



KS GROUPS

**A REASEARCH
PROJECT ON
KS GROUPS
FOOTWEAR COMPANY**

BY PRASENJIT

CONTENTS

01

Case Study

02

Objectives

03

Data Analysis

04

Table
Analysis

05

Sales &
Performance
summary

06

Pricing &
Discount
Analysis

07

Order
Analysis

08

Seasonal
Trends

09

Customer
Behaviour



CASE STUDY

- This case study consists of three data sets.
- The first dataset consists of sales details .
- The second dataset consists of all the order details.
- The third dataset consists of all Item details.

FINDINGS

SALES ANALYSIS

Shows High Revenue Earning parties.

PRICING AND DISCOUNT ANALYSIS

Discount Impact on sales of products.

ORDER ANALYSIS

Order trend and Order impact on sales and order completion.

CUSTOMER BEHAVIOUR

Customer Buying Trend and frequency.

SEASONAL TREND

Season wise and Year Wise sales comparison .

GOALS AND OBJECTIVES

01 SALES PERFORMANCE

02 ORDER TREND OF CUSTOMERS

03 SEASON WISE SALES

04 CUSTOMER BEHAVIOUR



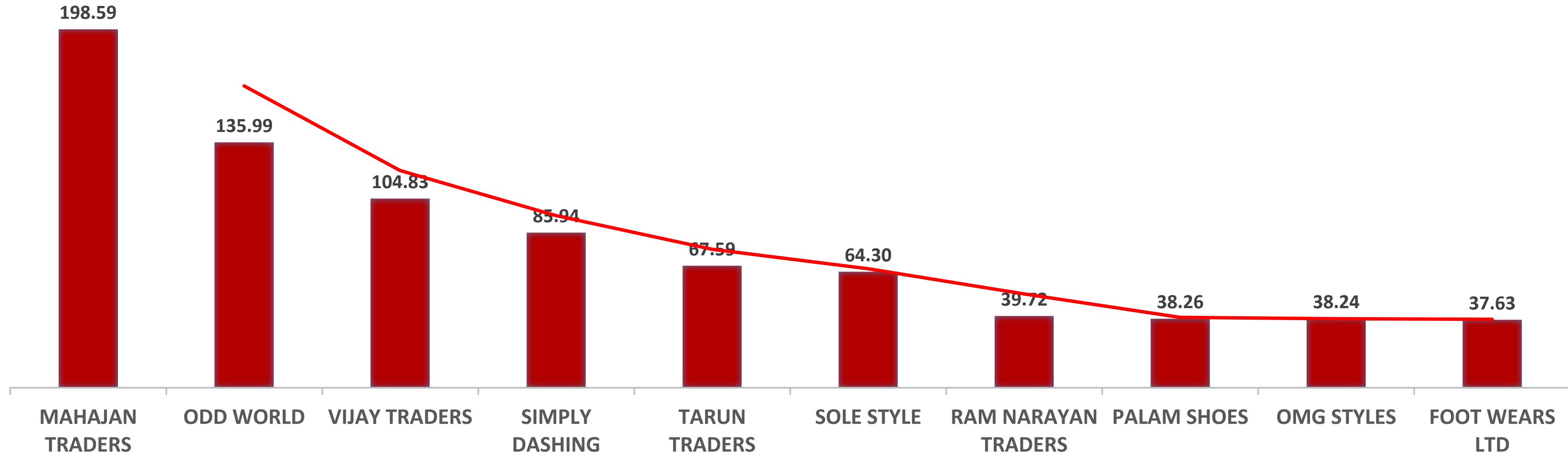
DATA ANALYSIS

Analysing the various factors affecting the orders trend

In this Case Study There Are 3 Tables Consisting of **Sales Register, Item Details, Order Details .**

Data is Analysed based on the findings made on **sales trend year wise,Discount Impact on sales, Customer order pattern and Seasonal impact on sales of products..**

