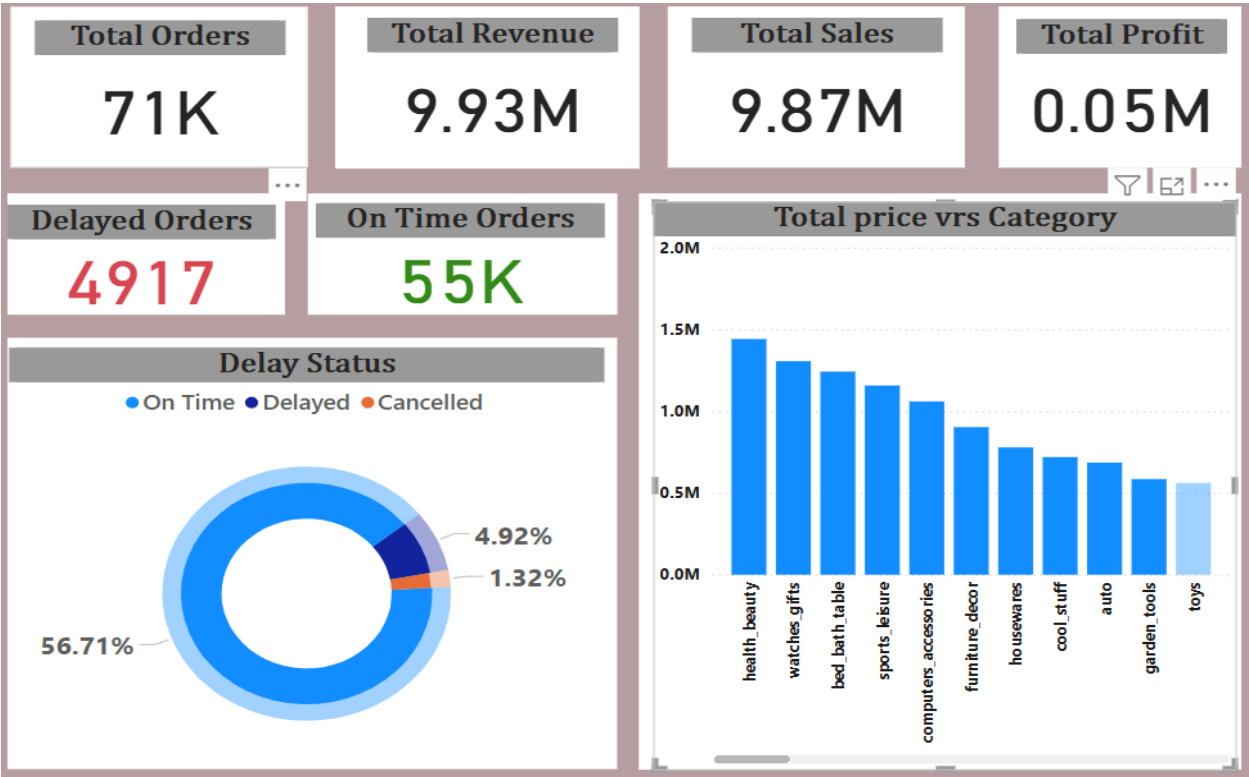
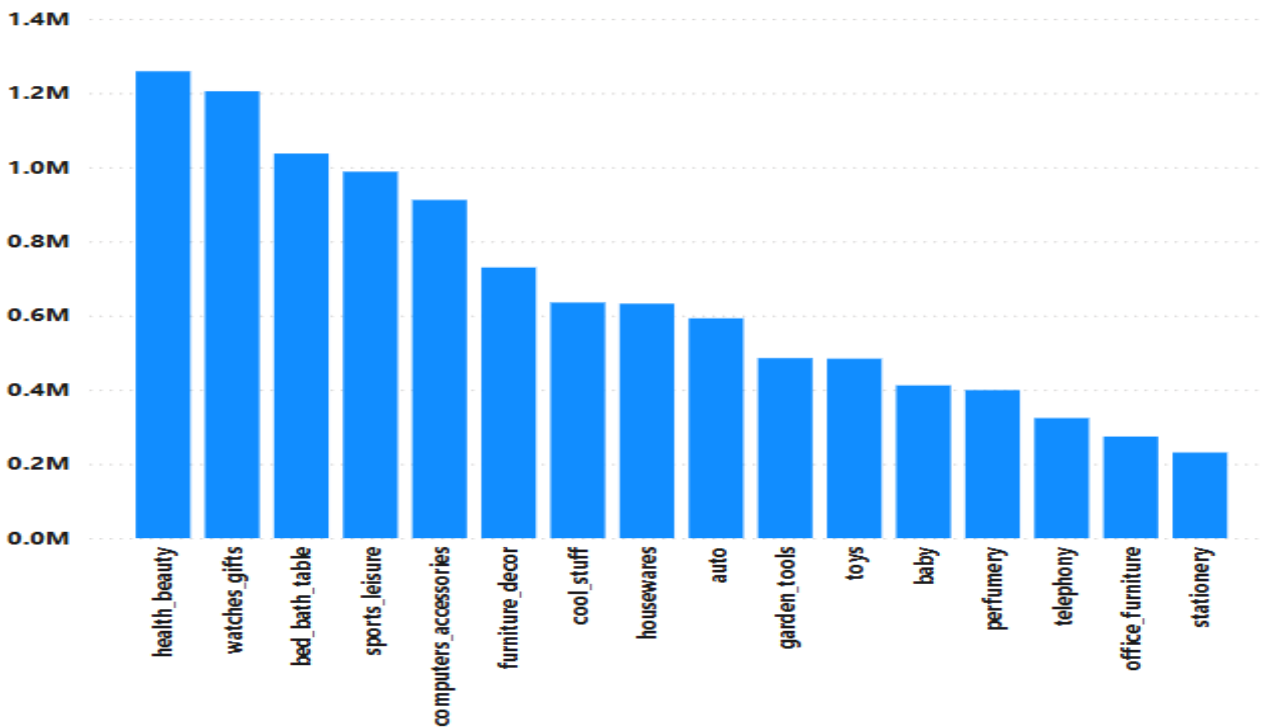


