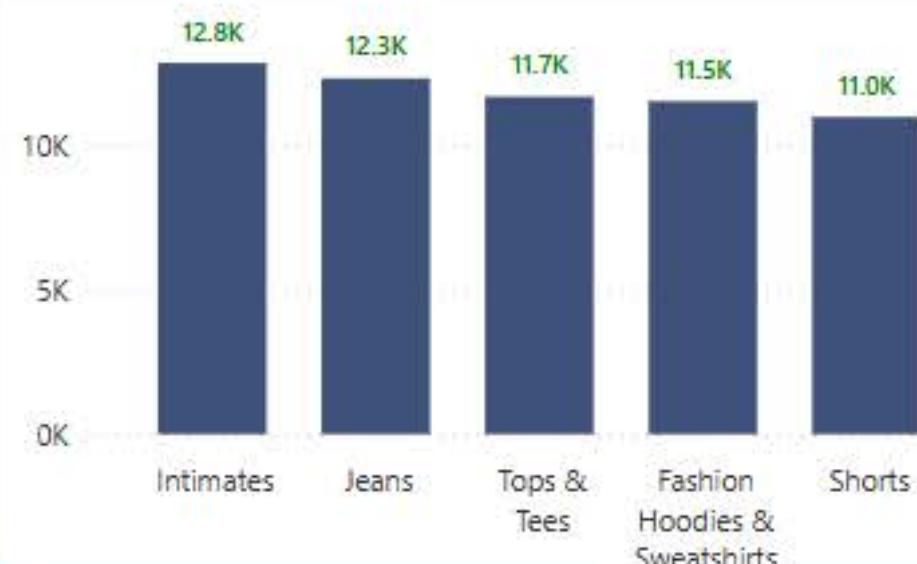
Stockout Rate

5.82K

Orders Demand Based on
3-Month Moving Avg

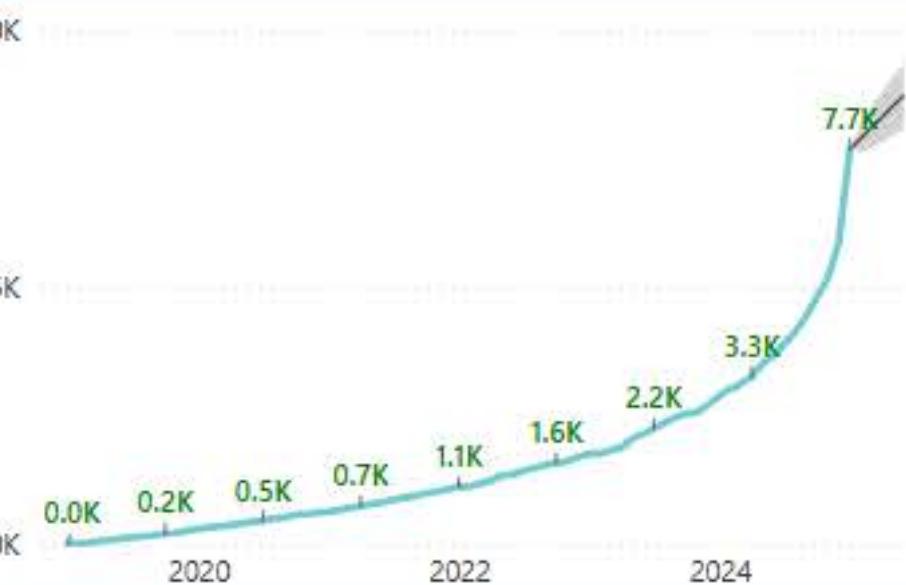
Top 5 Product Category by Orders

(Intimates lead in orders, followed by Jeans and Tops & Tees.)



Demand Forecasting using Moving Averages

(Demand surges to 7.7K, showing strong upward growth.)



Low-Stock and Out-of-Stock Report

(No stockouts, but many items are at low stock levels.)

