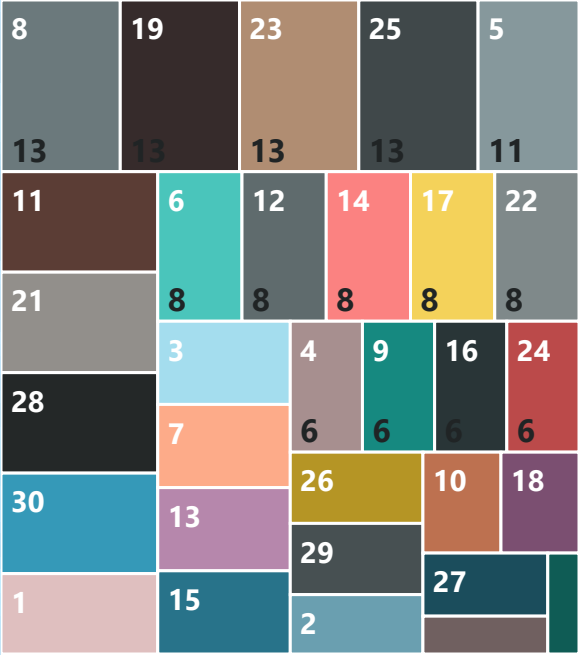


NO.OF ORRDERS BY DAYS

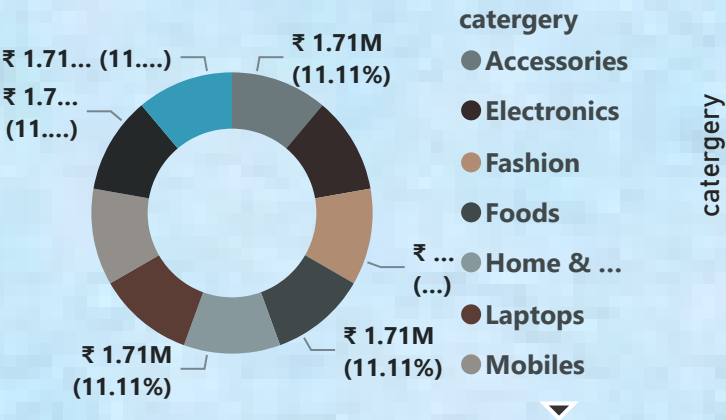


ANALYSIS REPORT OF PRODUCTS SELLING

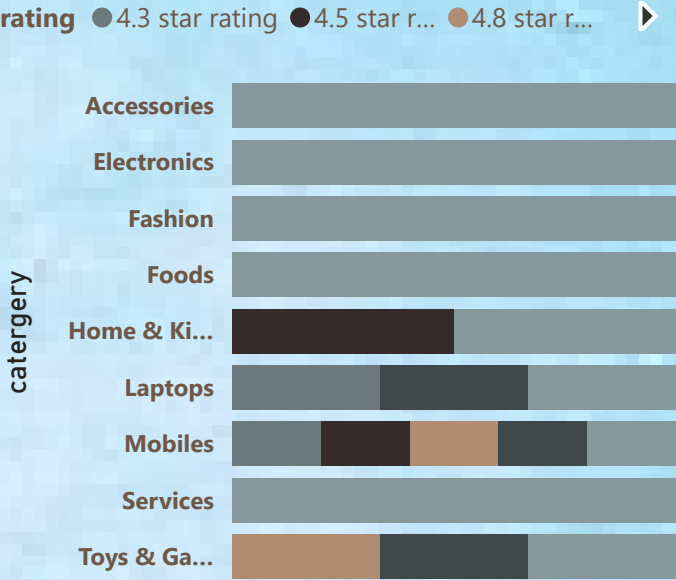
TOP CONSUMER CITIES

Billing City	Count of Shipping City
sdas	2
Suryapet	1
Thane	1
thrissur	1
Tiptur	1
Tiruppur	1
vellore	2
Vijayapur	1
Visakhapatnam	2
Yamakanmardi	1

