Retail Store

Accelerating the Sales of Urban Edge Apparel

Data Vizperts

Aishwary Jadhav

Anushka Kamalja
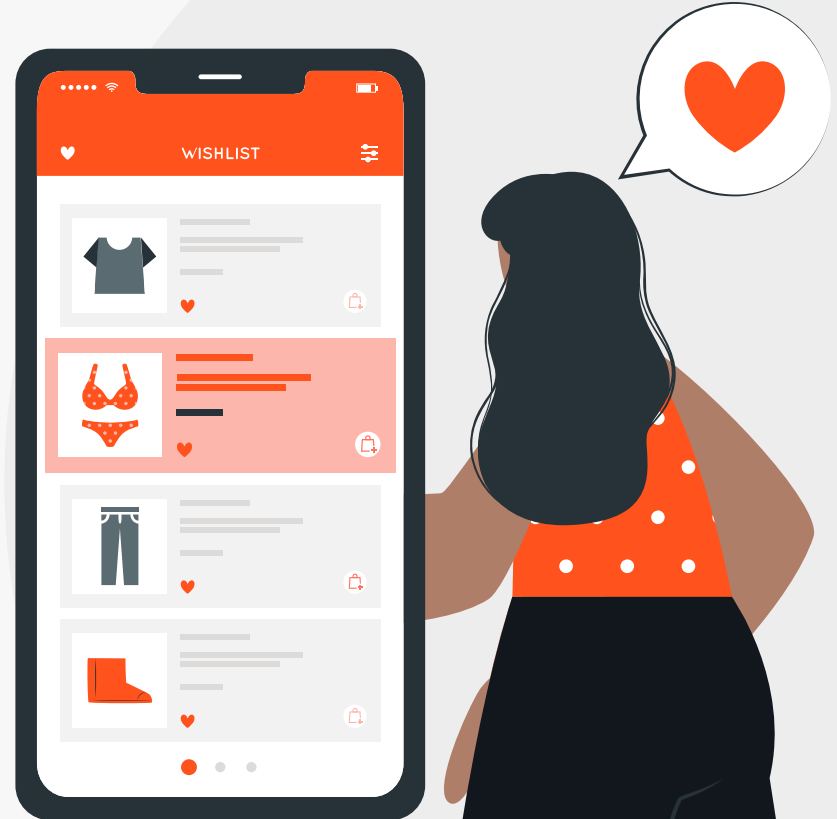
Ishika Khandelwal

Jaivardhan Singh Chauhan

Maitreyi Ekbote

# 01

Data Analysis &
Visualisation

Were there any significant changes in purchasing habits of the customers over the years?


Total Sales by Year

The sales data from 2012 to 2024 shows significant peaks in 2014, 2017, 2021, and 2023, followed by dramatic falls, especially post-2023 leading to a low in 2024(primarily because its only 5 months since 2024). These fluctuations suggest high market sensitivity and the need for agile, innovative strategies to adapt to changing market conditions and consumer behaviors. Peaks often correlate with successful strategies or market expansions, while troughs may reflect economic downturns, increased competition, or strategic missteps.

Is there any seasonality in purchases for certain products?