0

Out of Stock Items

29.56K

Low Stock Items

No Out-of-Stock Items

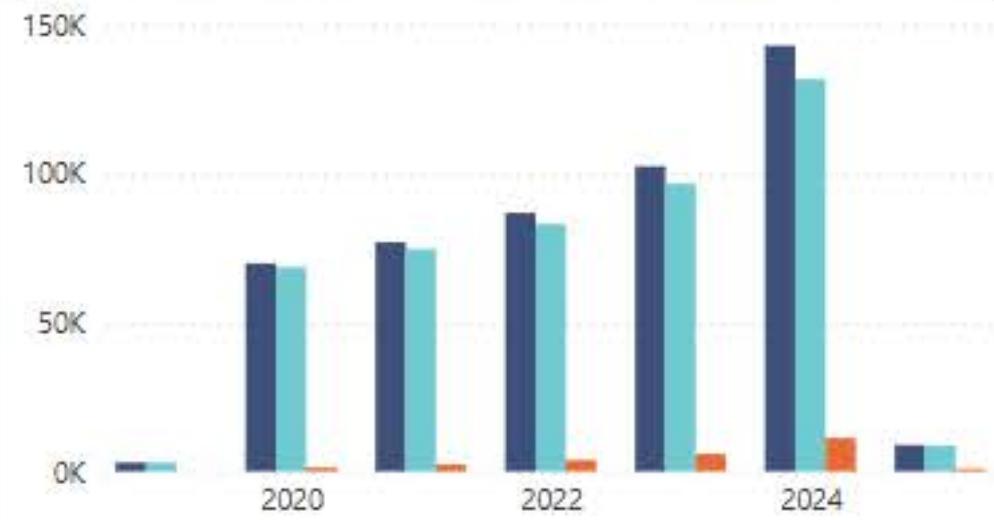
- The inventory is well-managed, ensuring no complete stockouts.
- This minimizes potential sales loss and maintains customer satisfaction.

High Number of Low-Stock Items

- A significant portion of inventory is at risk of stock depletion.
- Restocking efforts should be prioritized to prevent shortages.

Inventory Health Monitoring

(Total Inventory, Unsold Items Inventory and Sold Items Inventory by Year.)



Inventory Turnover Ratio by Years

(Inventory turnover peaked in 2019 and declined significantly afterward.)

Year	COGS	Avg Inventory	Inventory Turnover Ratio
2019	\$54,777.37	42,756.14	1.28
2020	\$1,84,066.32	10,45,311.34	0.18
2021	\$3,32,981.16	21,00,304.13	0.16
2022	\$5,38,778.43	23,33,749.71	0.23
2023	\$8,56,754.87	26,93,860.97	0.32
2024	\$16,09,025.97	35,05,482.98	0.46
2025	\$3,30,605.60	21,72,569.92	0.15

Inventory Cost by Category

(Jeans have the highest inventory cost at \$1.78M)



Order Fulfillment & Logistics Dashboard



Prime Cart
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Sales & Revenue Analysis

Customer Analytics

Product & Inventory

Order Fulfillment & Logistics

Advanced Financial Reporting

Category > Product

All

Location

All

Distribution Centers

All

Clear all slicers

Order Fulfillment & Logistics

1.60
Average Processing Order Time

70.15%
On-Time Delivery Rate

125.32K
Total Orders

18K
Returned Orders

14.65%
Return Rate

2.50
Avg Delivery Time

7.84K
Distribution Center Efficiency Score

Revenue Generated by Distribution Centers

(Houston TX leads revenue at \$1.22M, followed by Memphis TN.)



Trends in shipping and delivery times

(Delivery time consistently exceeds order processing time.)