TOP 10 SELLING PRODUCT



Reviews Given By Customers



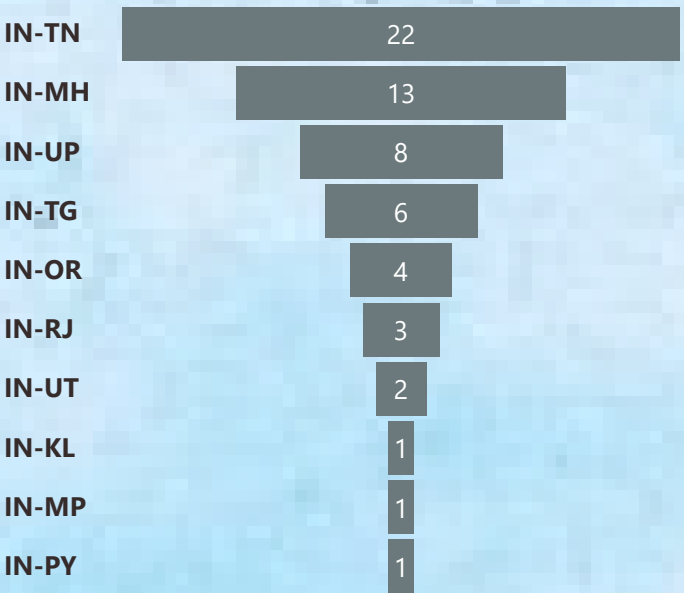
PAYMENT MODE USED BY CUSTOMERS



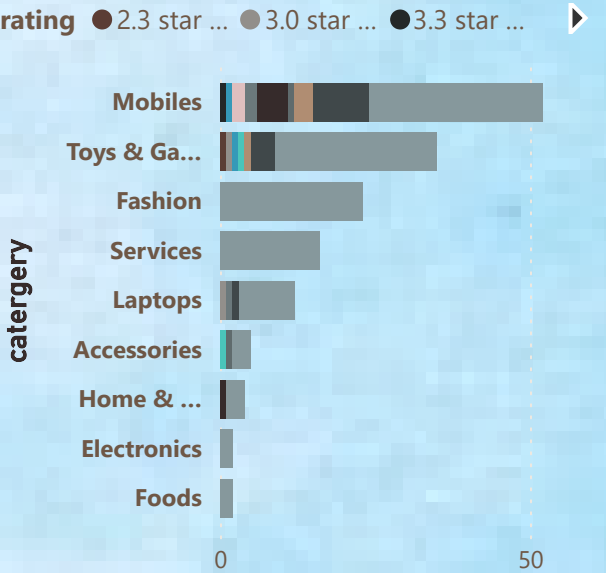
NO.OF ORDERS PER MONTH PER YEAR 2016-2020

Month	Count of Order #	Year
January	1	2017
January	1	2018
January	5	2019
January	3	2020
February	2	2017
February	12	2018
February	2	2019
February	8	2020
March	2	2017
March	10	2018
March	8	2019
March	1	2020
April	4	2018

TOP 10 CONSUMER STATES OF INDIA



REVIEWS FOR ALL PRODUCT CATEGORIES



# DATA INSIGHTS

**SECTION 1:**     SALE INSIGHTS

**SECTION 2:**     CUSTOMER BEHAVIOR ANALYSIS

**SECTION 3:**     STRATEGIC PLANNING

# SALES INSIGHTS

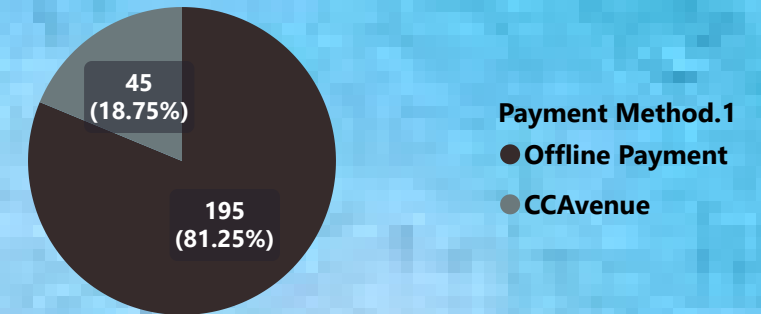
## DAILY ORDER VOLUME

**INSIGHTFUL SALES TRENDS** : THE DATASET PROVIDS A DETAILED OVERVEIW OF THE NUMBER OF ORDERS PER DAY , OFFERING VALUABLE INSIGHTS INTO DAILY SALES VOLUME.

