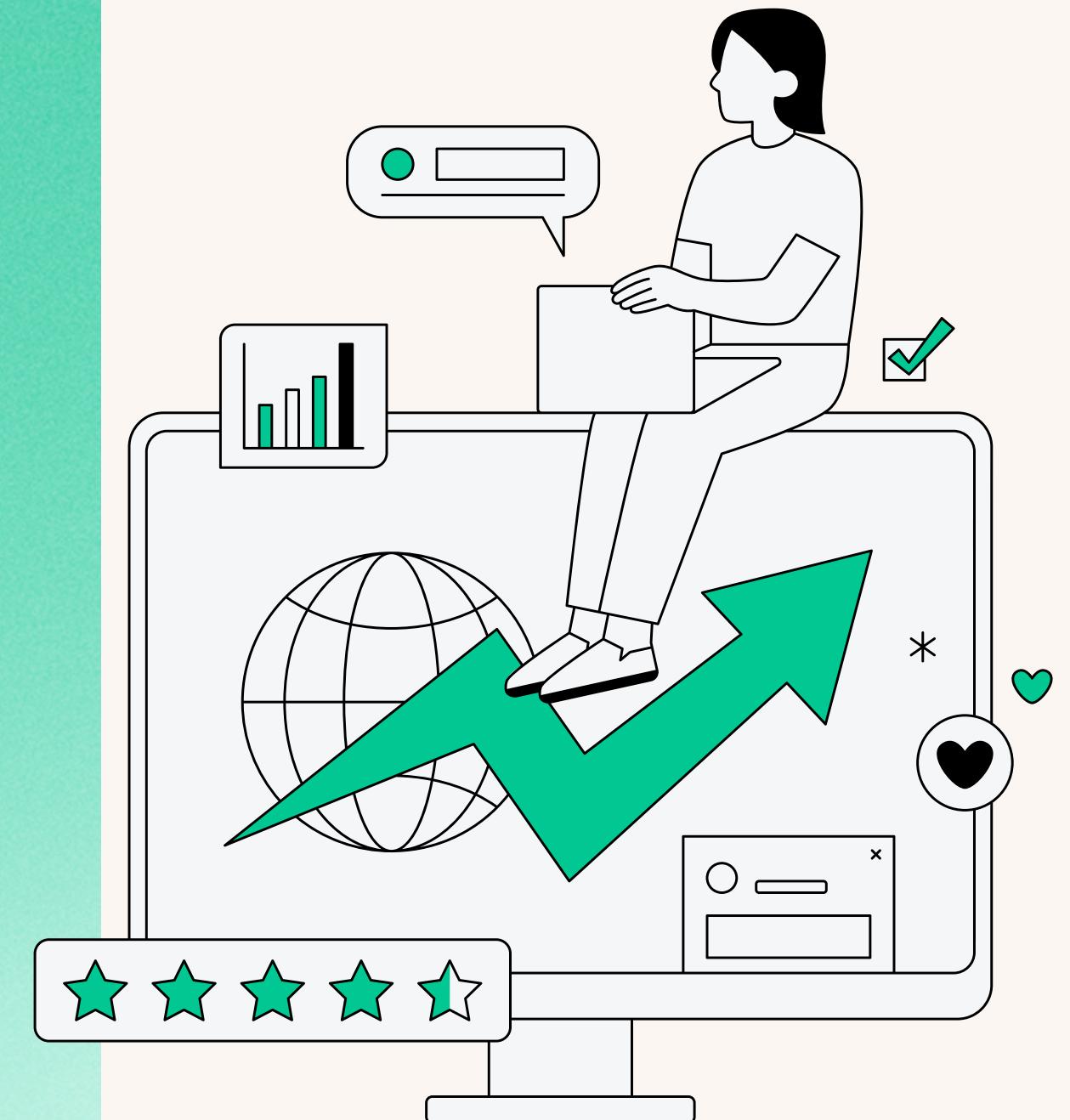


ShopHub

Purchase and Shipping Analysis Dashboard

Performance Review: 2023-2024

Presented by: Prapti karne



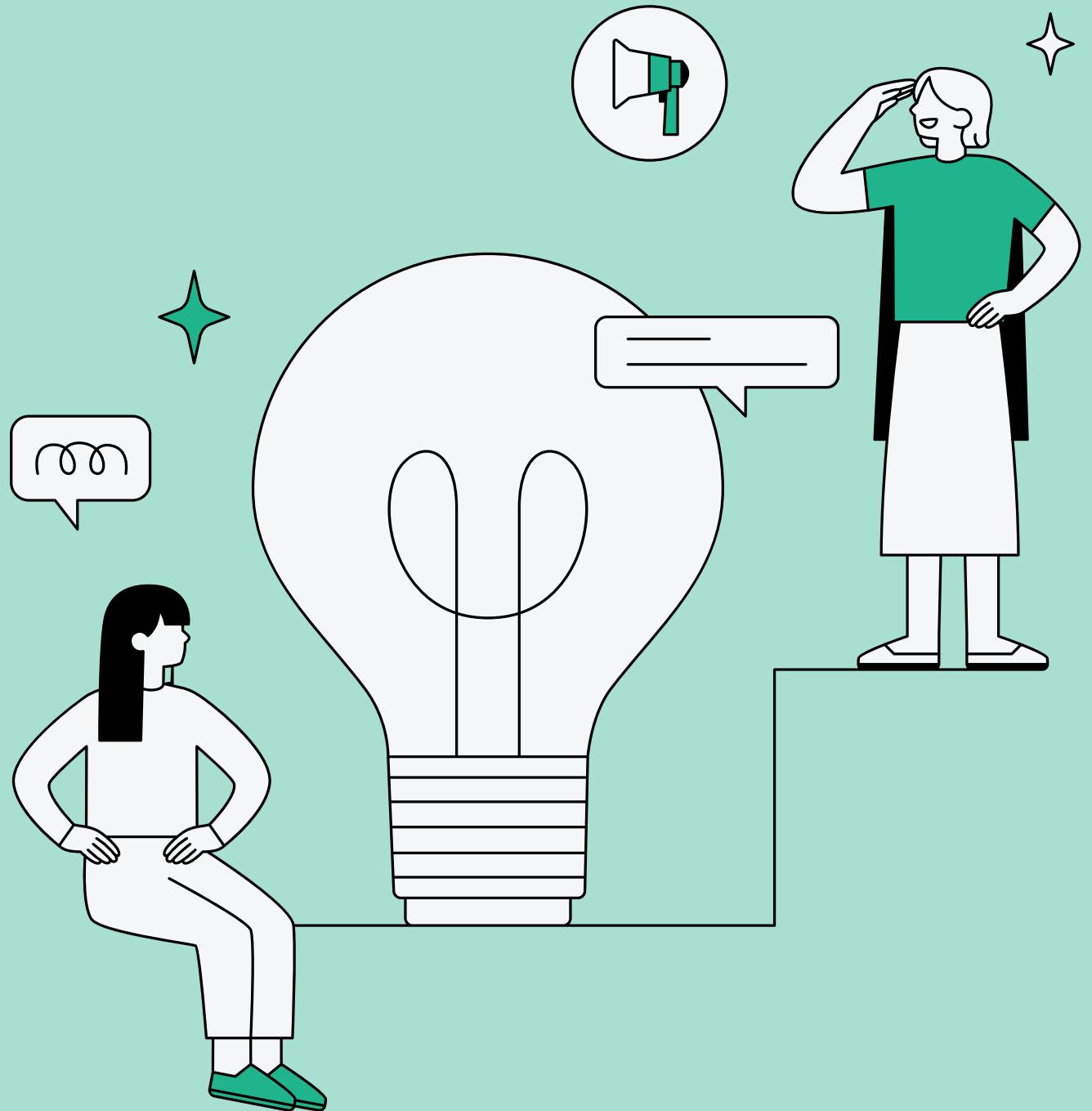
Introduction

Purpose:

To analyze purchase and shipping data