ShopNest Store Analysis

1. Top Categories by Total Price:

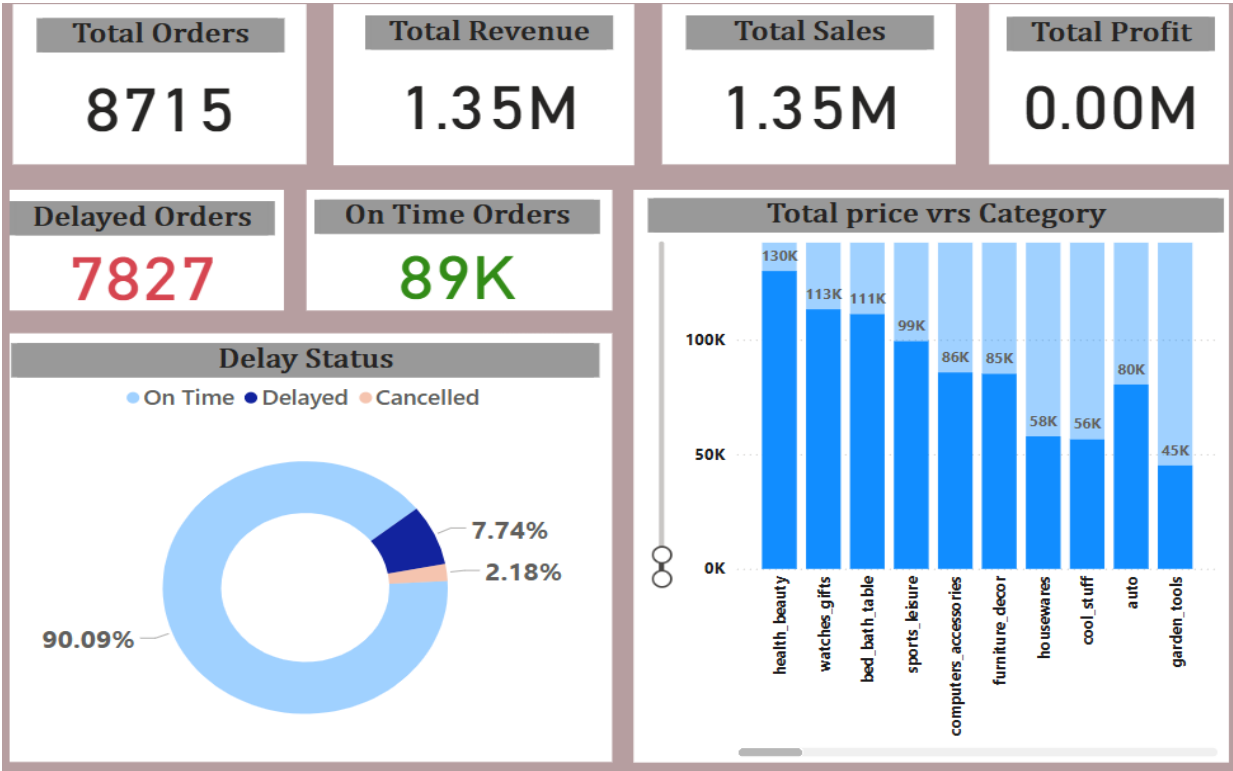
- Identify and visually represent the top 10 product categories by total sales.



