



Omniretail Pvt. Ltd. is a multi-region retail company operating across multiple regions. Recently, the business has been experiencing performance inconsistencies across regions, categories, and customer segments. This ad-hoc analysis, built around **15 strategic business questions**, provides stakeholders with a clear, data-driven understanding of current performance gaps and emerging opportunities. The insights derived will enable leaders to improve sales, enhance customer experience, optimize product strategies, and strengthen overall operational effectiveness through data-driven decision-making.

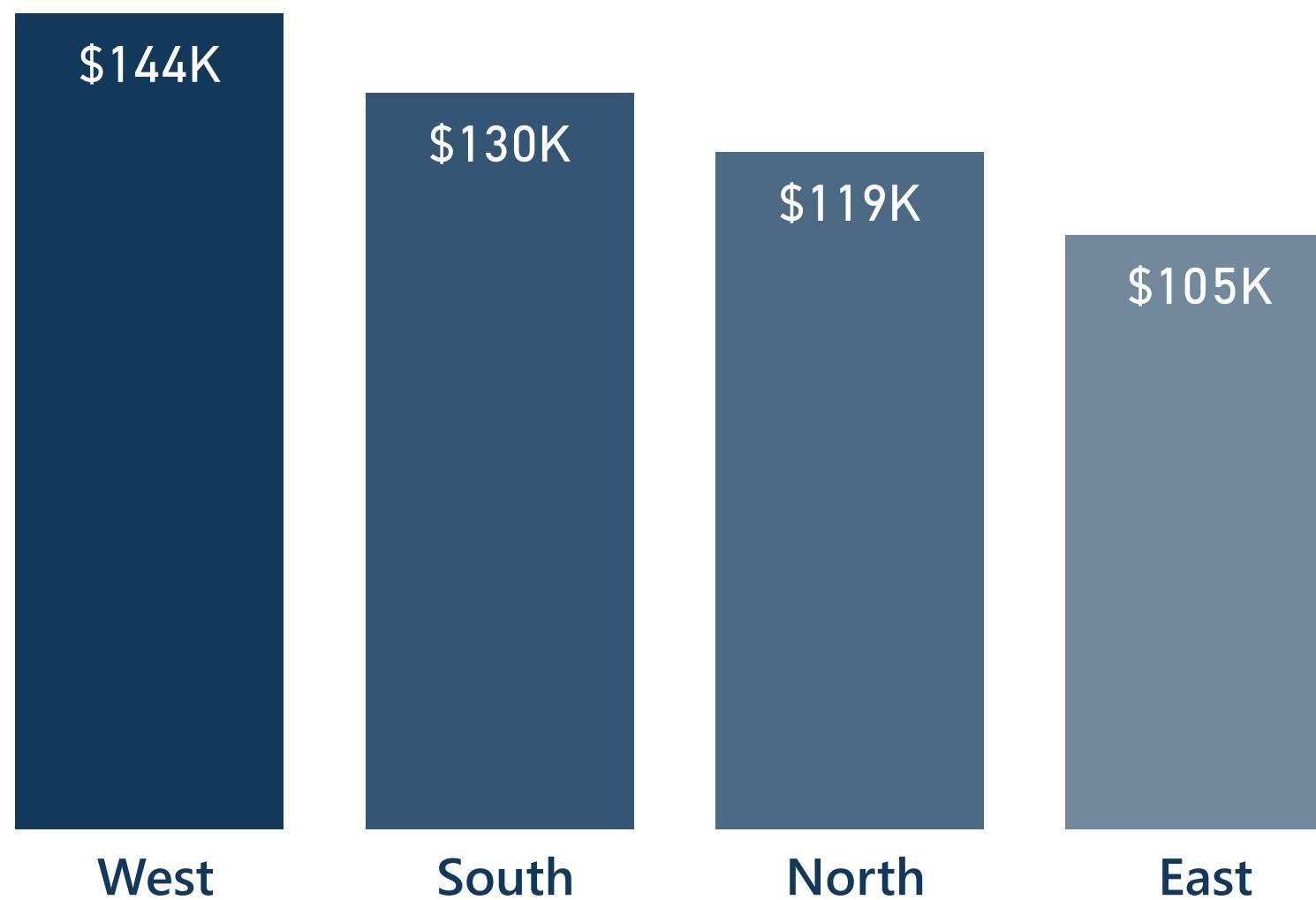
- **Regional & Store Operations:** Q1, A2, Q3
- **Product & Category Analysis:** Q4, Q5, Q6, Q7
- **Customer Behavior Analysis:** Q8, A9, A10
- **Payment Method Comparison:** Q11
- **Trend & Seasonality Analysis:** Q12, A13, A14, A15
- **Insights & Recommendations:** Summary, Recommendations