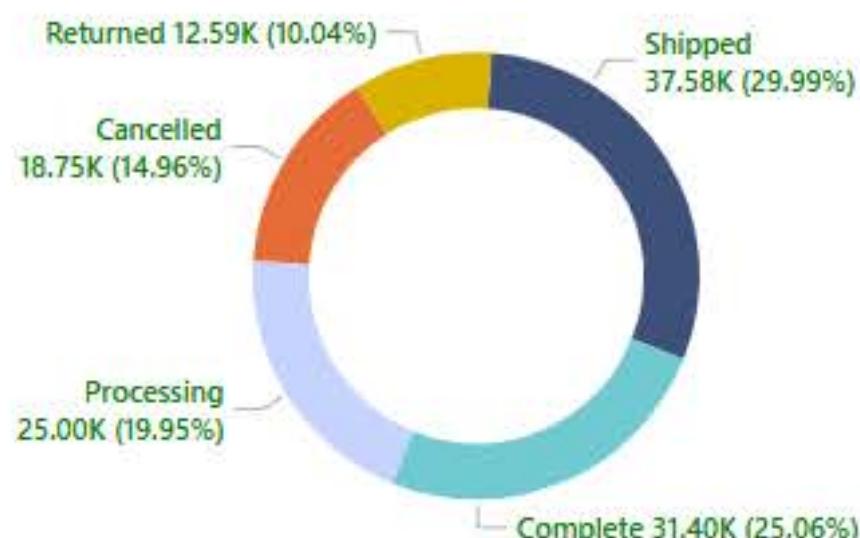
Distribution Center Efficiency Score by name

(Memphis TN has the highest distribution center efficiency score.)



Order Status Tracking

(Shipped orders lead at 29.99%, followed by completed orders.)



Total Orders by Country and State

(China leads in total no. of orders, followed by the U.S. and Brazil.)



Number of Orders by Distribution Centers

(Memphis TN leads orders, closely followed by Chicago IL)