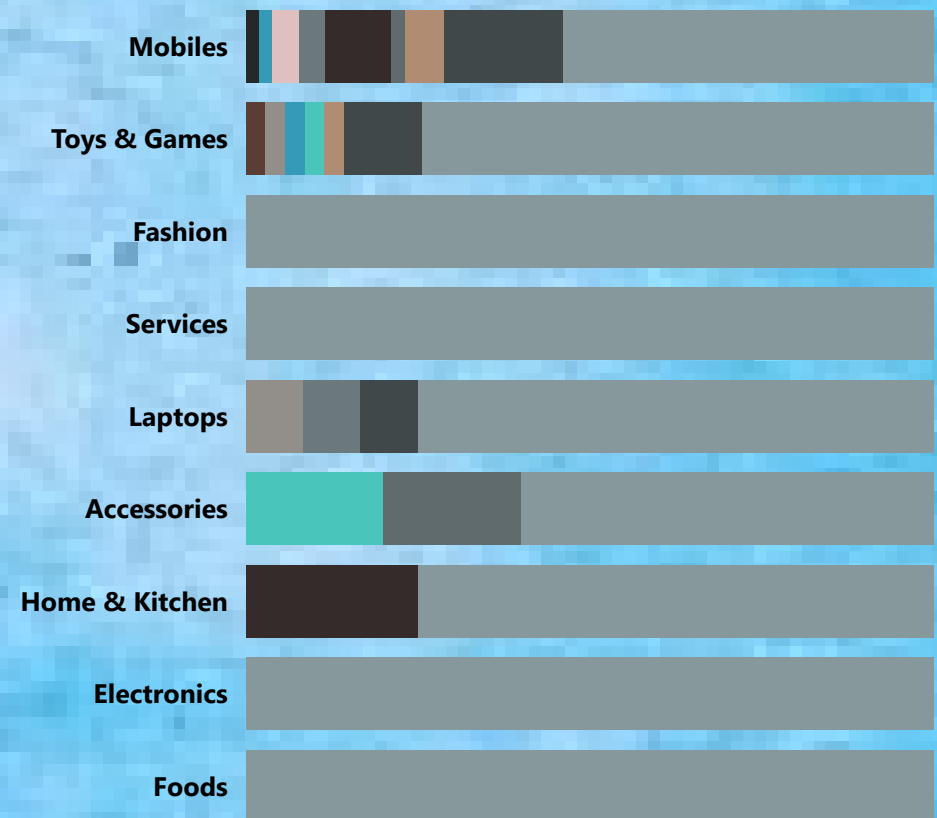
**PAYMENT MODE ANALYSIS** : UNDERSTANDING THE PAYMENT MODE USED BY THE CUSTOMERS INCLUDING OFFLINE PAYMENT AND CC Avenue, PROVIDE CRUCIAL INFORMTION FOR FINANCIAL PLANNING.

**PRODUCT SELLING ANALYSIS** : THE ANLYSIS REPORT OF PRODUCT SELLING TOP CONSUMER CITIES.AND TOP 10 SELLING PRODUCTS OFFERS ACTIONABLE DATA FOR SALES STRATEGY OPTIMIZATION.