to identify key insights on sales
performance, customer behavior, and
seasonal trends.

Key Goals:

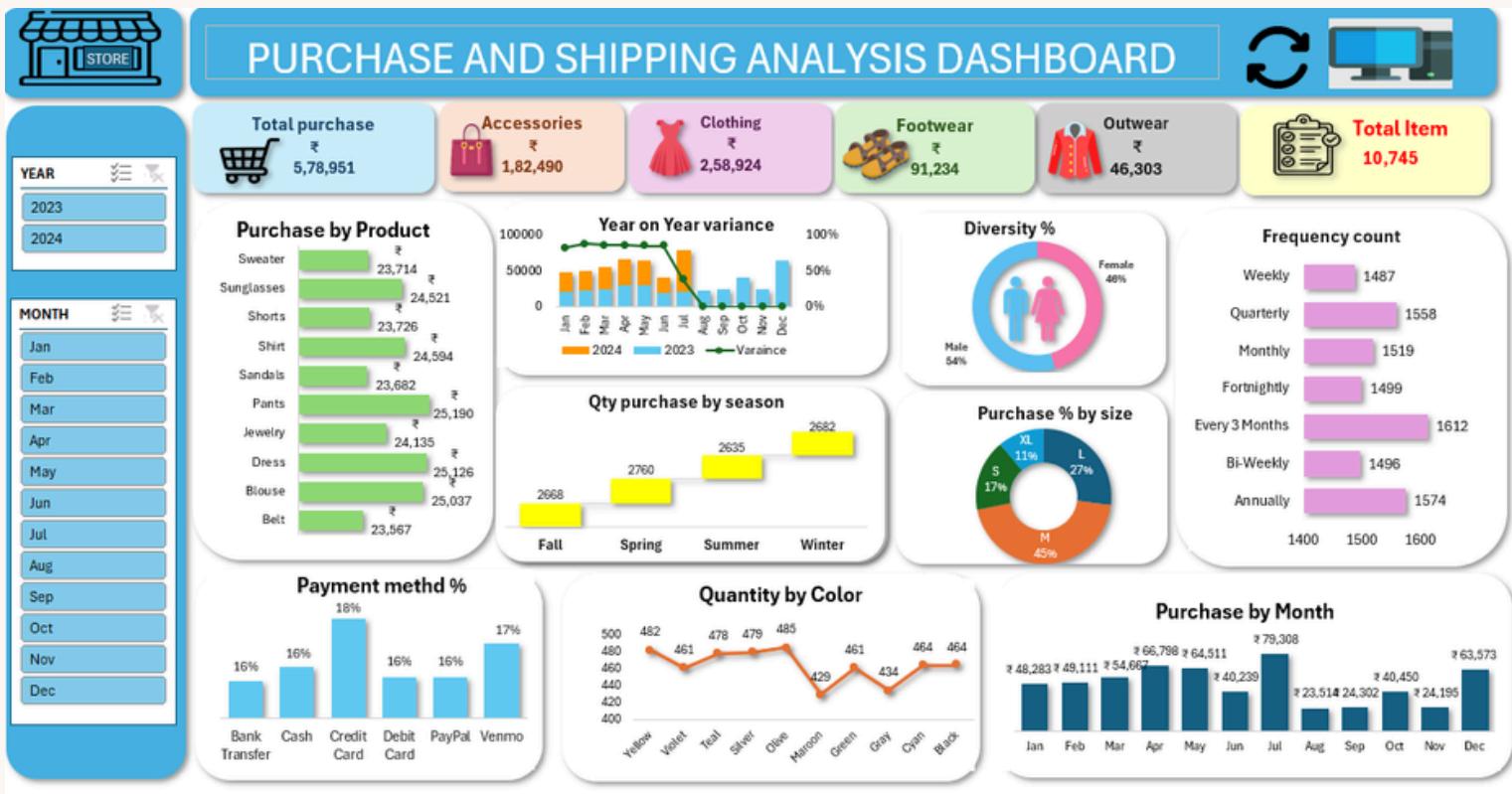
- Understand purchase patterns
- Analyze product and category performance
- Identify customer preferences
- Support better business decisions