Product Sales by Seasonality
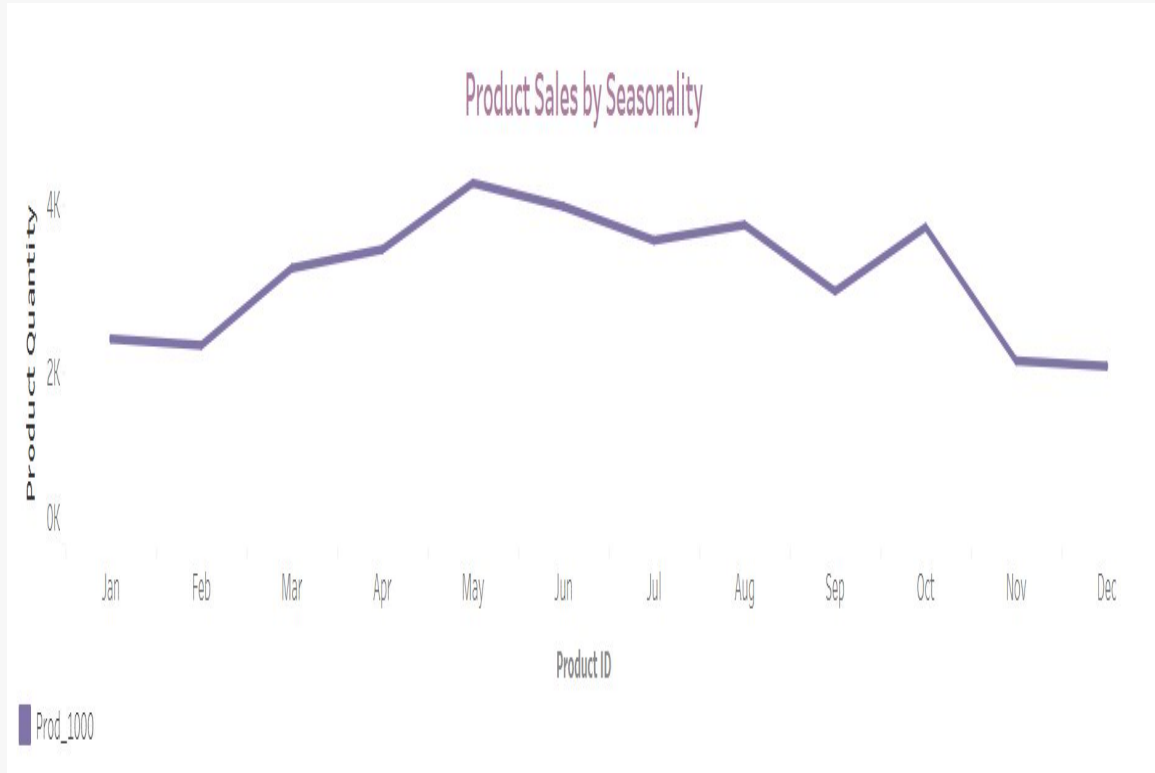
This plays the sales quantity of Product ID Prod_1000 across each month of the year, offering insights into seasonal variations in product demand. From the graph, it's evident that sales start to increase from February, peaking around May, and maintain a relatively high level through June before beginning a gradual decline through to December. The peak in late spring and early summer could indicate season-specific demand, such as holiday-related purchases or seasonal usage patterns of the product.

Which products have seen a significant increase or decrease in quantity ordered over the years?