## PAYMENT MODE



## PRODUCT SELLING

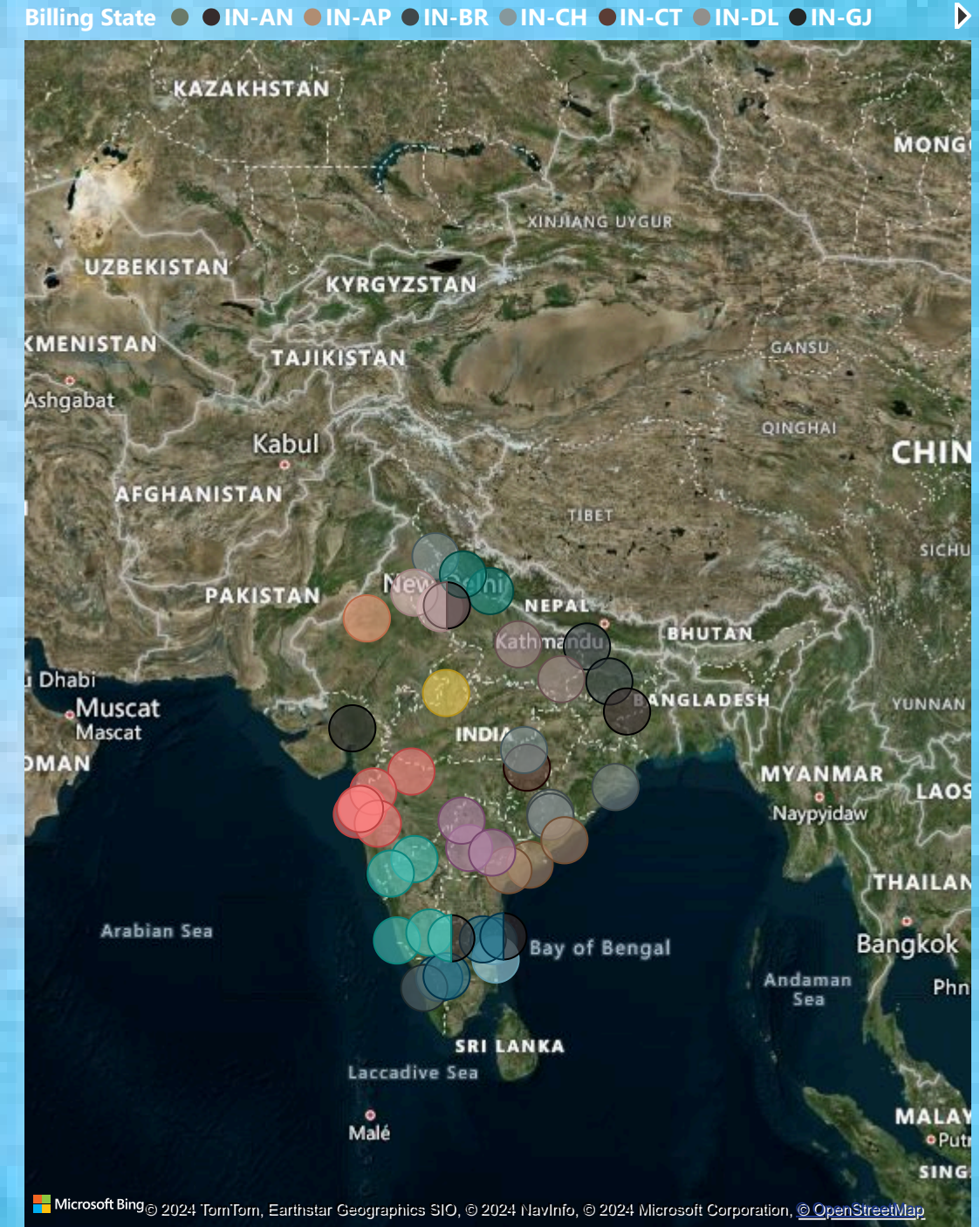


# GEOGRAPHICAL TRENDS

**TOP CONSUMER CITIES :** EXPLORING TH TOP CONSUMER CITIES PROVIDE A GEOGRAPHICAL PERSPECTIVE ON SLES DISTRIBUTION AND POTENTIAL MARKET EXPANSION OPPORTUNTIES.

**CONSUMER STATE ANALYSIS :** THE DATASET'S FOCUS ON THE TOP 10 CONSUMER STATES OF INDIA OFFERS INSIGHTS INTO REGIONAL SALES PATTERNS AND CUSTOMER PREFERENCES.

**MONTLY ORDER ANALYSIS :** UNDERSTANDING THE NUMBER OF ORDERSPER MONTH PER YEAR FROM 2016 TO 2020 ENABLES THE IDENTIFICATION OF SEASON SALES TRENDS AND LONG-TERM GROWTH PATTERNS.