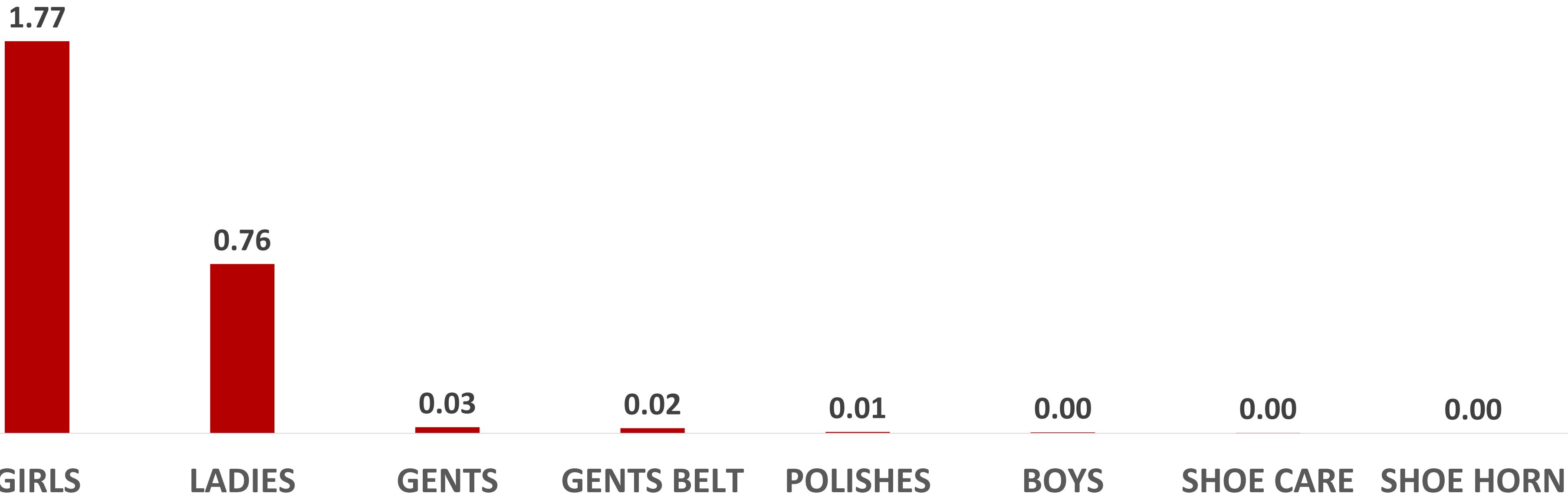
Top 10 Revenue Earning Franchise



Insight: Identify top-spending customers and reward them with loyalty programs or personalized discounts.*

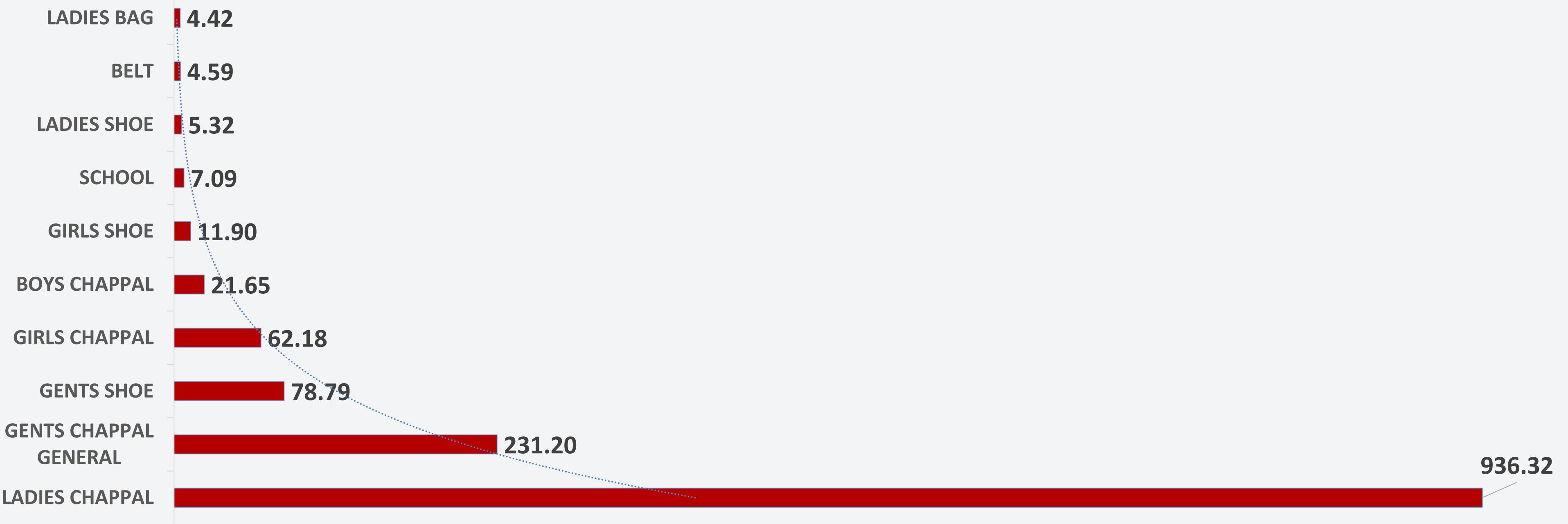
```
select custname,floor(sum(dealer_costprice))as Total_Price  
from sale_register  
group by custname  
order by Total_price desc  
limit 10;
```