Business Question #1

Which Region has the highest Total Revenue?

Analysis

Total Revenue by Region



Insights

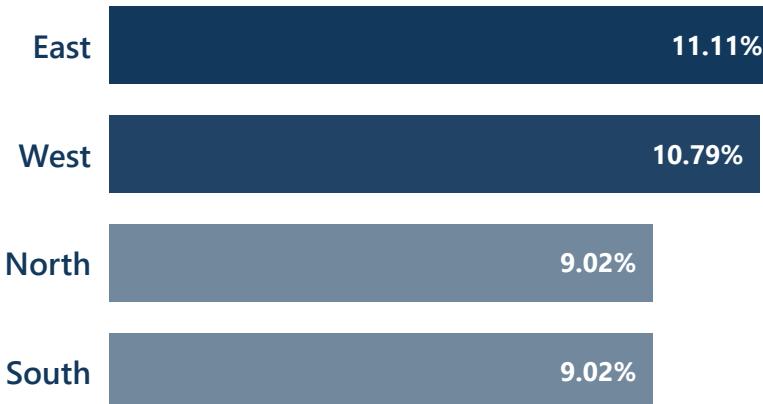
- The **West** Region generates the highest Total Revenue, followed by **South**, **North** and **East** with a consistent gap between them.
- The Total Revenue in the **North** Region shows a **declining trend** over Time, indicating potential market contraction or reduced customer spend in that area.
- The **East** is not only a low profitable but also a **slow-growing** region compared to others.

Additional Analysis #2

How does the Return Rate vary by Region?

Analysis

Return Rate by Region



Insights

- All regions maintain Return Rate around 10%, indicating a stable and manageable level of Product Dissatisfaction across the Regions.
- The **East** Region has the highest Return Rate, followed by the **West**. Although the Return Rate in the **East** is gradually **declining**, the **West** exhibits an **upward** trend.
- The **North** and **South** Regions share the **same lower** Return Rate; however, the Return Rate in the **North** is **rising** at a concerning pace, suggesting emerging issues that require closer attention.

Business Question #3

Which Store has the lowest Revenue but highest Number of Sales?

Analysis

Average Order Value Range: (\$841 - \$1148)

Store_ID	Total Sales	# Sales	Avg Order Value
S001	\$44,130	48	\$919
S002	\$66,395	62	\$1,071
S003	\$35,304	42	\$841
S004	\$51,552	54	\$955
S005	\$61,581	58	\$1,062
S006	\$43,127	50	\$863
S007	\$52,354	51	\$1,027
S008	\$45,935	40	\$1,148
S009	\$49,947	49	\$1,019
S010	\$47,339	46	\$1,029

Insights

- Store **S003** generates the lowest Total Sales having a higher number of Transactions (**lowest AOV**).
- Stores **S002** and **S005** not only lead in **Total Sales** but also record the highest **Number of Sales**. The same trend is followed by most other stores.
- Store **S008** reports lower total sales but achieves the **highest AOV**.
- **S004** is experiencing a noticeable **rising AOV**. While **S001** and **S009** show significant **declines in AOV**.