Sales 9.87 M Sales are from the Top 10 category 15.84 M sales which having 62.3 % Sales portions which give need to strength the other categories so increase with total 71 K out of 133 K orders.

2. Delayed Orders Analysis:

- Determine the number of delayed orders in each category. An order is considered delayed if the actual delivery date is later than the estimated delivery date.



Total Delay orders are 7.74 % out of total orders which leads to 1815 orders out of 113 K even for delay orders having sales of 1.35 but no profit received & to need to do brainstorming in the top 11 Category to reduce the Delay % target should be less than 2 % and for better profit margin.

3. Monthly Comparison of Delayed and On-Time Orders:

- Create a dynamic visual that compares the number of delayed orders to the number of orders received earlier for each month. Utilize the drillthrough cross-report feature to provide a detailed analysis of late and on-time deliveries.

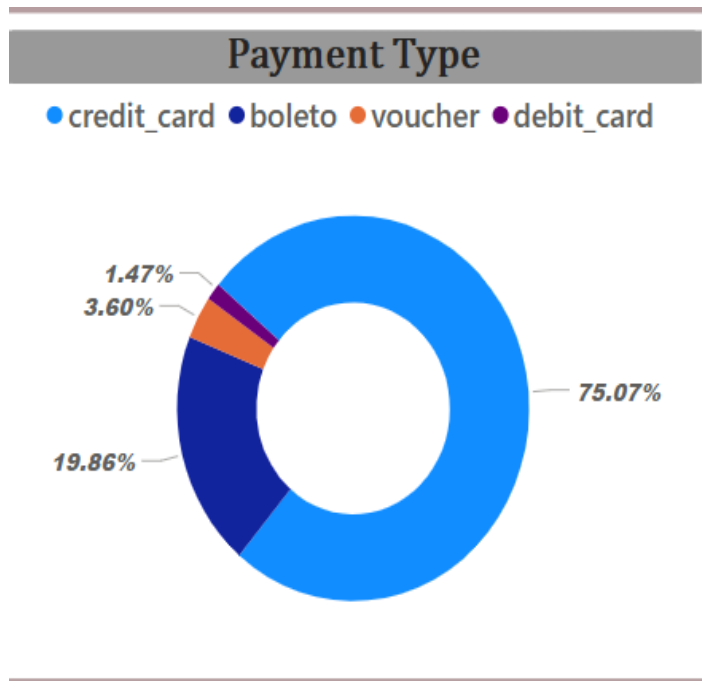


From the Analysis last 4 month of year having less On Time which leads to less profit after further investigation there huge drop also in the Order in the last four months (Sep,Oct,Nov,Dec) those are sales and festive season.