Product Sales by Year
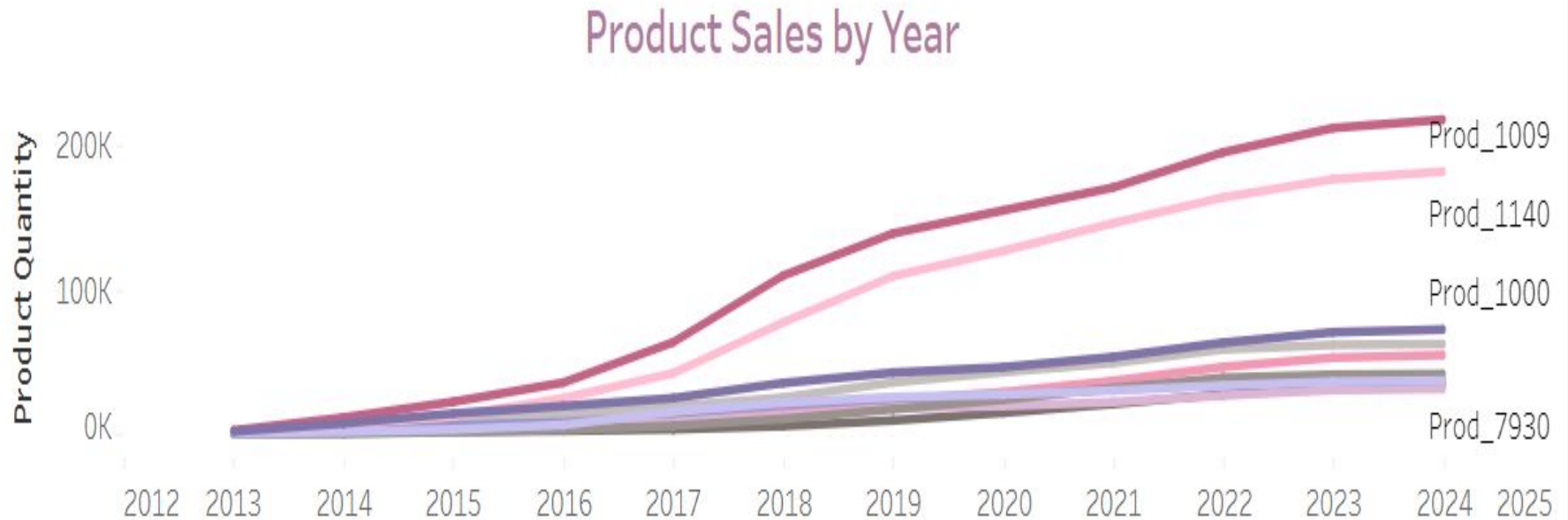
What trends do we notice in the basket size (total items in one receipt)?
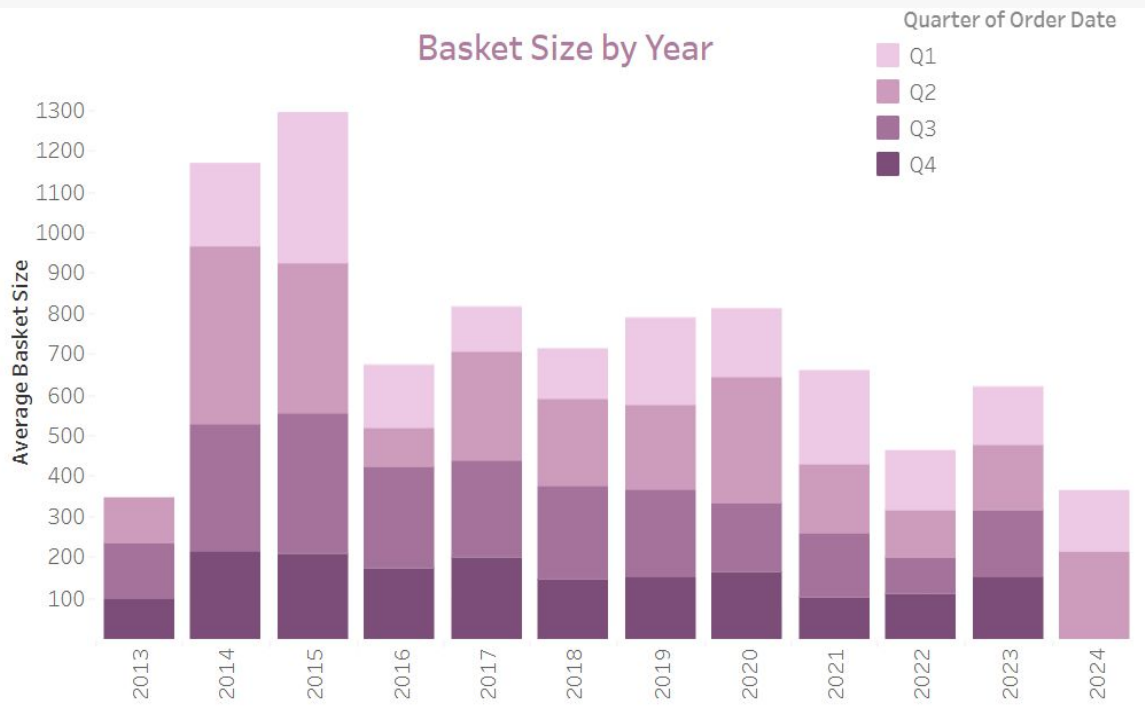
Basket Size by Year

The "Basket Size by Year" chart from 2013 to 2024 reveals several key trends in consumer purchasing behavior. Notably, 2015 marked the peak in average basket size, particularly in Q1, indicating a period of increased consumer spending or effective promotions.

Post-2015, there was a general decline in basket sizes, stabilizing at lower levels through to 2023. The recent sharp decline in 2024 across all quarters suggests significant shifts in consumer behavior or economic factors.

Seasonal trends are evident, with higher basket sizes typically in Q1 and Q4 each year, which may be influenced by holiday seasons and end-of-season sales. This data is crucial for planning targeted marketing strategies and inventory management.

02

Report

The highest selling products by month and category

Month	Product ID	Product Quantity
January	Prod_1140	13446
February	Prod_1009	16040
March	Prod_1009	20010
April	Prod_1009	23756
May	Prod_1009	30038
June	Prod_1009	23844
July	Prod_1140	23578
August	Prod_1140	19560
September	Prod_1009	16585
October	Prod_1009	15681
November	Prod_1009	13123
December	Prod_1140	7465

The least selling products by month and category

Month	Product ID	Product Quantity
January	Prod_83510	1
February	Prod_83510	1
March	Prod_5402	1
April	Prod_9450	1
May	Prod_99300	1
June	Prod_99300	1
July	Prod_94250	1
August	Prod_99300	1
September	Prod_9431	1
October	Prod_94006	1
November	Prod_94005	1
December	Prod_83510	1

Orders, Revenue, Quantity by Month

Month	Total Orders	Total Revenue	Product Quantity
January	755	358045.54	77929
February	799	388096.6	83534
March	1103	537590.46	112119
April	1130	571830.72	121408
May	1292	763649.28	162543
June	1210	696307.85	149699
July	1094	616741.01	134304
August	982	516376.17	114543
September	878	411945.66	89837
October	808	411719.26	88468
November	729	329518.83	74250