Phase-3: Insights Report

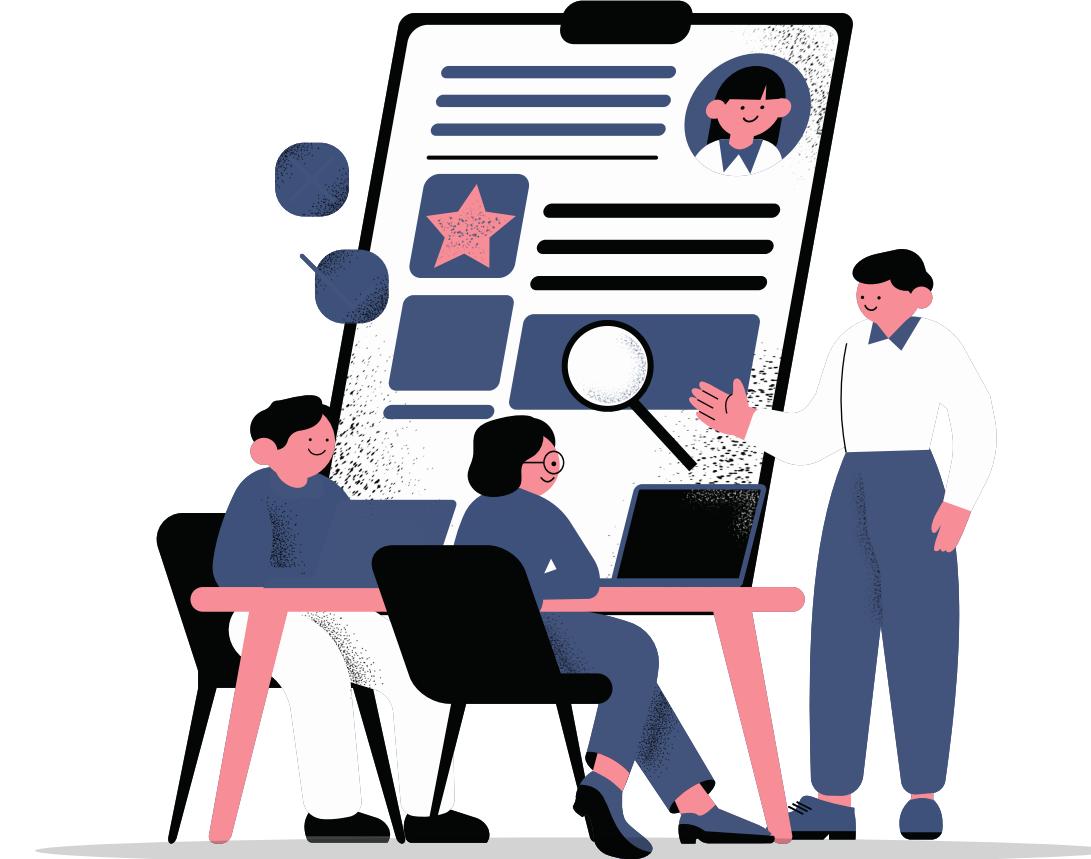


Executive Summary

As a Data Analyst at PrimeCart E-Commerce, I conducted an in-depth sales analysis to uncover key insights and provide actionable recommendations. Using Power BI, I developed an interactive dashboard that offers stakeholders a comprehensive view of sales performance, customer behavior, order trends, regional insights, and inventory management.

Key focus areas included:

1. Sales & Revenue Analysis
2. Customer Analytics
3. Product & Inventory Performance
4. Order Fulfillment & Logistics
5. Advanced Financial Reporting



Sales & Revenue Analysis - Insights



1. Yearly Revenue Trends

- Revenue has shown consistent growth from 2020 to 2024, with a peak in 2024 at \$3.3M.
- The sales increased steadily from \$0.1M in 2020 to \$1.8M in 2023, before nearly doubling in 2024.
- 2025 shows a sharp decline to \$0.7M, but this is due to limited data availability (only January's sales are recorded), not an actual decline in business performance.

2. 2024 Quarterly Revenue Breakdown

- Revenue shows an upward trend across all quarters, indicating consistent business growth throughout the year.
- Q1: \$0.61M, Q2: \$0.71M, Q3: \$0.88M, Q4: \$1.16M.
- The highest revenue was recorded in Q4, suggesting strong seasonality effects, likely due to holiday shopping and year-end sales.

3. 2024 Monthly Revenue Trends

- Sales have been steadily increasing each month, indicating consistent demand growth.
- January had the lowest revenue (\$0.19M), while December had the highest (\$0.45M).
- Q4 had the highest revenue, with a strong peak in December, which could be attributed to:
 - Holiday sales (Black Friday, Christmas, New Year promotions).
 - Year-end consumer spending habits.

Sales & Revenue Analysis - Insights



4. YoY Growth Trends

- Strong 235.25% growth in 2020, followed by a decline but stable positive growth.
- Recent rebound (88.27% in 2024, 74.77% in 2025) signals renewed demand.
- Action: Address market saturation with product innovation & competitive pricing.

5. Revenue by Country & State

- Top countries: China (\$2.77M), USA (\$1.81M), Brazil (\$1.15M).
- Top states: Guangdong (\$433.95K), California (\$296.81K), Shanghai (\$202.50K).
- Action: Expand in emerging markets (Brazil, South Korea), optimize logistics, and boost local marketing in low-performing regions (Poland, Colombia).

6. Revenue by Traffic Source

- Search drives 70.14% of revenue, followed by Organic (14.87%) & Facebook (6.02%).
- Action: Diversify traffic via social media, influencer marketing, and stronger email campaigns.

7. Top Product Categories

- Best-sellers: Outerwear & Coats (\$999K), Jeans (\$926K), Sweaters (\$619K).
- Action: Expand summer categories (Swimwear, Shorts), offer bundled discounts, and personalize recommendations to boost underperforming products.

Customer Analytics - Insights



1. Total Customers by Year

- The customer base consistently grew from 1.7K in 2019 to a peak of 39.5K in 2024.
- The significant drop to 8.5K in 2025 is due to incomplete data for January 2025.
- The consistent upward trend till 2024 shows strong customer acquisition strategies.