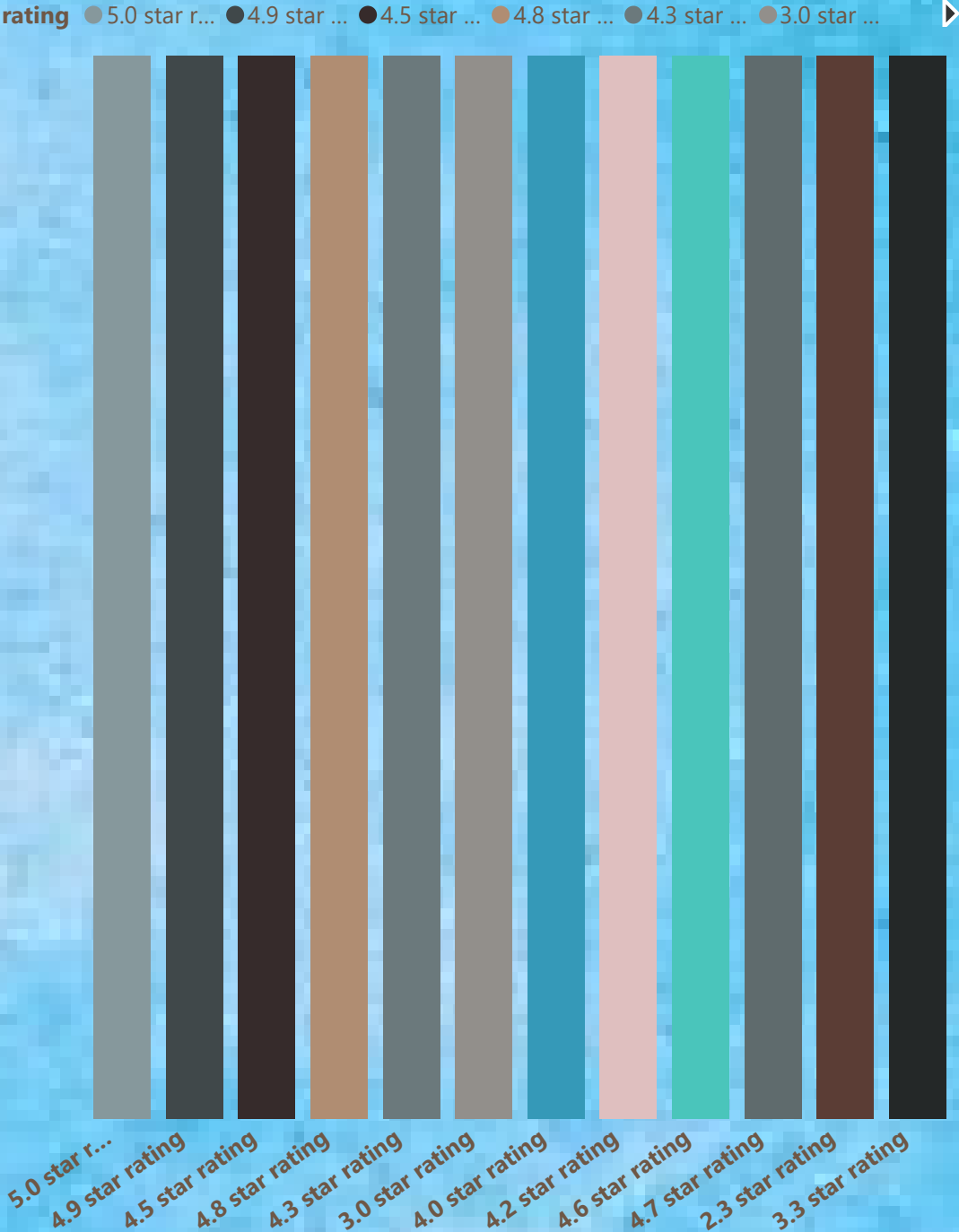


# CUSTOMER SATIFICATION

**CUSTOMER REVIEWS :** THE DATASET'S INCLUDES CUSTOMERSREVEIW FOR VARIOUS PRODUCT CATEGORIES , RANGING FROM 2.3 TO 4.8 STARS, PROVIDING A CLEAR INDICATION OF CUSTOMER SATIFICATION LEVELS.

**PRODUCT CATEGORY RATING :** ANALYZING THE STAR RATING FROM DIFFERENT PRODUCT CATEGORIES OFFRES VALUABLE INSIGHTS INTO CUSTOMER PREFERENCE AND AREAS FOR POTENTIAL IMPROVEMENT.

**STRATEGIC IMPLICATION :** THE DATA CAN BE LEVERAGED TO ENHANCE CUSTOMER SATIFICATION ,OPTIMIZE PRODUCT OFFERING AND DRIVE BUSINESS GROWTH.