Dashboard Overview

What's Included:

- Total Purchase & Category Breakdown
- Product-wise and Month-wise Analysis
- Customer Diversity and Frequency
- Payment Method Insights



Total Purchase Overview

- Total Purchase : ₹5,78,951
- Total Items Sold : 10,745
- Top Categories :
 - Clothing – ₹2,58,924
 - Accessories – ₹1,82,490
 - Footwear – ₹91,234
 - Outerwear – ₹46,303



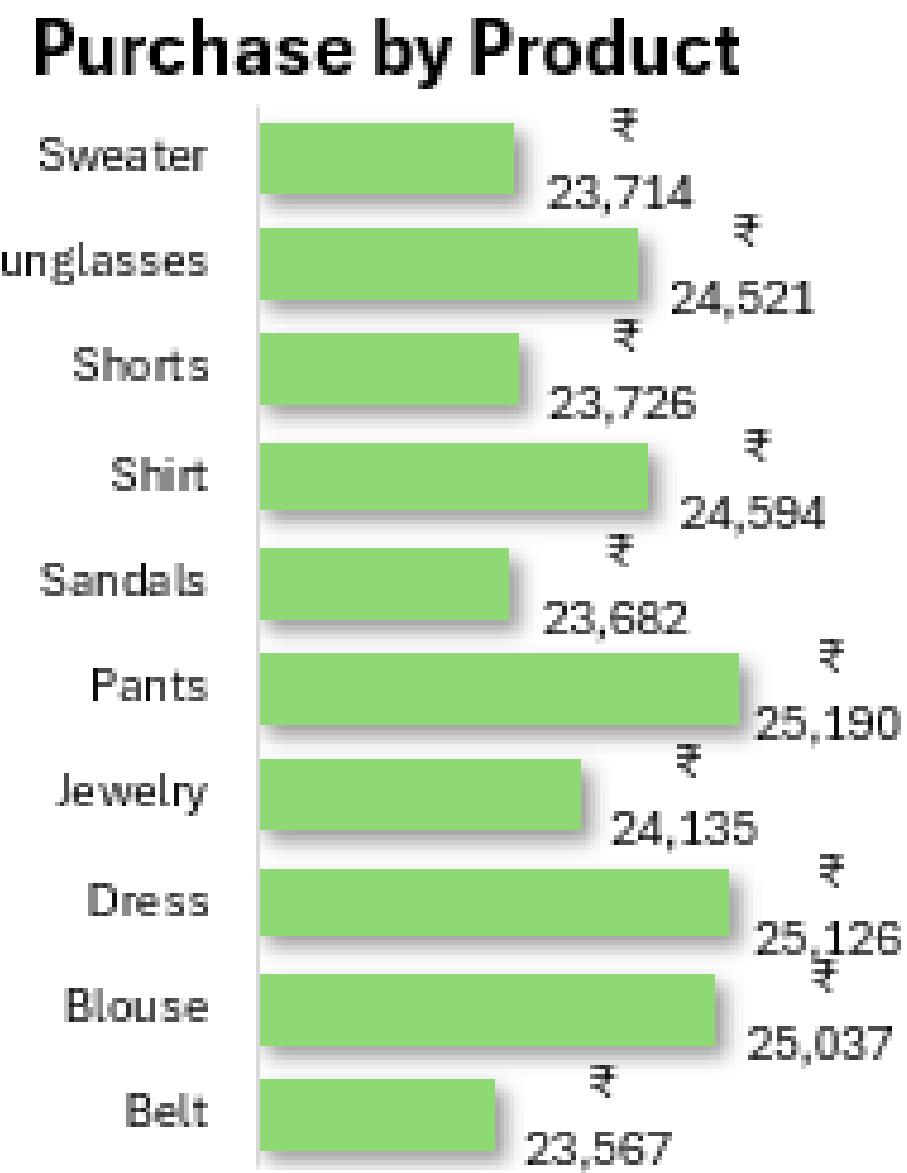
Purchase by Product

Insights :

- Highest: Shirt (₹24,594) and Blouse (₹25,037)
- Lowest: Sweater (₹23,714) and Belt (₹23,567)

Interpretation :

Product pricing and popularity are consistent across items — suggesting stable demand distribution.