In Autumn/Winter Season Girls Product Were Sold The Most



```
select i.commodity,sum(s.quantity) as Total_Quantity,i.season_catg
from sale_register s inner join item_master i using(product_code)
where i.season_catg = "Autumn/Winter"
group by i.commodity
order by total_quantity desc;
```

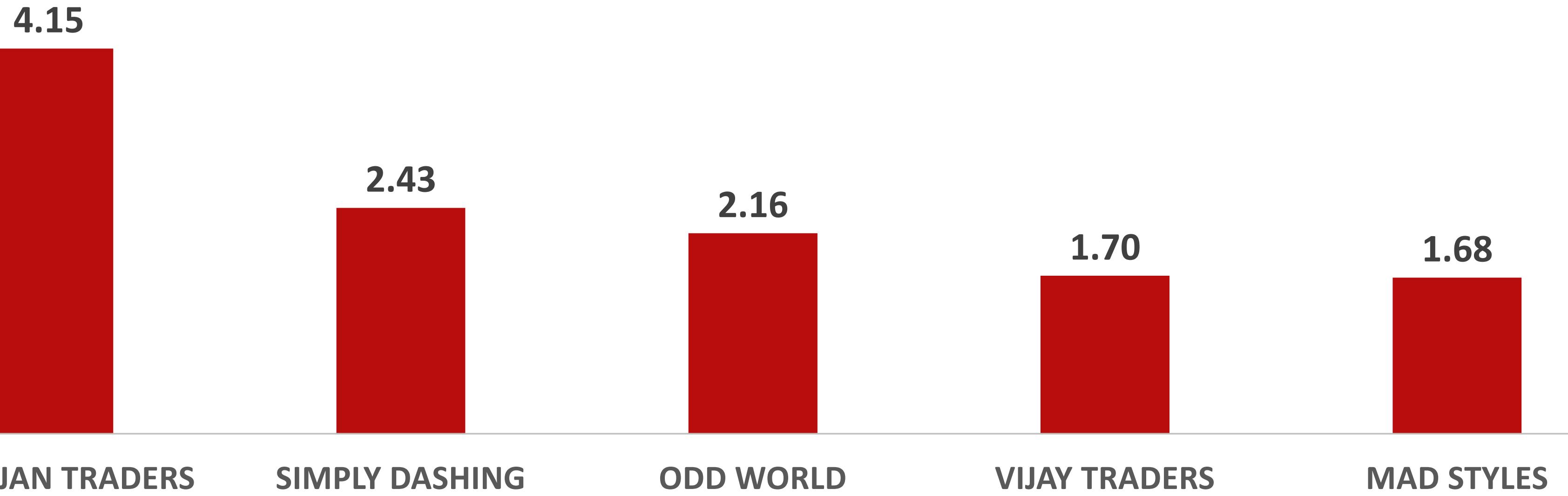
TOP 10 PRODUCTS GENERATING HIGHEST PROFIT MARGINS



Insight: Identify the top 10 best-selling products to focus inventory and marketing strategies.*/