And Delay order is increasing for starting 3 Months (Jan,Feb,Mar) even no of orders is increasing need to look for logistic side how is happening need to take further decision to reduce Delayed orders.

4. Payment Method Analysis:

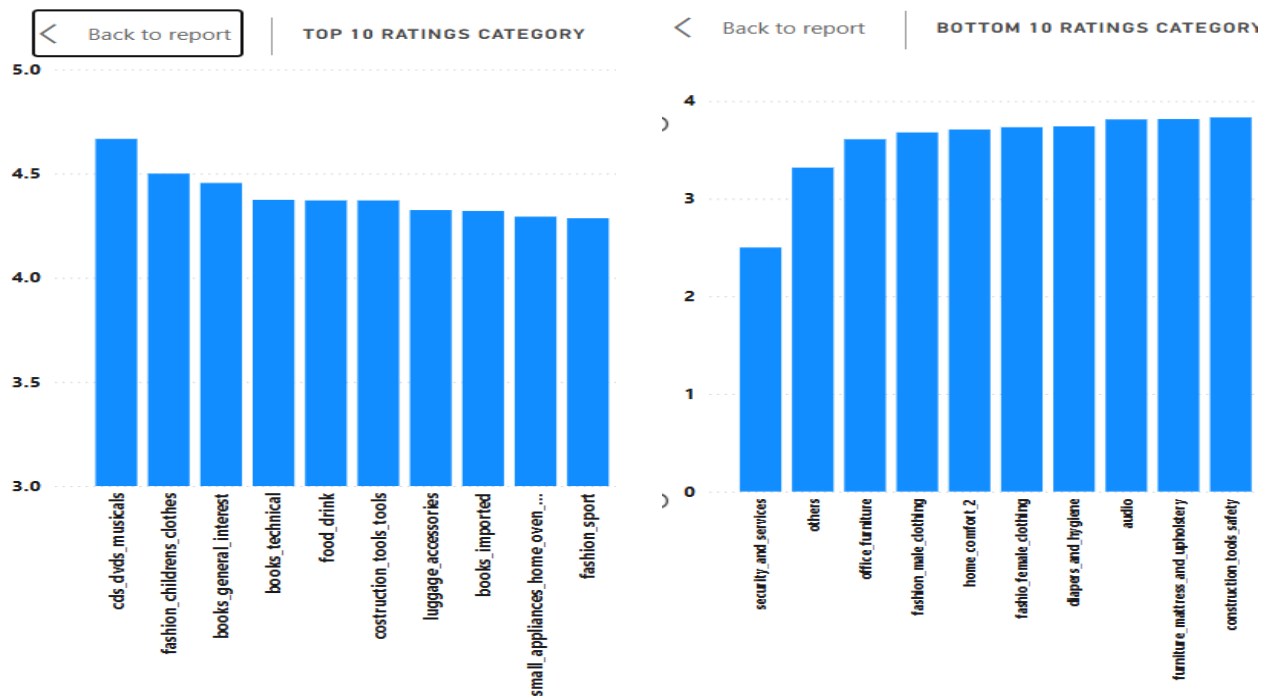
- Analyze the most frequently used payment methods by customers using a visually appealing representation, such as a pie chart or other suitable visuals.



Credit card having of 75 % partition of the total payment which is more frequent payment mode need to focus to increase the portion for the other payment mode.