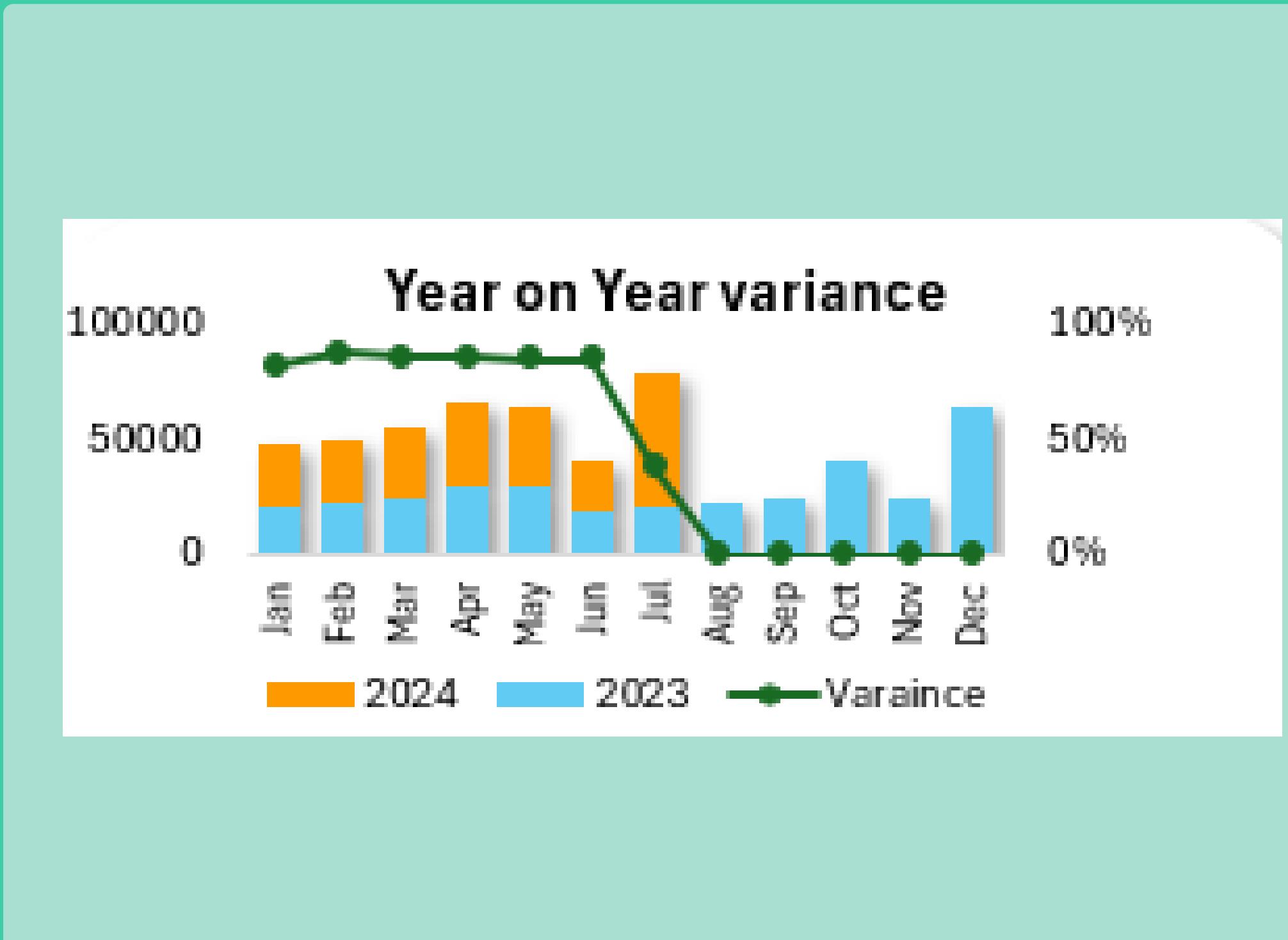


Year-on-Year Variance

Observation :

- Sales peaked around April–June for both 2023 and 2024.
- Noticeable dip after August, suggesting seasonal dependency.

Marketing campaigns can target the low-sales months (e.g., September–November).