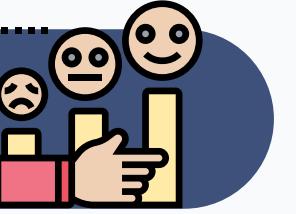
2. New Customers vs Returning Customers

- New customers consistently increased from 1.7K in 2019 to 39.5K in 2024, indicating effective marketing campaigns.
- Returning customers peaked at 9.1K in 2024 but dropped sharply to 1.6K in 2025 is due to incomplete data for January 2025.

3. Customer Engagement by Traffic Source

- Search traffic consistently outperformed all other sources, peaking at 27.5K in 2024.
- Organic traffic is the second highest, reaching 5.9K in 2024.
- Email, Facebook, and Display Ads contributed much less, with Email (1.9K), Facebook (2.3K), and Display (1.5K).

Customer Analytics - Insights



4. Total Customers by Gender

- The customer distribution is nearly equal between genders. Females slightly lead with 50.11%, while males make up 49.89%. This balance indicates that the product or service appeals equally to both genders.

5. Total Customers by Age Group

- The 50+ age group is the largest customer segment with 33.8K customers, showing that older individuals form a significant portion of the customer base.
- The 26-35 age group is the smallest segment with 17.2K customers, showing room for improvement in targeting this demographic.

6. Total Customers by Country and State

- China has the highest number of customers at 33.73K, followed by the United States with 22.38K, and Brazil with 14.56K.
- Among the states, Guangdong leads with 5.24K customers, followed by England with 4.05K and California with 3.96K.
- These insights highlight strong performance in certain regions, but there are opportunities to expand in other countries and states with lower customer counts.

Product & Inventory Performance



1. Key Insights from KPIs

- **Best Selling Category:** "Intimates" is the top-performing product category, indicating high customer preference.
- **Total Inventory:** 490.22K items in stock, showing significant stockholding capacity.
- **Sold Items Inventory:** 136.21K items sold, reflecting current market demand.
- **Unsold Items Inventory:** 354.00K items still unsold, indicating possible overstock or slower-moving items.
- **Sell-Through Rate:** 27.79%, suggesting room to improve inventory turnover.
- **Stockout Rate:** 5.93%, implying minimal missed sales opportunities due to stock unavailability.
- **Orders Demand:** 5.82K average monthly demand, showing consistent product interest.

2. Top Product Category by Orders (2024)

- Intimates lead with 5.3K orders, followed by Jeans at 4.8K orders and Tops & Tees at 4.7K orders. This indicates strong customer preference for these categories, with Intimates being the most popular.
- Focus on maintaining and increasing stock levels for Intimates, Jeans, and Tops & Tees to capitalize on their high demand.

3. Low-Stock and Out-of-Stock Report

- There are currently no out-of-stock items, indicating effective inventory management that prevents complete stockouts. However, 29.56K items are at low stock levels, highlighting a significant risk of inventory depletion.

Product & Inventory Performance



4. Demand Forecasting using Moving Average (Feb 2025)

- The forecasted demand for Feb 2025 is 7,907.38, with an upper bound of 8,189.73 and a lower bound of 7,625.03 whereas the forecasted demand for March 2025 is 8,115.76, with an upper bound of 8,514.86 and a lower bound of 7,716.66.
- This surge indicates a potential market shift or seasonal spike in demand.
- Use the forecast to plan inventory and production schedules. Ensure supply chain logistics are optimized to meet the anticipated demand without overstocking.

5. Inventory Turnover Ratio by Year

- Inventory turnover ratio was highest in 2019 at 1.28, indicating efficient stock movement. However, from 2020 onwards, the ratio declined significantly, suggesting overstocking and slow inventory turnover.