Business Question #4

Which Product Category generates the highest Revenue on Average per Sale?

Analysis

East

North

South

West

Avg Order Value by Product Category



Insights

- Category performance varies by region, with different product categories achieving the highest average revenue per sale depending on the market.

- Grocery** maintains the highest overall Average Order Value (AOV).

- Regional AOV leaders by category:
East→ Clothing **South**→ Home
North→ Electronics **West**→ Toys

- While most categories remain relatively stable, **Home** exhibits a consistent **upward** trend, whereas **Grocery** demonstrates a noticeable **decline** in AOV over the same period.

Business Question #5

What is the Return Rate per Product Category?

Analysis

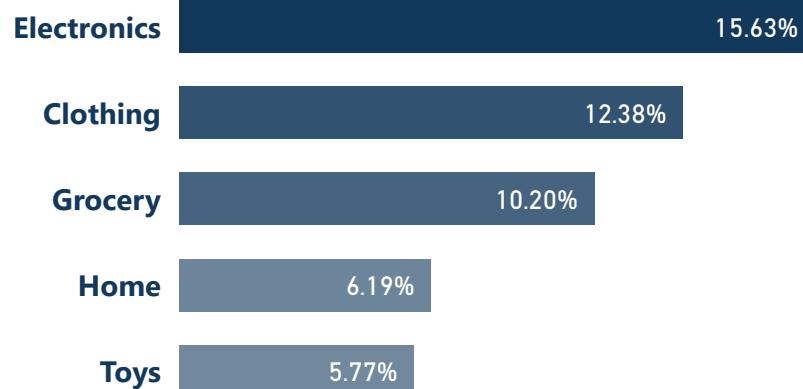
East

North

South

West

Return Rate by Product Category



Insights

- Return rates across all categories remain **below 20%**, indicating generally healthy product satisfaction and manageable levels of product-related issues.
- **Electronics** exhibit the highest Return Rate, followed by **Clothing**, suggesting expectation-alignment or usage-related challenges.
- **Clothing** returns are rising at a concerning pace.
- The **South** Region records the highest number of **Clothing** returns. While interestingly, no Clothing returns are reported from the **East**.

Business Question #6

What is the Average Unit Price per Product Category?