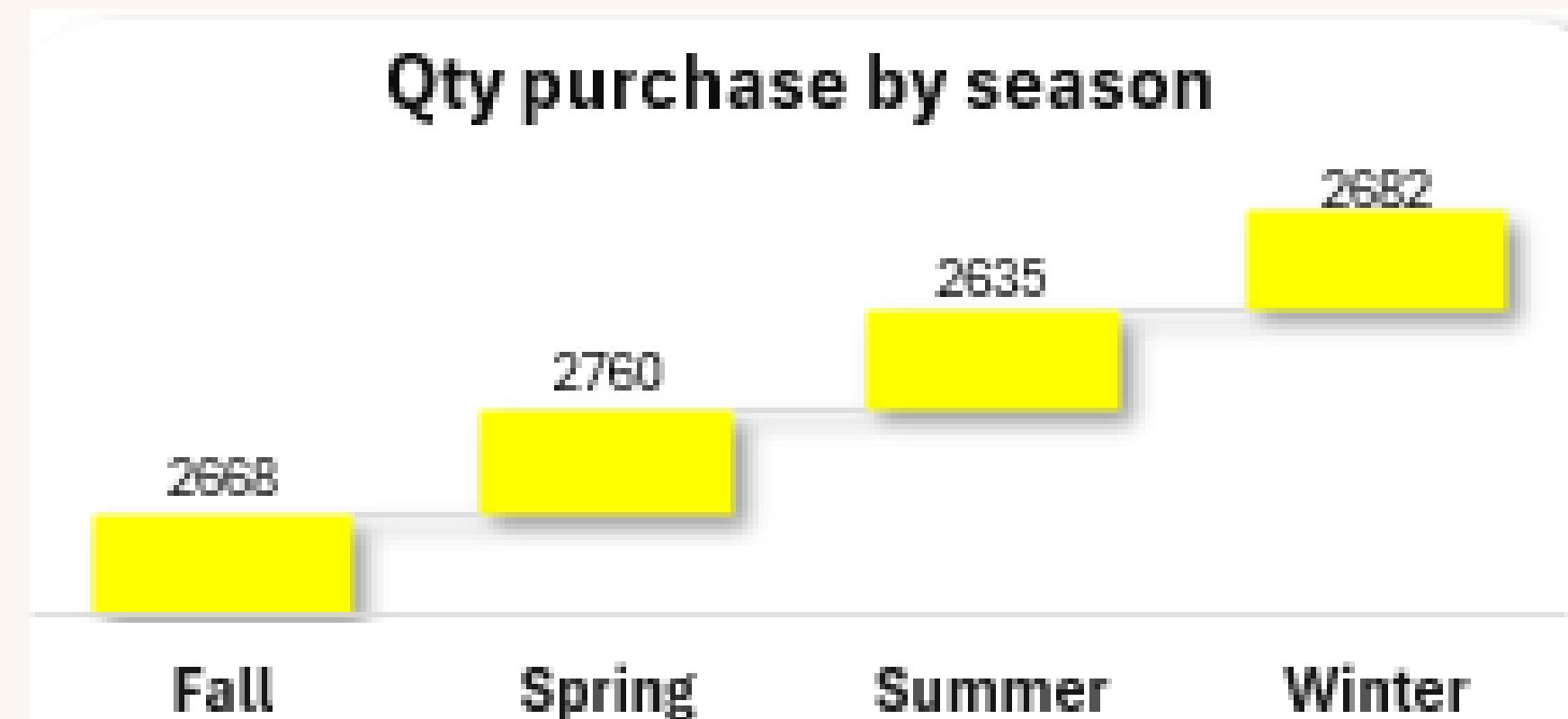


Quantity by Season

Insights:

- Spring and Winter have the highest purchase quantities.
- Suggests higher customer activity during festive and year-end periods.

Run discount offers during Fall and Summer to balance sales across seasons.

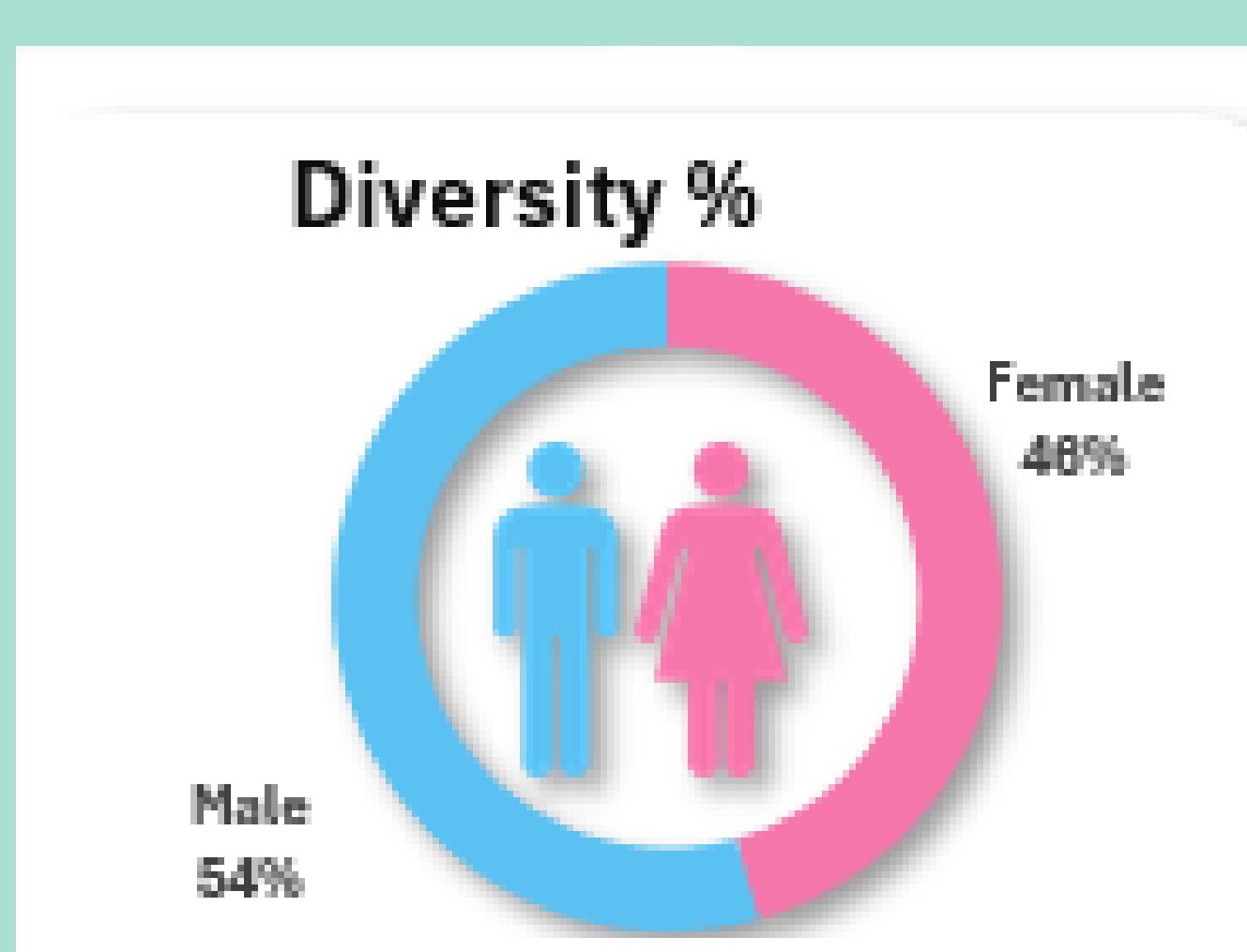


Customer Demographics

- Purchase by Size :