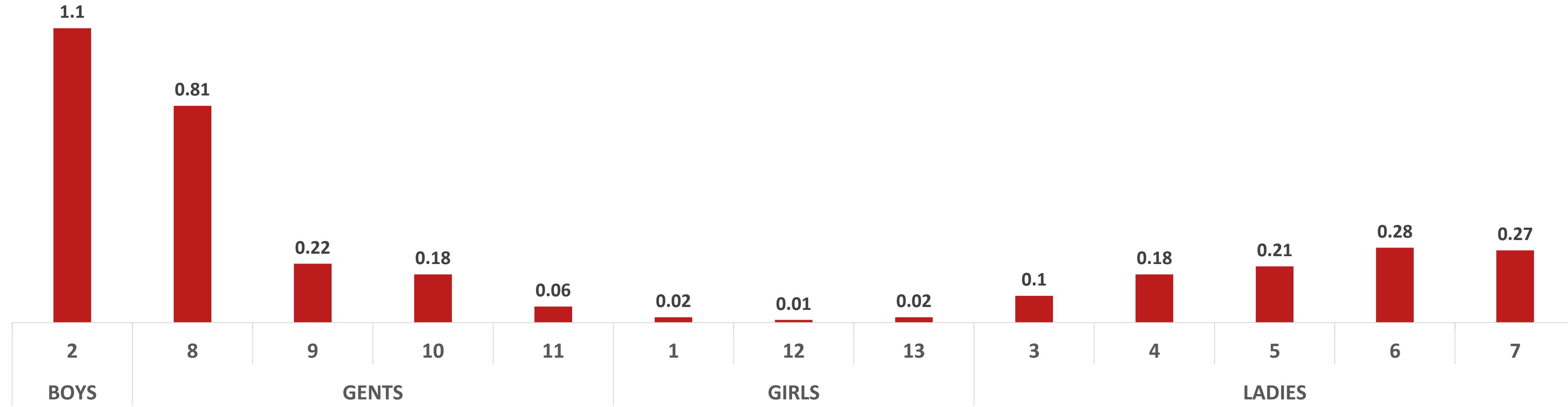
```
SELECT im.mc, SUM(sr.quantity) AS total_quantity_sold
FROM sale_register sr JOIN item_master im using(product_code)
GROUP BY im.mc
ORDER BY total_quantity_sold DESC
LIMIT 10;
```

The top 5 franchises drive the majority of revenue, highlighting business dependency on key players, performance gaps among franchises, and opportunities to scale weaker performers or replicate successful strategies



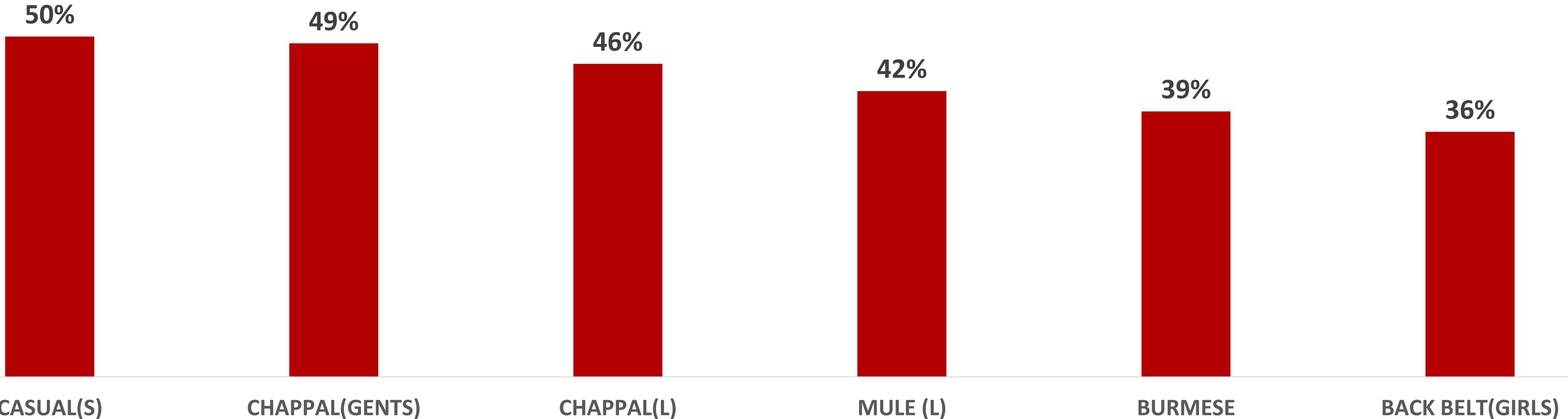
```
select s.custname,sum(o.rate*o.order_qty) as Total_Orders  
from sale_register s inner join order_summary o using(product_code)  
group by s.custname  
order by total_orders desc  
limit 5;
```