5. Product Rating Analysis:

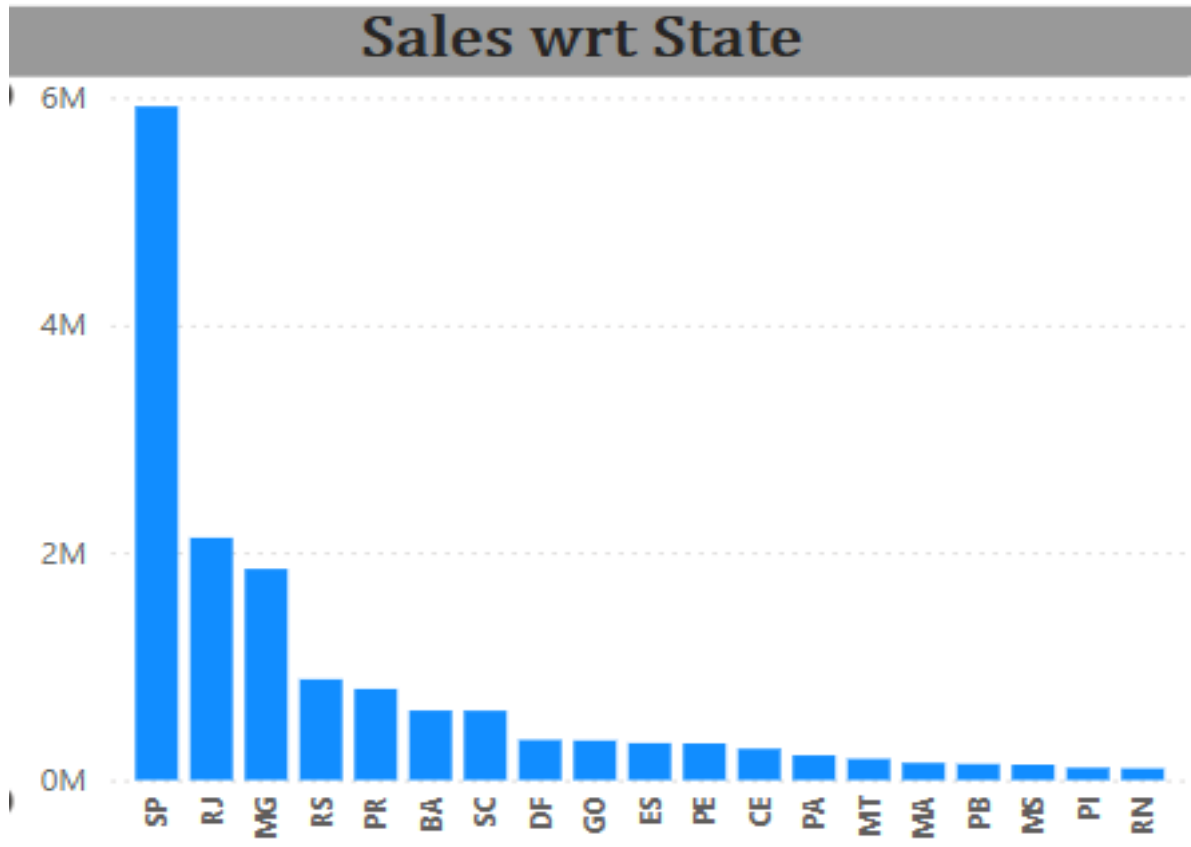
- Determine the top 10 highest-rated products and the bottom 10 lowest-rated products using a bar or column chart.



Category wise Top 10 And Bottom list show in the Security and services & office category need to focus more because there avg rating is 2.5 & 3.2 others are more than 3.5 of avg review.

6. State-wise Sales Analysis:

- Identify and visually represent states with high and low sales, providing a clear understanding of regional sales performance.



