**Annual Store Data**

1. **Introduction**

In today’s competitive market, ecommerce company like Flipkart, Myntra, Amazon gradually need to enhance their operations be its delivery, product quality, customer services etc. In this project it reflects the total revenue generated through online transactions over a year by the e-commerce platforms. These sales figures are a critical indicator of the platform’s performance and growth potential in the highly competitive digital marketplace. E-commerce sales are influenced by several factors, including product variety, pricing, user experience, and marketing efforts, as well as external factors like consumer demand and market trends.

1. **Objective**

The goal of the Annual Store project is to analyze sales data or each platform and extract actionable insights for each growth platform for ecommerce. By understanding customer behavior and identifying key trends, the objective is to inform strategic decisions and enhance sales performance for weak ecommerce.

1. **Tools Used**

* Excel
* Power BI

1. **Process**

* Understanding Business Problem: This project needs for a comprehensive understanding of its sales performance and customer demographics.
* Data Cleaning: Ensuring accuracy and consistency by cleaning and preprocessing raw sales data.
* Data Processing: Analysing processed data to uncover patterns, trends, and correlations.
* Data Analysis: Employing various analytical techniques to derive insights and identify areas for improvement.
* Data Visualization: Representing insights visually using charts, graphs, and dashboards for easy interpretation.
* Insights or Results: The project culminated in the creation of an interactive dashboard showcasing key metrics and actionable insights.

1. **Key Question for Analysis**
2. Which products are the best-selling in terms of quantity and revenue?
3. What is the total sales revenue for each month?
4. How do sales vary across different ecommerce platform?
5. What is the average price per order per person?
6. **Analysis:**

**Trend Analysis**:

Identify historical trends over the year for different product categories, customers, and regions. Use tools like Excel, or Power BI for data visualization.

**Customer Behavior**:

Use RFM analysis (Recency, Frequency, Monetary) to segment customers and predict future behavior. Analyze customer journeys, abandoned carts, and drop-offs.

**Promotion Impact**:

Evaluate the impact of promotional campaigns on sales. For example, how a Diwali sale affected the monthly average or how specific discounts drove traffic.

**Geographic Performance**:

Analyze performance across different regions to identify high-potential areas or regions that need more attention.

**Competitor Analysis**:

Benchmark sales performance against competitors like Flipkart, Amazon, Myntra, and Ajio by tracking market share, customer feedback, and pricing strategies.

1. **Predictive Modelling**

* **Forecasting:**

Use past sales data, seasonality, and trends to predict future sales. Techniques like time series analysis or regression analysis can help in sales forecasting.

* **Customer Lifetime Value (CLV) Prediction:**

Predict future value from existing customers using their purchase history and behaviour patterns.

1. **Reporting and Visualization**

Visualize the results of the analysis to make them more actionable:

1. **Sales Dashboards:**

Create dynamic dashboards using Power BI or Excel to track real-time sales metrics.

1. **Monthly/Quarterly Reports:**

Summarize sales performance with tables and charts, breaking it down by product category, geography, customer segment, etc.

1. **Trends and Forecasts:**

Present sales trends and forecasts in a visual format for decision-makers to act upon.

1. **Revenue and Sales Growth Analysis of different Platform**

**Amazon: Top-1**

Annual Revenue: Amazon is a global leader in e-commerce and a key player in the Indian market. From the given data of year 2022, amazon has the highest Revenue. As show below in quantity over months:

**Myntra: Top - 2**

Annual Revenue: As part of Flipkart, Myntra is one of the top fashion e-commerce platforms in India. In 2022 Myntra earn the second highest revenue:

**Flipkart: Top-3**

Annual Revenue: Flipkart, owned by Walmart, remains a leading player in India's e-commerce market. In FY2022, Flipkart's estimated gross merchandise value (GMV) crossed $23 billion.

Growth Drivers: Its strong presence in fashion (via Myntra), electronics, and groceries, along with its robust logistics network, drives growth.

1. **Conclusion**

**Insight:**

* Customer Demographics: Women accounted for 64% of total sales, highlighting their significant contribution to revenue.
* Regional Performance: Tamil Nadu, Telangana, and Uttar Pradesh emerged as top-performing states, generating 35% of total revenue.
* Target Audience: The age group of 30-49 years demonstrated the highest spending behavior, indicating a prime target demographic.
* Sales Channels: Online platforms such as Amazon, Flipkart, and Myntra played a pivotal role in driving sales.

**Reference:**

**[1]**[**Https://www.annualreports.com/HostedData/AnnualReports/PDF/NASDAQ\_DTST\_2023.pdf**](Https://www.annualreports.com/HostedData/AnnualReports/PDF/NASDAQ_DTST_2023.pdf)

**[2]** [**https://explodingtopics.com/blog/data-generated-per-day**](https://explodingtopics.com/blog/data-generated-per-day)