Size 2 Of The Boys Category Has The Highest Demand



```
WITH CTE AS (
    SELECT Sizecode,Custname,SUM(Quantity) AS Total_Quantity_Sold,
    ROW_NUMBER() OVER (PARTITION BY sizecode ORDER BY SUM(Quantity) DESC) AS `Rank`
    FROM sale_register
    GROUP BY 1,2
)
SELECT Sizecode, Custname,Total_Quantity_Sold
FROM CTE
WHERE `Rank` = 1
order by Total_Quantity_Sold desc;
```

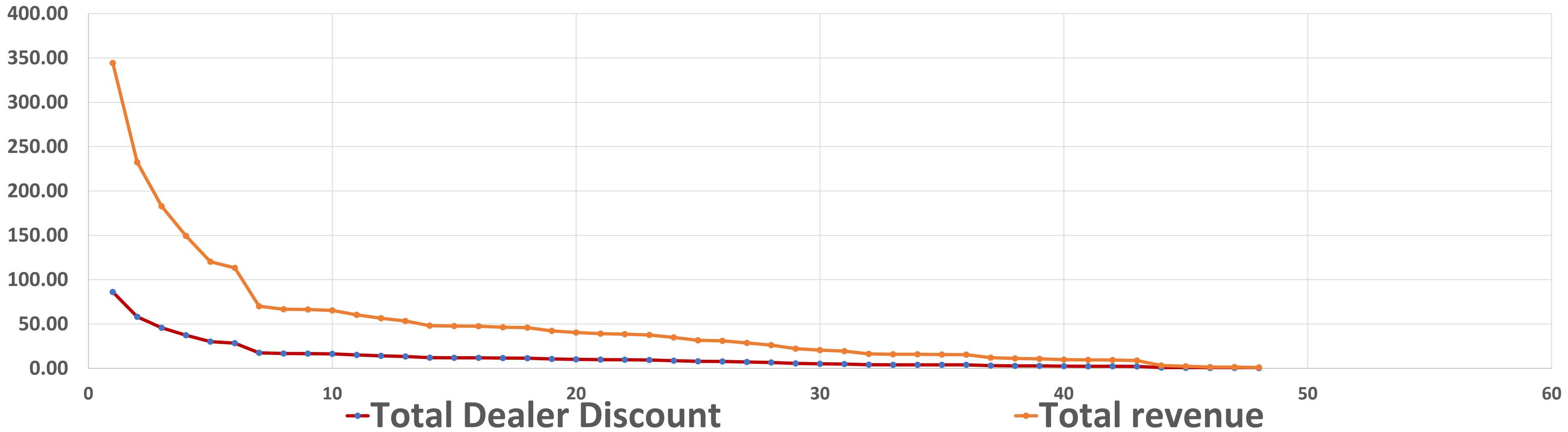
Identifying The Products With Stock Shortages helps the businesses in optimizing restocking, prevent lost sales, and improve customer satisfaction.