Diversity % :

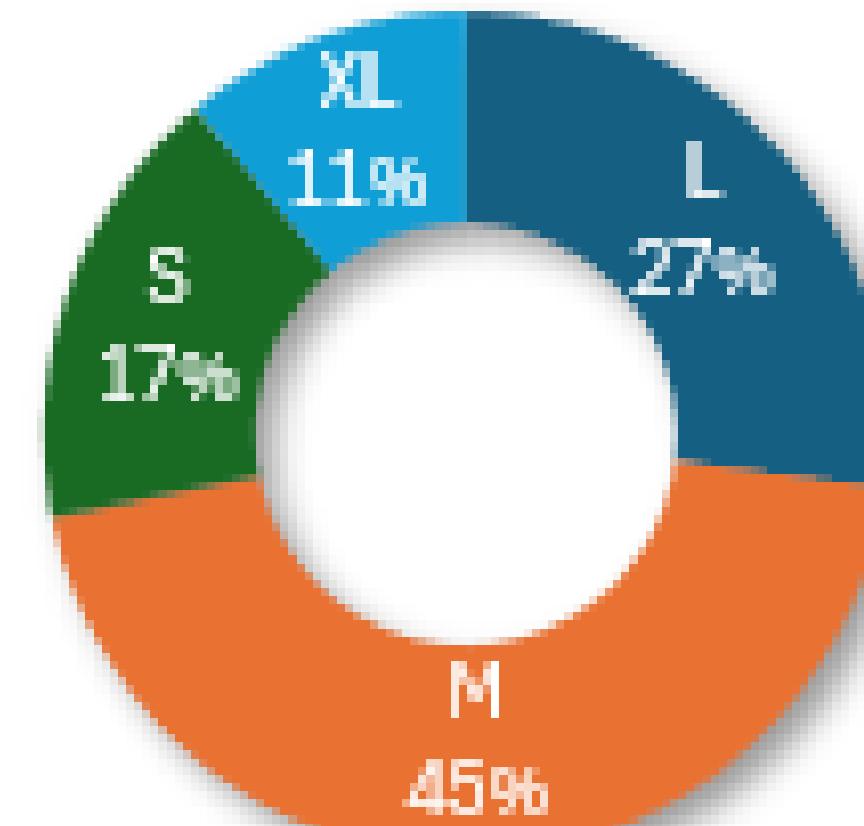
- Male: 54%
- Female: 46%



Interpretation:

Focus inventory planning on M and L sizes for maximum efficiency.

Purchase % by size



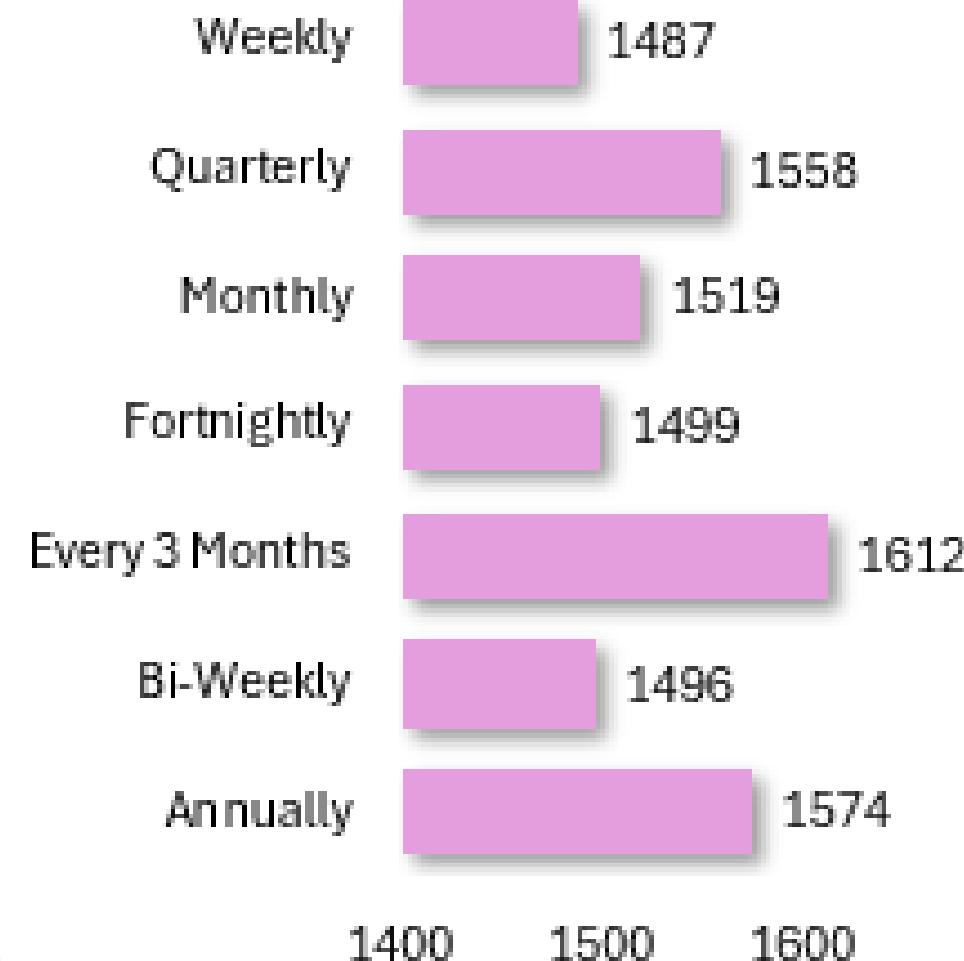
Frequency & Payment Analysis

Payment Methods:

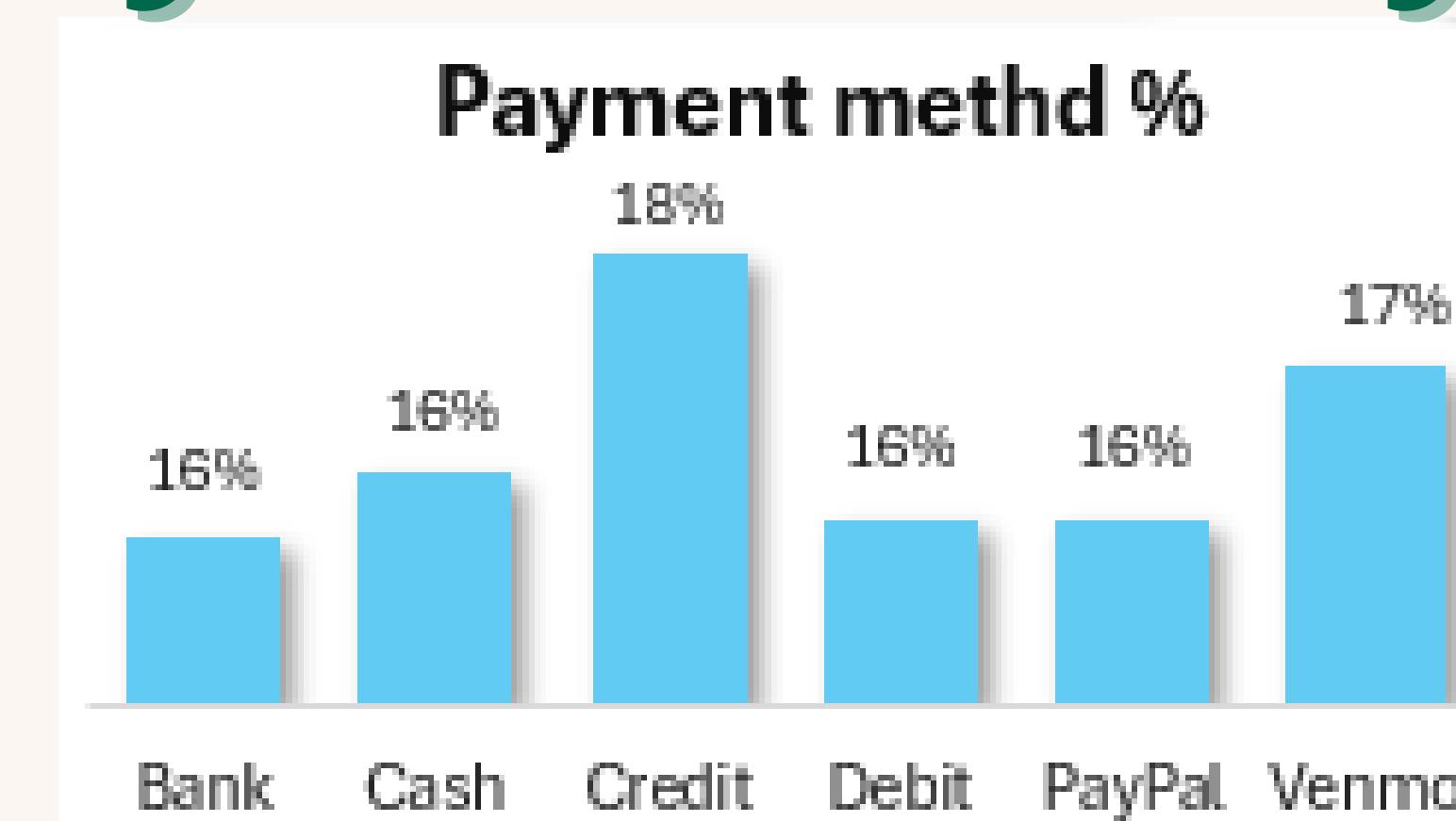
- Credit Card: 18% (most preferred)
- Others nearly balanced (16–17%)

Introduce loyalty rewards for frequent buyers and credit card promotions.