Analysis

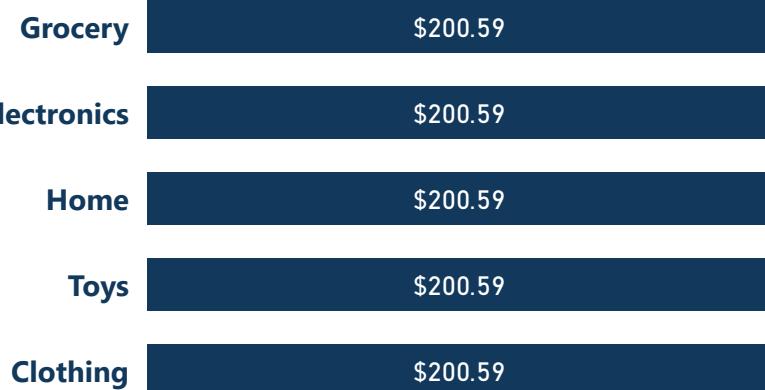
East

North

South

West

Avg Unit Price by Product Category



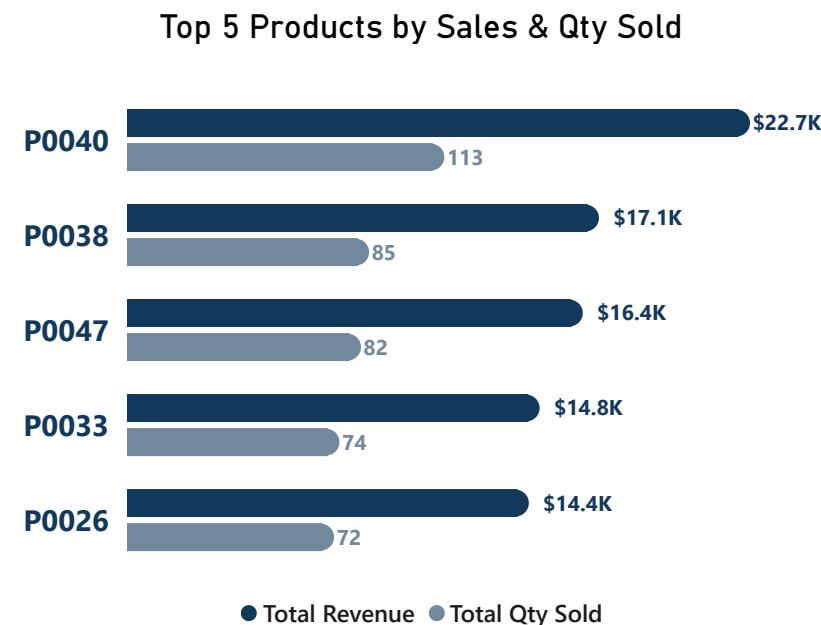
Insights

All products share the same unit price, which is highly unusual for a typical retail business. Such uniform pricing across diverse products is uncommon and suggests a potential issue with the underlying data.

Business Question #7

Identify the Top 5 Products with the highest Total Sales by Quantity.

Analysis



Insights

- Product **P0040** is the clear **leader**, though it shows a **declining trend** of Total Sales over Time.
- **Revenue** and **Quantity Sold** are **strongly correlated**, as products with higher unit sales consistently generate higher revenue, reflecting a volume-driven sales pattern.
- There's a moderate drop-off (~25%) after the top product.

Business Question #8

Which Customers have made the most Purchases in terms of Total Amount Spent?

Analysis

Average Order Value Range: (\$201 - \$1805)

Customer_ID	Total Amount Spent	Purchases	Avg Order Value
C0001	\$8,024	5	\$1,605
C0008	\$7,622	5	\$1,524
C0113	\$7,622	6	\$1,270
C0012	\$7,221	6	\$1,204
C0177	\$7,021	5	\$1,404
C0145	\$6,820	7	\$974
C0152	\$6,218	6	\$1,036
C0161	\$6,218	5	\$1,244
C0095	\$5,817	5	\$1,163
C0101	\$5,817	4	\$1,454

Insights

- Top Spending Customers:
C0001, C0008, C0113, C0012, C0177
- Most Frequent Purchasers:
C0145, C0109, C0012, C0152, C0111, C0113, C0047
- Highest AOV Customers:
C0191, C0032, C0049, C0103, C0134, C0022, C0064
- **C0001** is the most frequent customer who spent the highest amount with a high AOV.
- Customers with **higher AOV** tend to purchase **less frequently**. Retaining this group should be a strategic priority to maximize long-term profitability.

Additional Analysis #9

Who are the most Profitable Customers?

Analysis

Average Order Value Range: (\$201 - \$1805)

Customer_ID	Total Amount Spent	Return Rate	Net Revenue
C0001	\$8,024		\$8,024
C0008	\$7,622	40%	\$4,212
C0113	\$7,622	33%	\$5,617
C0012	\$7,221		\$7,221
C0177	\$7,021	20%	\$5,215
C0145	\$6,820	29%	\$5,416
C0152	\$6,218		\$6,218
C0161	\$6,218		\$6,218
C0095	\$5,817		\$5,817
C0101	\$5,817	25%	\$4,614

Insights

- Top Profitable Customers:
C0001, C0012, C0161, C0152, C0095
- Top Returners:
C0073, C0071, C0124, C0022, C0060
- Low-value customers Return products more frequently than customers with high Monetary value.
- **C0008** and **C0113** are stand out as high-value customers with higher Return Rates.
- The majority of customers have never returned a product.
- **C0001** is the most valuable customer with no Returns.