6. Inventory Cost by Categories

- The top three product categories with the highest inventory costs are Jeans (\$1,775,106.09), Outerwear & Coats (\$1,583,826.84), and Sweaters (\$1,077,523.55). These categories require better inventory management to prevent excess stock and reduce holding costs.

Order Fulfillment & Logistics



1. Key Insights from KPIs

- **Average Processing Order Time (1.60 days):** The order processing time is relatively efficient, but there may be room for further optimization.
- **On-Time Delivery Rate (70.15%):** The delivery performance needs improvement as nearly 30% of orders are delayed.
- **Total Orders (125.32K):** A high volume of orders indicates strong demand and customer engagement.
- **Returned Orders (18K):** A significant number of returns suggest possible issues with product quality, sizing, or customer expectations.
- **Return Rate (14.65%):** The return rate is quite high, indicating a need for better product descriptions, quality checks, and size guides.
- **Average Delivery Time (2.50 days):** Delivery speed is fairly quick, but improving logistics efficiency can enhance customer satisfaction.
- **Distribution Center Efficiency Score (7.84K):** The distribution center performance is moderate, but there may be scope for streamlining operations further.

2. Revenue Generated by Distribution Centers (2024)

- Houston TX leads in revenue generation, bringing in \$509.40K, followed by Memphis TN (\$434.79K) and Chicago IL (\$418.62K).
- Charleston SC generated the least revenue at \$202.86K, indicating potential for improvement in sales and distribution efficiency.

Order Fulfillment & Logistics



3. Trends in Shipping and Delivery Times (2024)

- Delivery time consistently exceeds order processing time, with an average delivery time of around 2.5 days.
- Order processing time remains stable, averaging around 1.6 days, showing efficiency in processing.
- A noticeable gap exists between order processing and delivery, suggesting potential delays in logistics and transportation.

4. Distribution Center Efficiency Score (2024)

- Chicago IL has the highest efficiency score at 5.90K, followed closely by Memphis TN (5.86K) and Houston TX (5.65K). Savannah GA has the lowest efficiency score at 2.95K, indicating operational inefficiencies.
- Efficiency scores correlate with revenue, but some high-performing centers in revenue (e.g., Houston) do not lead in efficiency.

5. Order Status Tracking (2024)

- High Shipment & Completion Rates: A strong 30.05% of orders (15.47K) are shipped, and 25.05% (12.90K) are completed, indicating a reliable fulfillment process. Ensuring timely deliveries and maintaining a seamless transition from shipping to completion is crucial.
- Cancellation & Return Concerns: 15.06% (7.75K) of orders were canceled,. Additionally, 9.97% (5.14K) of orders were returned, highlighting potential problems with product quality, inaccurate descriptions, or unmet expectations.

Order Fulfillment & Logistics



6. Total Orders by Country and State (2024)

- Top Countries Driving Sales: China (17.37K orders), the US (11.48K), and Brazil (7.43K) dominate order volumes. Focusing on these markets with localized marketing, efficient supply chains, and competitive pricing will drive further growth.
- State-Level Performance Variations: Guangdong (2.7K), California (2.07K), and Texas (1.9K) are leading order contributors. Meanwhile, Tennessee, Maryland, and Chongqing have significantly lower volumes, signaling a need for better regional outreach and promotional efforts.

7. Number of Orders by Distribution Centers (2024)

- High-Performing Hubs: Chicago, IL (9.53K) and Memphis, TN (9.41K) are the leading distribution centers, indicating strong logistical efficiency. Expanding warehouse capacity in these areas can improve shipping speeds.
- Underutilized Centers: Savannah, GA (4.72K) and New Orleans, LA (5.15K) have lower order volumes. Optimizing inventory distribution and marketing efforts in these areas could balance workloads and reduce shipping delays.