Frequency count



Payment method %

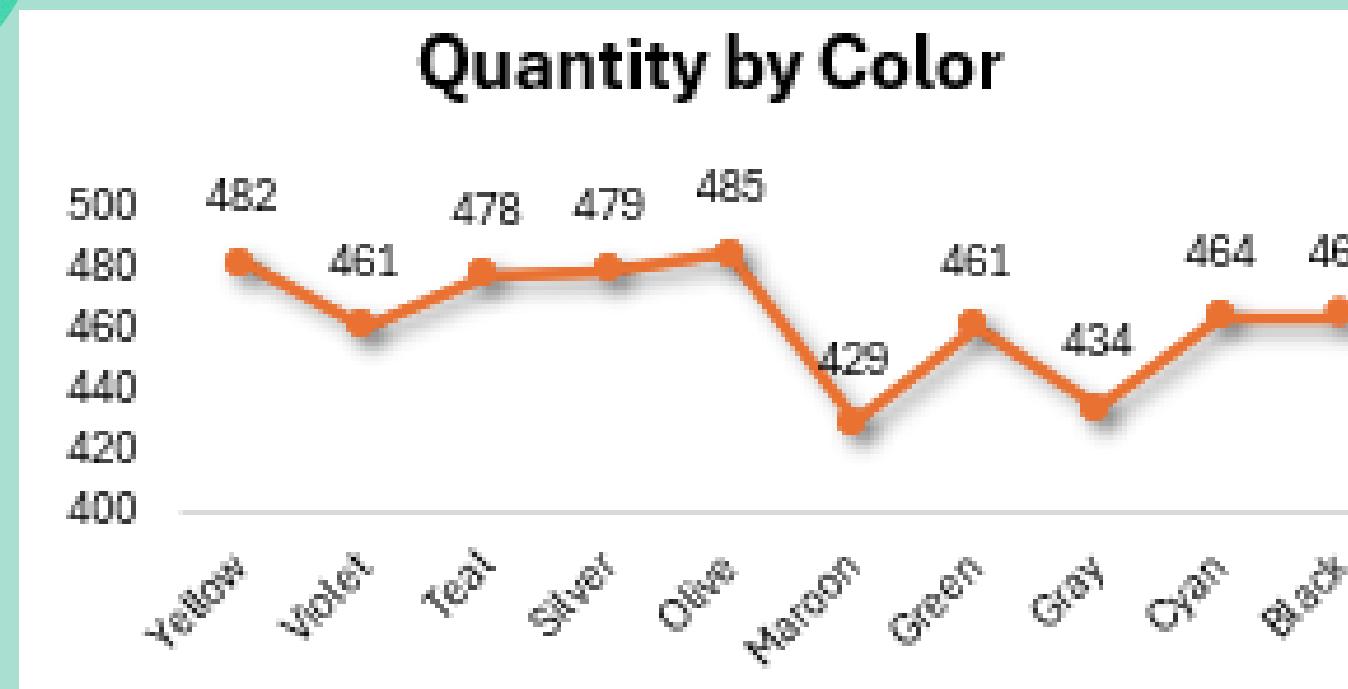


Purchase Frequency:

- Most common: Every 3 Months (1612)
- Followed by: Quarterly (1558) and Annually (1574)

stories and learnings

Quantity by Color & Month-wise Purchase



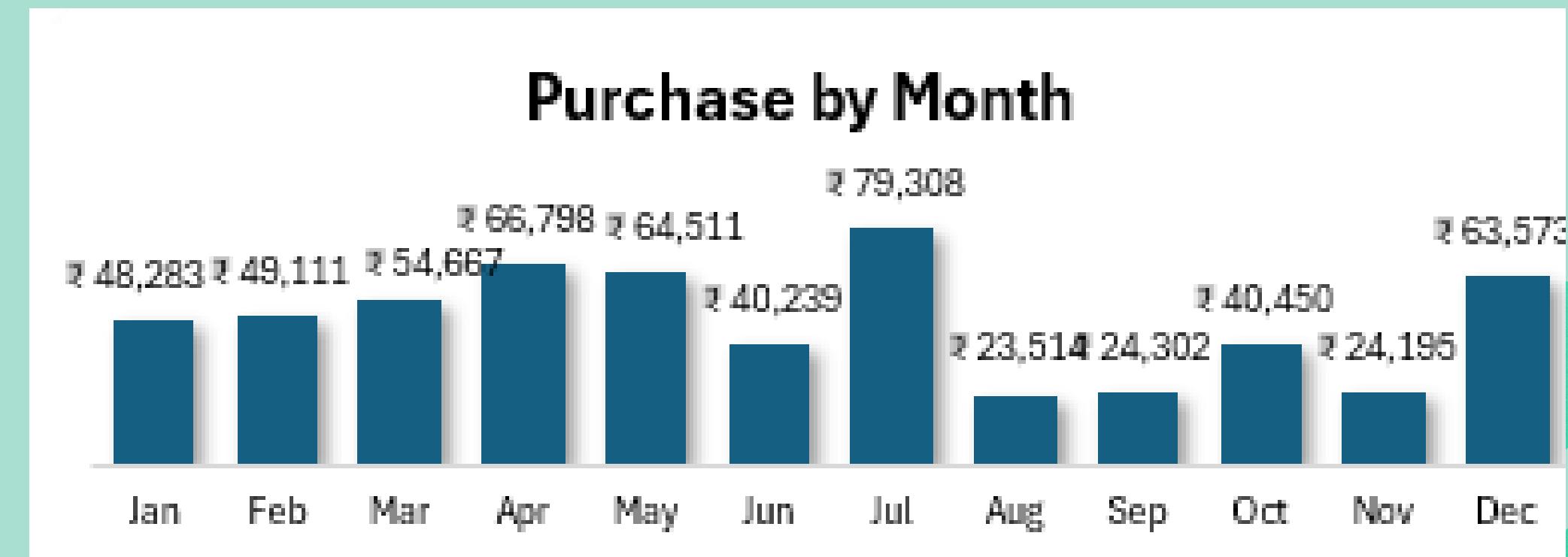
Color Preference:

Most popular colors: Yellow, Violet, and Teal (~480-490 units each)

Month-wise Purchase :

- Peak: June (₹79,308)
- Low: October (₹40,450)

Insight: Focus marketing in Q2 (Apr-Jun) and improve sales in Q4 (Oct-Dec).



Conclusion & Recommendations

Key Takeaways:

- Clothing drives the majority of sales.
- Male customers slightly dominate purchases.
- Medium size and bright colors are most popular.
- Seasonal peaks occur in Spring & Winter.

Recommendations:

- Stock and promote popular sizes/colors.
- Introduce festive season campaigns.
- Improve engagement during off-peak months.



Thank
you very
much!