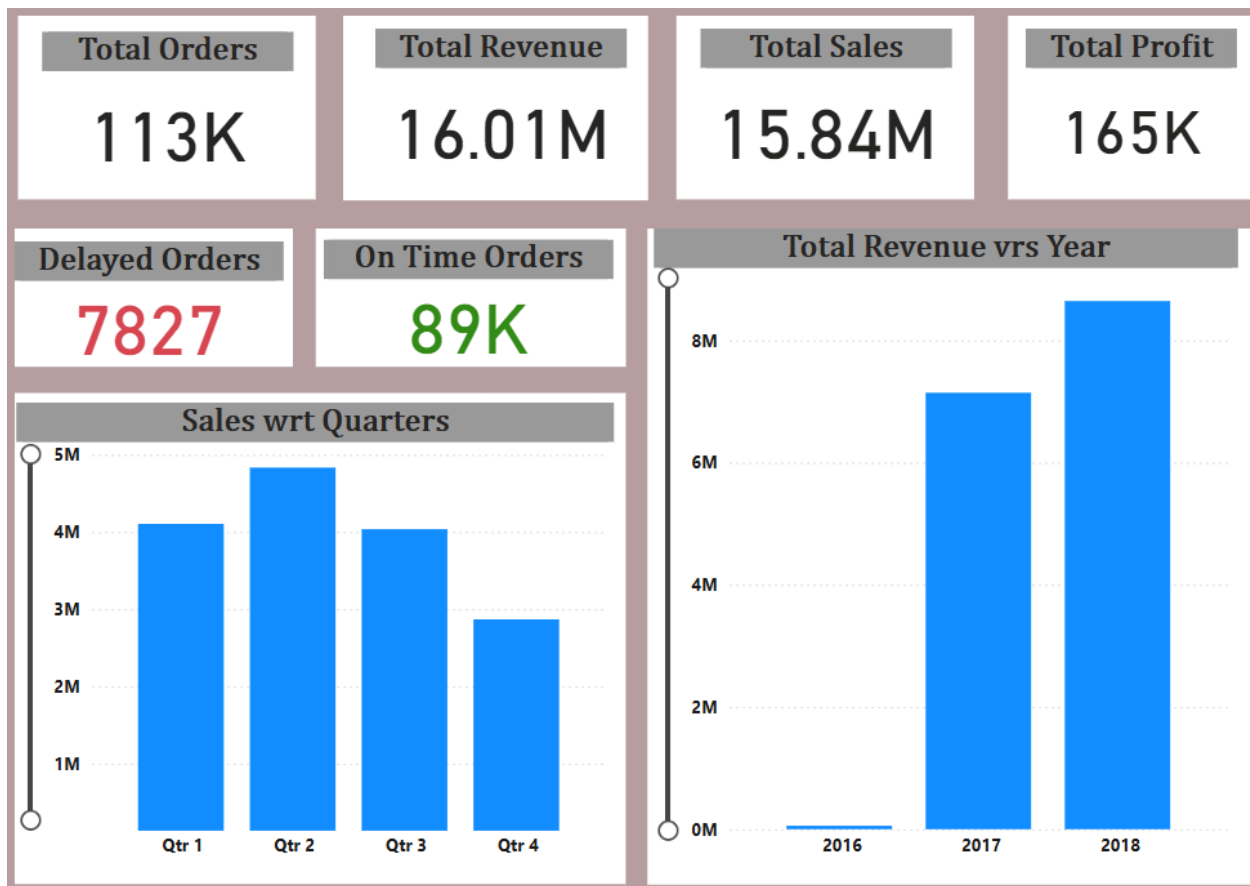
SP state is having sales 5.92 M out of 15.84 M which is 37 %. and 95 K orders are from the top 7 state out of 113 K that is 84 %, need to expand the business in the others state to increase sales.

7. Seasonal Sales Patterns:

- Investigate and visualize any seasonal patterns(Quarterly) or trends in sales data over the course of the year.