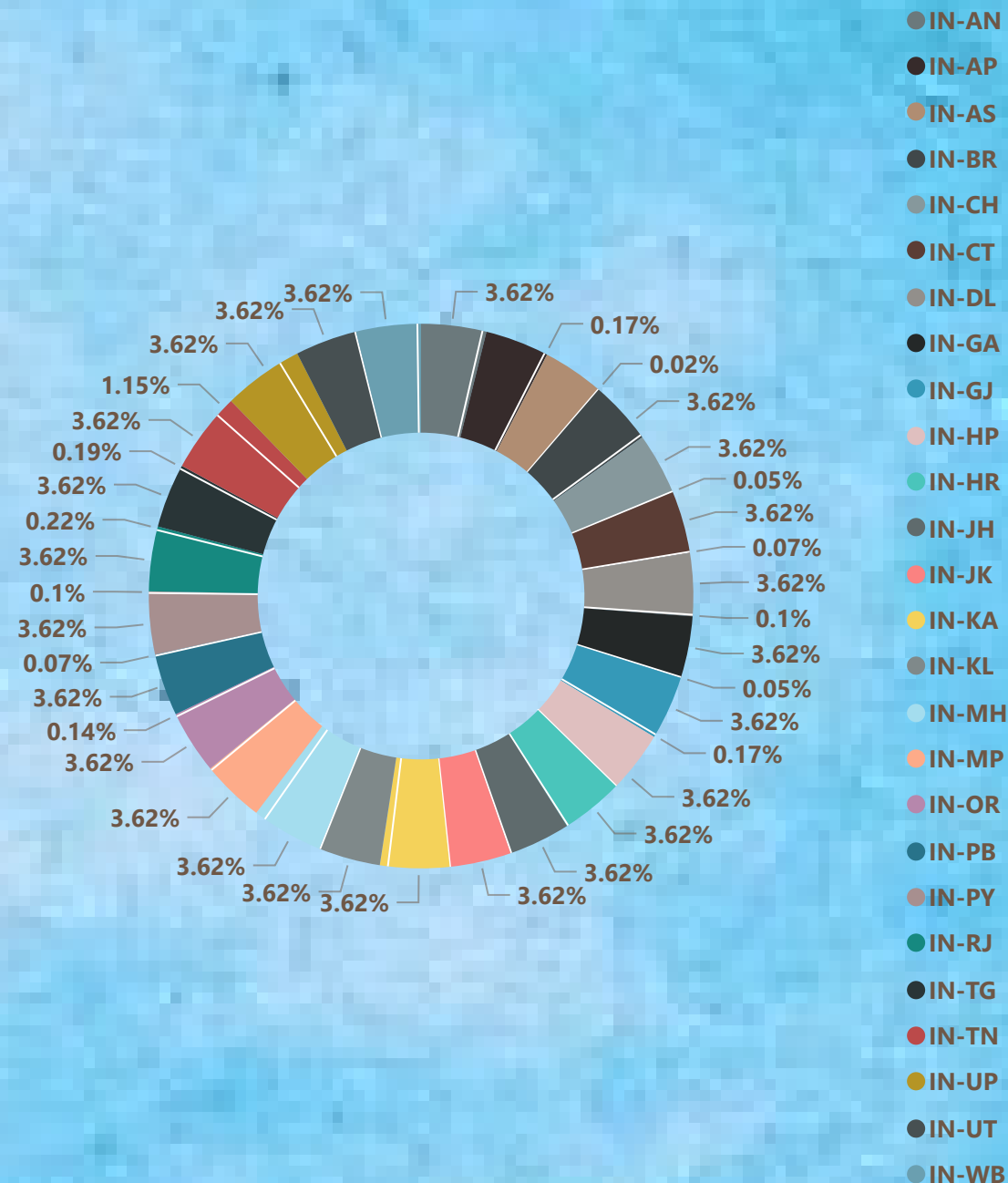


# CONSUMER ENGAGEMENT

**GEOGRAPHICAL INSIGHTS** : EXPLORING CONSUMER BEHAIOR ACROSS DIFFERENT CITIES AND STATES FACILITIES THE IDENTIFICATION OF REGIONAL MARKETING OPPORTUNITIES AND TARGETED PROMOTIONAL CAMPAIGNS.