Advanced Financial Reporting



1. Key Insights from KPIs

- **Net Revenue (\$8.13M)**: Strong revenue performance, indicating a healthy sales pipeline and customer demand.
- **Net Profit (\$4.22M)**: High profitability suggests effective cost management and strong margins.
- **Net Profit Margin (51.92%)**: Excellent margin, showing efficient operations and pricing strategy.
- **COGS (\$3.91M)**: Cost of goods sold is well-managed, ensuring profitability remains strong.
- **Total Revenue (\$10.82M)**: The business generates significant overall revenue, with room for further growth.
- **Discount Utilization Rate (0.00%)**: No discounts were applied, indicating full-price sales but potential missed opportunities for promotional strategies.
- **Revenue Per Customer Segmentation (\$122.71)**: A healthy per-customer revenue metric, which can be optimized by targeting high-value customer segments.

2. Revenue vs. COGS Over the Years

- Net revenue has significantly outpaced the cost of goods sold (COGS) in 2024, showing strong profitability.
- The sharpest revenue growth happened in 2024, reaching \$3.3M, while COGS remained controlled at \$1.6M, improving margins.
- The increase in profitability suggests effective cost management and revenue growth strategies.

Advanced Financial Reporting



3. Net Revenue vs. Net Profit Over the Years

- Net revenue and net profit peaked in 2024, with net revenue at \$3.3M and net profit at \$1.7M, demonstrating a highly profitable year.
- A decline in both revenue and profit in 2025 suggests either seasonality, reduced customer demand, or higher costs.
- The overall trend indicates steady growth from 2019 to 2024, with a need to sustain the momentum post-2024.

4. Discount Impact Analysis

- No discounts were applied, meaning there was no impact on sales or profitability from discount strategies.
- Potentially, the business could have driven higher sales volume with strategic discounting.
- Introducing targeted discount campaigns could help attract new customers and retain existing ones.

5. Profitability by Product Categories

- Outerwear & Coats lead profitability with a net profit of \$5,54,957.36, followed by Jeans (\$4,31,045.17) and Sweaters (\$3,21,603.53).
- Seasonal and high-margin categories dominate, indicating strong demand for warm clothing and essentials.
- Lower-profit categories like Activewear, Swim, and Intimates suggest potential for growth through better marketing, pricing, or product differentiation.

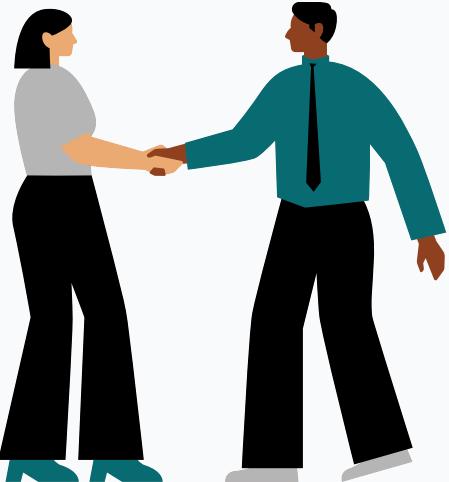


Recommendations For Stakeholder

To drive Q1 sales growth, we recommend implementing strategic marketing, inventory optimization, and customer engagement initiatives. Launch New Year promotions, loyalty programs, and post-holiday discounts to maintain momentum. Expand into emerging markets like Brazil and South Korea while enhancing localized marketing in underperforming regions such as Poland and Colombia. Strengthen social media and influencer marketing to engage younger demographics (10-35 age group) and improve customer retention through loyalty programs and personalized offers.

Optimize inventory management by forecasting demand, ensuring restocking for popular categories (Intimates, Jeans, Tops & Tees), and implementing targeted promotions for slow-moving products. Improve logistics by refining last-mile delivery, expanding high-performing centers (Houston, Memphis), and addressing inefficiencies in lower-performing ones (Charleston, Savannah). Reduce cancellations by improving product descriptions and customer support.

Finally, diversify offerings, leverage data-driven insights, and enhance the omnichannel experience to maximize revenue and long-term growth.



Thank You

Let's Connect !!

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Together, let's turn data into meaningful stories!