Additional Analysis #10

What is the Customer Retention Rate across different Regions?

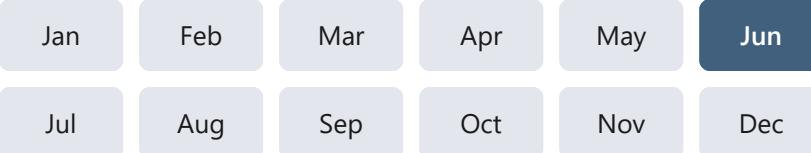
Analysis

Overall Retention Rate: 20.41%

Retention Rate by Region

North  11.11%

East  6.25%



[See All Months' Avg](#)

Insights

- Overall customer retention is low, with an average rate **below 20%**
- All regions show low retention rates with a downward trend over time.
- The **East** Region maintains some level of customer retention in most months, while other regions report no retention in most of the months.
- Within the **East** Region, the peak individual retention occurs in **May** at **16.7%**
- Across all regions, **August**, followed by **April** and **July**, record the highest retention rates (~30%), whereas **May** shows the lowest retention at **8.9%**

Business Question #11

How do different Payment Methods impact Total Revenue?

Analysis

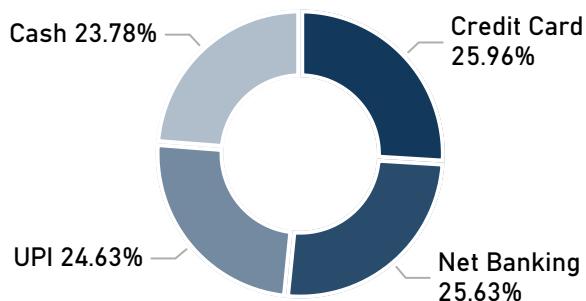
East

North

South

West

Total Revenue by Payment Method



Insights

- Total revenue remains well-balanced across all Payment Methods, suggesting healthy payment diversity among customers.
- In the **West** Region, customers rely more on **UPI** for higher-value purchases. In contrast, the **South** Region shows a noticeably lower share of Revenue paid through **UPI**.
- **Credit Card** remains the dominant Payment Method in terms of Total Revenue across **most regions**, although its share is declining over time in both the **East** and **North**.
- In the **West** Region, **Cash** usage is steadily increasing.

Business Question #12

Which Quarter sees the highest Sales?