**SEASONAL SALES PATTERNS** : THE MONTHLY ORDER ANALYSIS ANABLES THE IDENTIFICATION OF SEASONAL SALES TREND GUILDING INVENTORY MANAGEMENT AND MARKETING INITIATIVES.

**CUSTOMER SATIFICATION OPTIMIZATION** : LEVERAGING CUSTOMER REVIEWS AND RATNG BUSINESS CAN FOCUS ON ENHANCING CUSTOMER SATIFICATION AND LOYALITY.



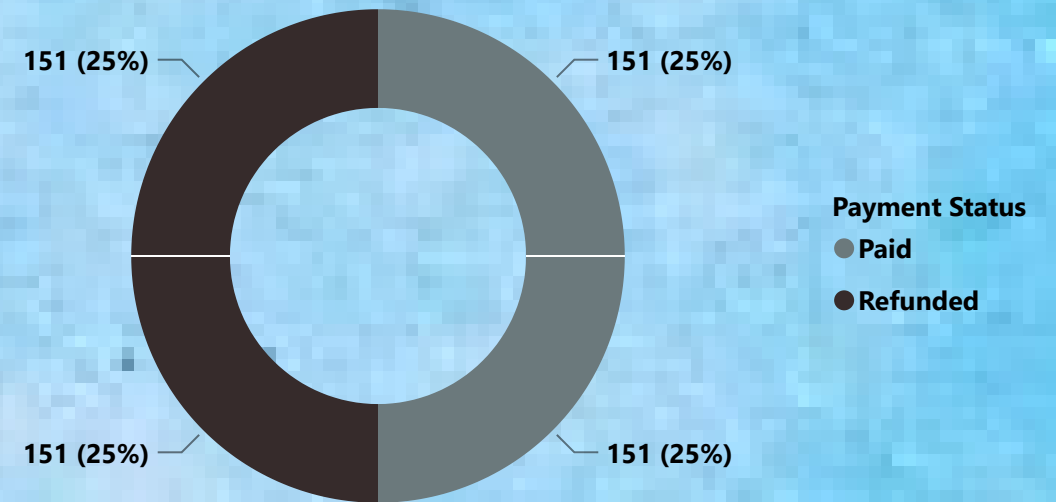
# CUSTOMERS BEHAVIOR ANALYSIS

## CONSUMER PREFERENCES

**PRODUCT CATEGORY ANALYSIS :** UNDERSTANDING THE TOP 10 PRODUCTS AND CONSUMER STATE PREFERENCE SHEDS LIGHT ON POPULAR PRODUCT CATEGORIES AND REGIONAL CONSUMER BEHAVIOR.

**PAYMENT MODE TRENDS :** ANALYSIS THE PAYMENT MODES USED BY CUSTOMERS PROVIDES INSIGHTS INTO PREFERRED TRANSACTION METHODS AND POTENTIAL PAYMENT SYSTEM ENHANCEMENTS.

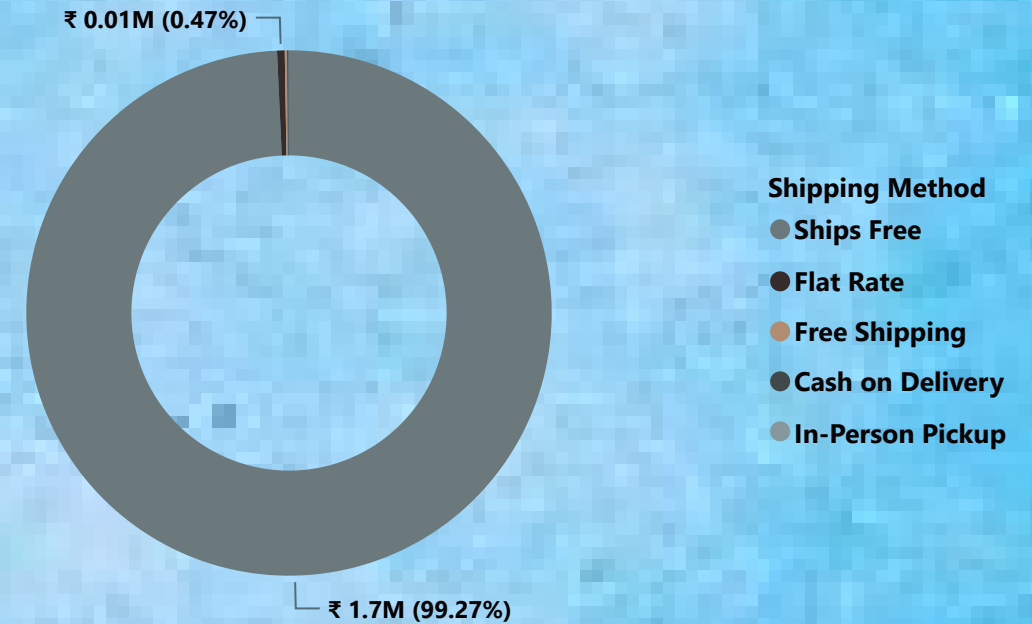
**MARKET SEGMENTATION :** THE ADTA ALLOWS FOR THE SEGMENTATION OF CUSTOMER PREFERENCE ENABLING TARGETED AND PERSONALIZED CUSTOMER EXPERIENCES.



