Business Report – Retail Sales Analysis

Objective:

Analyze sales, profit, and customer behavior to provide insights for better decision-making.

Key Findings:

- Clothing is the most sold, but Printers generate the highest profit.
- Saree and Hankchief are the top products ordered, showing strong cultural demand.
- Madhya Pradesh and Maharashtra contribute nearly 47% of total revenue. Indore & Mumbai lead in total orders.
- High sales do not always mean high profit. Example: Clothing sells a lot but Printers bring more profit. This indicates the need to improve margins for high-volume categories.
- Orders remain steady at ~500 per month $\rightarrow$ stable demand without growth or decline.

Recommendations:

- Focus marketing in Madhya Pradesh & Maharashtra while boosting sales in low-performing states.
- Improve profit margins in high-selling but low-profit categories (e.g., Clothing).
- Promote high-profit products like Printers & Bookcases more aggressively.
- Explore opportunities to increase demand in underperforming cities (e.g., Ahmedabad, Jaipur).

Conclusion:

The analysis shows clear leaders in sales and profit, but also highlights inefficiencies in margin management. By aligning pricing, promotions, and regional strategies, the company can improve both revenue and profitability.