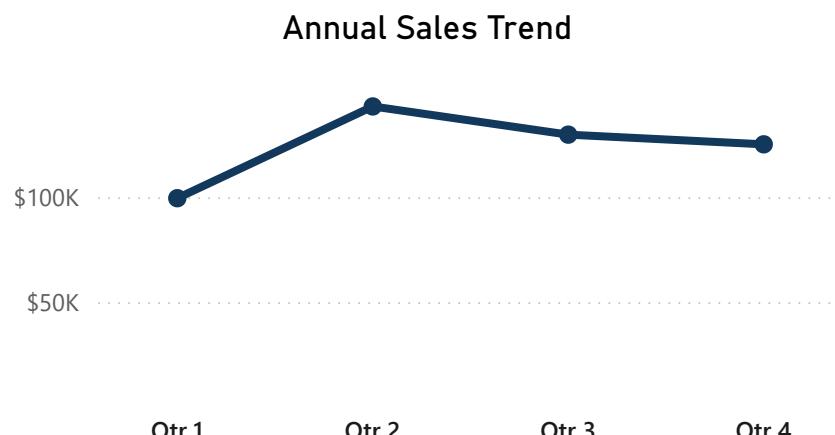
Analysis

East

North

South

West



Insights

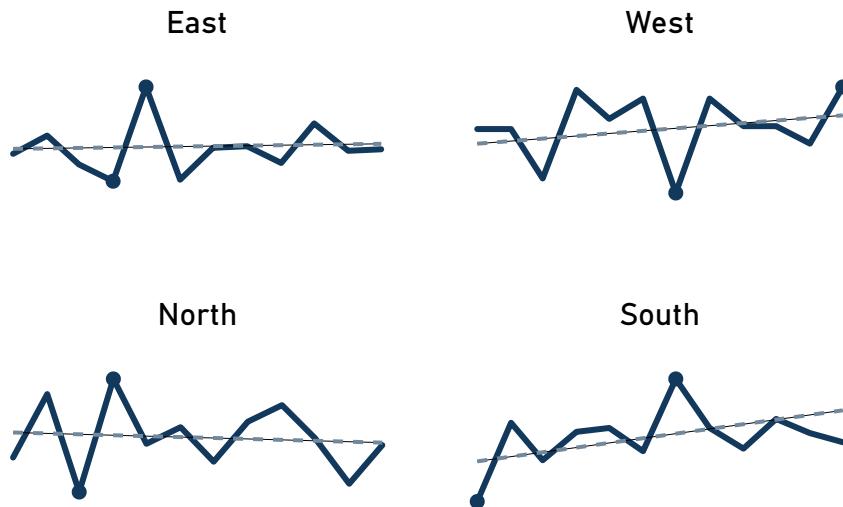
- **Q2** records the highest Total Sales across all Quarters, while **Q1** shows the lowest performance, indicating strong mid-year demand.
- The **Toys** category experiences an **unusual surge** in **Q2** despite contributing relatively little to Total Revenue in the other Quarters, suggesting a seasonal or promotional spike.
- All Regions follow a broadly similar Quarterly Trend, though the **South** reaches its peak in **Q3**, while the **North** records its lowest Sales in **Q4**.
- The **North** sees a significant revenue boost from **Electronics** in **Q2**, indicating strong category-driven demand concentrated within that period.

Additional Analysis #13

Which Region is rapidly growing in terms of Total Revenue?

Analysis

Total Sales Trend over Time



Insights

- The **South** Region is experiencing the **fastest growth** in total revenue, followed by the **West**.
- The **East** Region shows comparatively slower growth, while the **North** is undergoing a noticeable **decline**.
- Each region displays its own pattern of fluctuations and anomalies over time, reflecting unique market dynamics and customer behavior across the country.

Additional Analysis #14

Which Categories show declining Sales trends over Time?

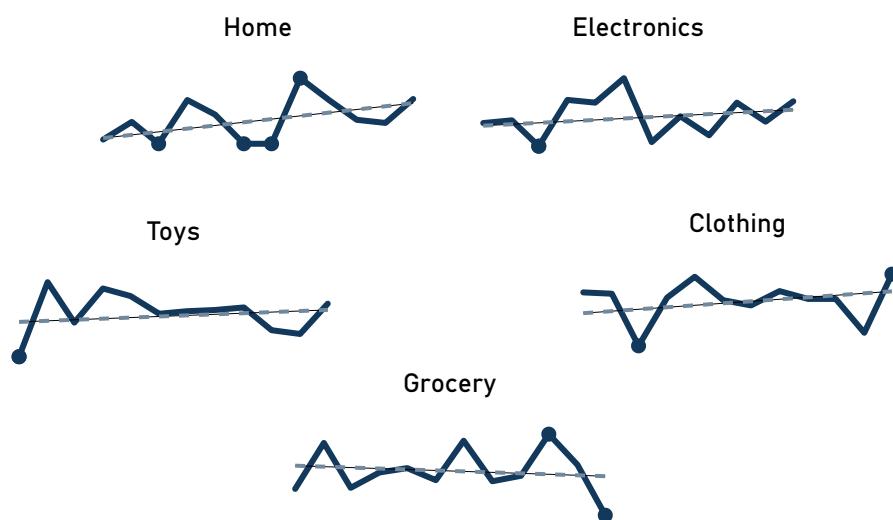
Analysis

East

North

South

West



Insights

- **Grocery** shows a **declining** Sales trend over time, driven by the **North** region.