## COMPETITIVE ANALYSIS :

**MARKET POSITIONING :** THE DATASET OFFRESINSIGHTS INTO THE COMPETITIVE LANDSCAPE,ALLOWINGFOR A COMPARSION OF PRODUCT PERFORMANCE AND MARKET POSITIONING .

**OPORTUNITY IDENTIFICATION :** ANALYZING CONSUMER BEHAVIOR AND SALES DATA ENABLES THE IDENTIFICATION AND AREA FOR STRATEGIC EXPANSION.





## STRATEGIC PLANNING :

### **DATA-DRIVEN DECISION MAKING**

**BUSINESS INSIGHTS :** THE COMPREHENSIVE DATASET PROVIDES A FOUNDATION FOR DATA-DRIVEN DECISION MAKING , GUIDING STRATEGIC PLANNING AND OPERATIONAL OPTIMIZATION.

**RISK ASSESSMENT :** LEVERAGING THE DATA BUSINESS CAN CONDUCT RISK ASSESSMENTS AND IDENTIFY POTENTIAL AREAS OF IMPROVEMENT ,ENSURING PROACTIVE RISK MANAGEMENT.

**OPERATIONAL EFFICIENCY :** THE INSIGHTS DERIVED FROM THE DATA SUPPORT THE ENHANCEMENT OF OPERATIONAL EFFICIENCY RESOURCE ALLOCATION AND PERFORMANCE MONITORING.

## GROWTH OPPORTUNITIES

**MARKET EXPANSION:** GEOGRAPHICAL TRENDS AND CONSUMER BEHAVIOR ANALYSIS OFFERS VALUABLE INSIGHTS OF MARKET EXPANSION STRATEGIES AND TARGETED GROWTH INITIATIVE.

**CUSTOMER-CENTRIC APPROACH :** LEVERAGING CUSTOMER BEHAVIOUR DATA BUSINESSES CAN ADOPT A CUSTOMER CENTRIC APPROACH ENHANCING CUSTOMER SATISFACTION AND LOYALTY .

**INFORMED STRATEGY FORMULATION :** THE DATA SERVES-AS A FOUNDATION FOR INFORMED STRATEGY FORMULATION ENABLING BUSINESSES TO CAPITALIZE ON EMERGING OPPORTUNITIES AND MITIGATE POTENTIAL CHALLENGES.

## **ACTIONABLE RECOMENDATIONS**

**STRATEGIC ROADMAP :** THE ANALYSIS PROVIDES ACTIONABLE RECOMMENDATION FOR SALES STRATEGY OPTIMIZATION PRODUCT PORTFOLIO ENHANCEMENT AND CUSTOMER EXPERIENCE REFINEMENT.

**PERFORMANCE ENCHANCEMENT :** LEVERAGING THE INSIGHTS BUSINESSES CAN FOCUS ON PERFORMANCE ENHANCEMENT COMPETITIVE, DIFFERENTIATION AND SUSTAINABLE GROWTH.

**SUPERVISOR'S ROLE :** THE PRESENTATION EQUIPS THE SUPERVISOR WITH ACTIONABLE INSIGHTS TO DRIVE STRATEGIC DECISION MAKING OPERTIONAL IMPROVEMENT AND BUSINESSES GROWTH.