

Smart-Mart Sales & Return Analysis

◆ Key KPIs in the Dashboard:

1. **Total Profit: 809K** → Indicates overall profitability.
 2. **Total Sales: 4M** → Total revenue generated.
 3. **Quantity Sold: 11K** → Total units sold.
 4. **Average Order Size: 5** → Average number of items per order.
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◆ Key Sales Insights:

1. Increasing Sales Trend Over the Years:

- Sales have shown steady growth from **2022 to 2024**, indicating a positive trend.

2. Sales Performance by Salesmen:

- **Cristian Popescu** leads in sales (**847K**) and has the **highest contribution (21.74%)** among salesmen.
- Other salesmen have relatively close performances, indicating a well-balanced sales team.

3. Best-Selling Products:

- **Top products: Televisions, Air Fryers, and Treadmills.**
- **Recommendation:** Focus on targeted promotions for these products to **boost sales further.**

4. Sales by Region:

- **Top-performing regions: Brăila, Târgu Mureș, and Craiova** → High sales, low return rates.
- **Recommendation:** Expand marketing efforts in these regions and analyze **why other regions have higher returns.**

5. Sales Performance by Day:

- **Peak sales: Tuesday to Thursday.**
- **Lowest sales: Monday.**

- **Recommendation:** Launch **special Monday & Sunday promotions** to improve sales on slow days.

6. Sales by Time Period:

- **Highest sales: Evening.**
- **Lowest sales: Night.**
- **Recommendation:** Introduce **late-night promotions or flash discounts** to drive sales during low-traffic periods.

7. Most Loyal Customers:

- **Top 3: Ioan Popescu, Andreea Lonescu, Loana Lonescu.**
 - **Recommendation:** Introduce a **loyalty rewards program** to retain these customers and encourage others to engage more.
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◆ Return Rate Overview & Insights:

1. Overall Return Rate: 19% (High)

- **389 out of 2K orders** were returned → **1 in 5 orders is returned.**

2. Return Rate Trends:

- **By Day:** Returns peak on **Saturday & drop slightly on Sunday.**
- **By Time:** Highest returns in the **afternoon**, likely after product usage.

3. Customers with High Return Rates:

- **Gabriel Petrescu & Ion Popescu** have **high return rates**, despite Ion being a **top customer.**
- **Possible Causes:**
 - **Customer dissatisfaction** (low-quality products).
 - **Fraudulent returns** (abusing return policies).
 - **Bulk buying with frequent returns.**
- **Recommendation:** Implement **customer feedback surveys** and analyze high-return customers for potential fraud.

4. Return Rate by Order Size:

- **Orders with 4-6 items have the highest returns.**
- **Possible Causes:**
 - **Bulk purchases leading to more returns.**
 - **Damaged items due to shipment issues.**
- **Recommendation:** Improve **quality control & packaging standards** to reduce returns.

5. Return Rate by Cost:

- **Lower-priced items have higher return rates.**
- **Possible Causes:**
 - **Lower quality expectations.**
 - **Impulse purchases that customers later regret.**
- **Recommendation:** Enhance **product descriptions, images, and reviews** to manage expectations.

6. Category & Product Return Rates:

- **Most returned categories:**
 - **Electronics (40%)**
 - **Kitchen Appliances (31%)**
 - **Most returned products:**
 - **Treadmills (25%)**
 - **Earbuds (20%)**
 - **Possible Causes:**
 - **Defects or performance issues.**
 - **Incorrect specifications leading to returns.**
 - **Recommendation:** Strengthen **quality assurance** and **offer better customer support** to reduce unnecessary returns.
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Final Recommendations:

- **Enhance product quality** → Focus on **electronics & kitchen appliances** to reduce return rates.
- **Improve product descriptions & visuals** → Ensure accuracy to set clear expectations.
- **Optimize packaging & shipping** → Prevent damages that lead to returns.
- **Monitor high-return customers** → Identify fraud risks & introduce stricter return policies if needed.
- **Boost customer support & after-sales services** → Provide better assistance, especially for high-return products.