- **Clothing** also demonstrates a significant decline in the **West**, followed by the **East**. While in the **South**, it's the fastest-growing.

- **Grocery** recorded the lowest Sales in the most recent month, while **Clothing** reached its peak during the same period.

- **Home** is the **fastest-growing** category overall, despite having weak sales historically. However, it continues to show fluctuations in the **West**.

- **Electronics** performed poorly in **Q3**.

Additional Analysis #15

Are there Seasonal Patterns in Customer Purchasing Behavior?

Analysis

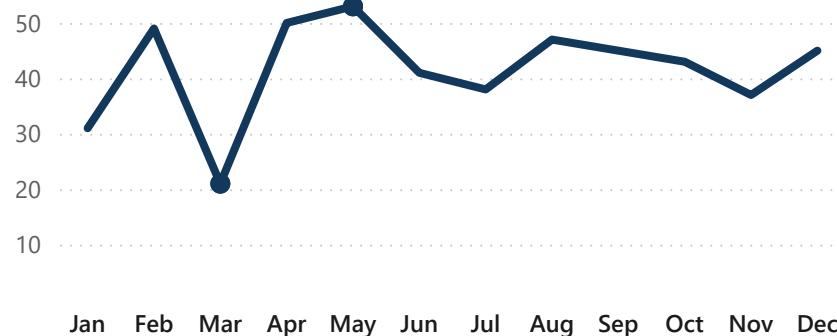
East

North

South

West

Annual Purchase Trend



Insights

- A noticeable dip occurs in **March**, followed by recovery and moderate fluctuations for the rest of the year.
- The **East** Region shows **moderate volatility**, with a strong surge in **May**.
- Trend fluctuates month to month in the **North** with no stable pattern, suggesting irregular customer behavior or inconsistent demand.
- Starting low in **January**, **South** displays the clearest **mid-year demand buildup** (followed by most others), possibly tied to seasonal or promotional cycles.
- The **West** shows a consistent trend having notable dips in **April** and **July**. It also demonstrates a strong **year-end demand**.

Business Summary

Executive Summary

- **West and South** are the primary *engines of growth*; **North** is *declining* and **East** is *stagnant*.
- **Return rates** are stable overall but **Electronics** and **Clothing** require immediate corrective action.
- **Customer retention** is critically low (<20%) and needs a *strategic overhaul*.
- Category performance varies sharply by region, demanding a *region-specific product strategy*.
- Several *high-value* customers exhibit *low return* behavior—ideal targets for loyalty programs.
- **Payment behaviors** are shifting unevenly across regions and must be aligned with revenue goals.
- *Growth opportunities* exist in **Home** and **Toys**, while **Electronics** and **Grocery** require urgent intervention.

Overall, the business is functional but fragmented, with major performance gaps across regions, stores, products, and customer segments.

Key Challenges

Regional Underperformance & Instability:

- *Underperformance* in **East** and *declining profitability* in **North**.
- *Volatile customer demand* in the **East** and **North**, with unstable purchasing patterns.
- Store-level inefficiencies, especially **S003** (*high traffic, low revenue*).

Strategic Recommendations

A. Regional Strategy Optimization

1. Turnaround Plan for North & East:

- Revise product assortment (focus on fast-moving categories like Home & Clothing).
- Deploy targeted promotions in Q1 and Q4 where demand is weakest.
- Conduct customer research to identify pain points in these regions.

2. Leverage Growth in South & West:

- Increase inventory depth for growing categories (Toys in West, Home in South).
- Expand store presence or online fulfillment capacity.

B. Improve Category Profitability

1. Fix Electronics Return Issues:

- Investigate product defects, warranty questions, and user experience gaps.
- Add better product descriptions, demos, or post-purchase support.

2. Address Clothing Return Surge:

- Introduce standardized sizing charts & quality checks.