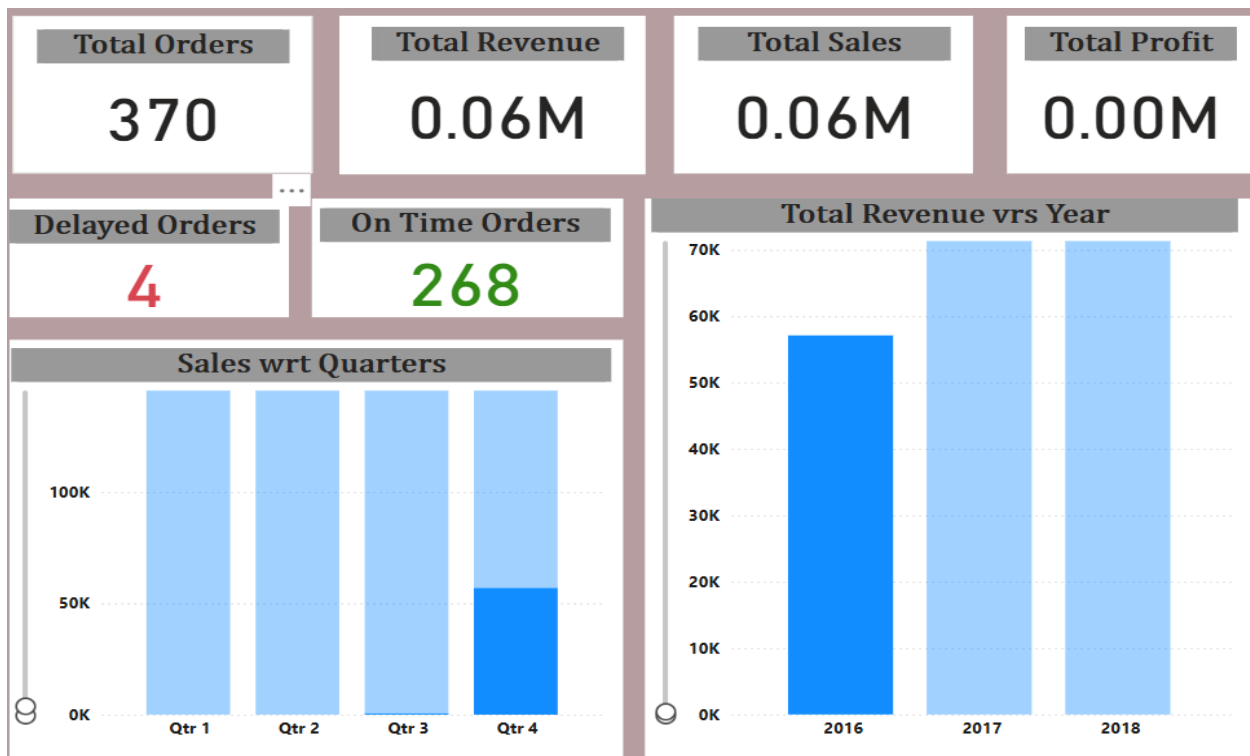
8. Revenue Analysis:

- Determine the total revenue generated by ShopNest Store and analyze how it changes over time(Yearly). Represent this information through suitable visuals to highlight trends and patterns.



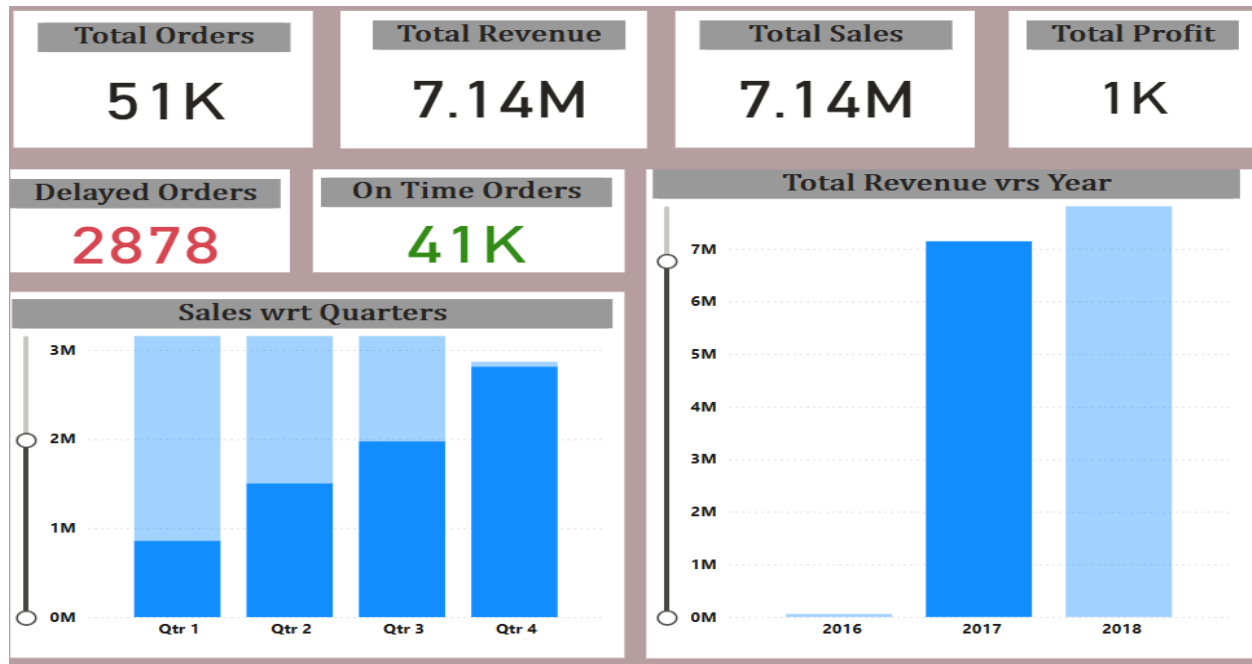
Overall there is hike in the Q2 which is good but sales wise Q3,Q4 should be more strengthen for the business.

Year 2016



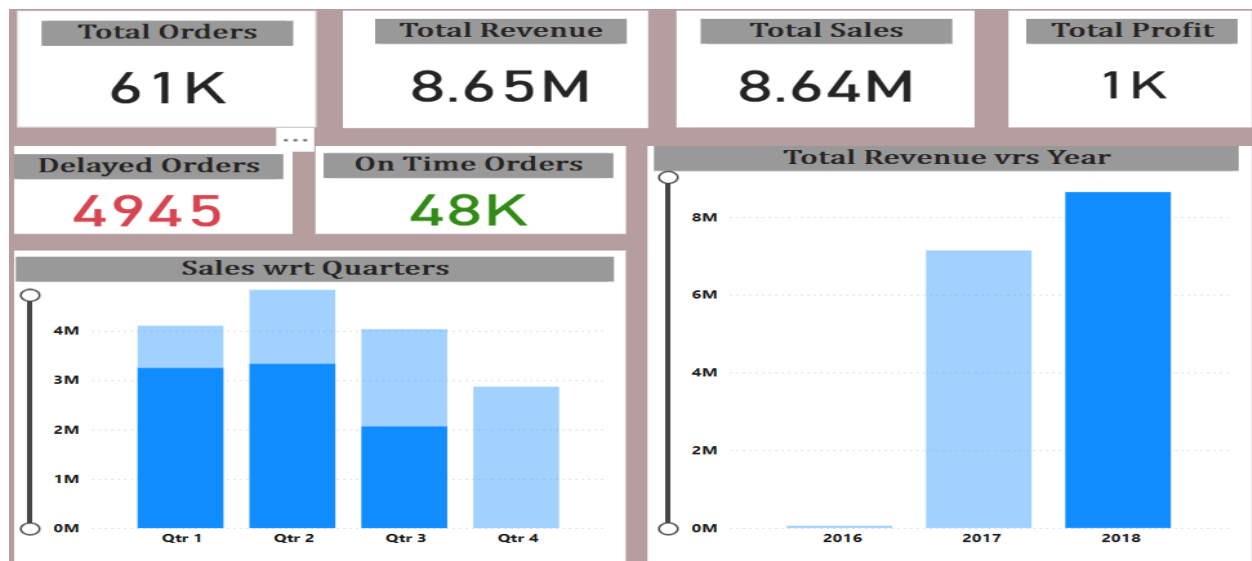
For the 2016 business was at very initial phase Started from Q3 had only 370 Orders.

Year 2017



In the 2017 was pretty good there is gradual hike in the Quarters Sales and over all 7.14 M sales done with 51 k orders

Year 2018



In the 2018 was good there is gradual hike in the Quarters Sales and over all 8.65 M sales (only 3 Q) done with 61 k orders but Q3 was less then with Q2 which shows the drop in the sales, Need to maintain the proper growth Quarter per Quarter to maintain increase profit.

Need to focus more on the profit margin to sustain in the business because with sales 15.84 M only 165 k is profit which is very less as per good business.