↳ Insight: Helps in avoiding stockouts by understanding which products are in high demand but low supply.*/

```
SELECT im.style AS Products,  
       SUM(os.order_qty) AS total_ordered,  
       count(im.sum_of_size) AS available_stock,  
       round(1 - (count(im.sum_of_size)/SUM(os.order_qty)),2) AS Stock_Shortage_Percentage  
FROM item_master im INNER JOIN order_summary os USING(product_code)  
WHERE im.style <> "N/A"  
GROUP BY Products  
HAVING total_ordered > available_stock AND total_ordered > 100  
ORDER BY total_ordered DESC;
```

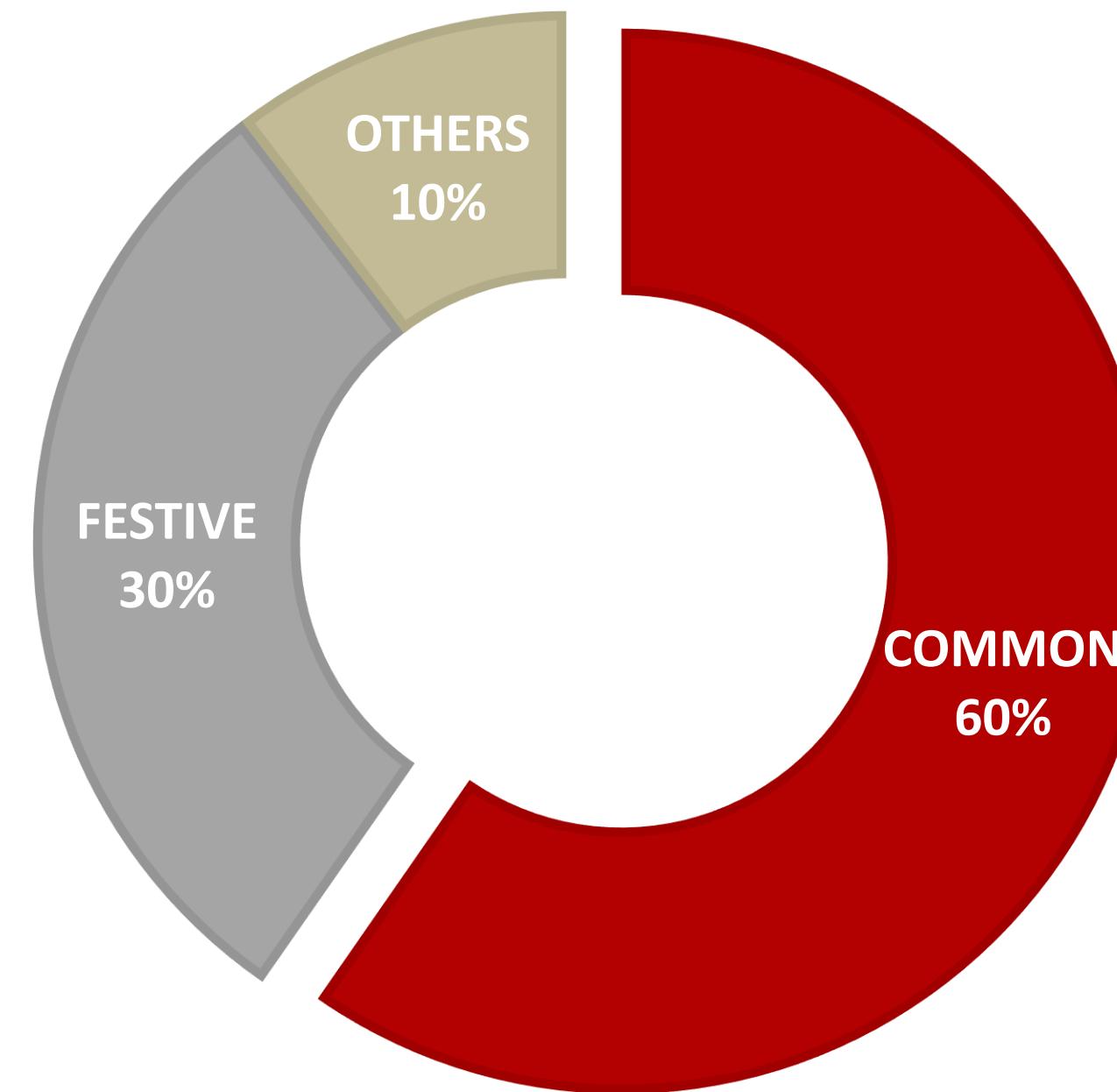
Giving Higher Discount Does Not Yield In Higher Revenue



Insight: Understand if higher discounts lead to more sales volume or lower profit margins.*/

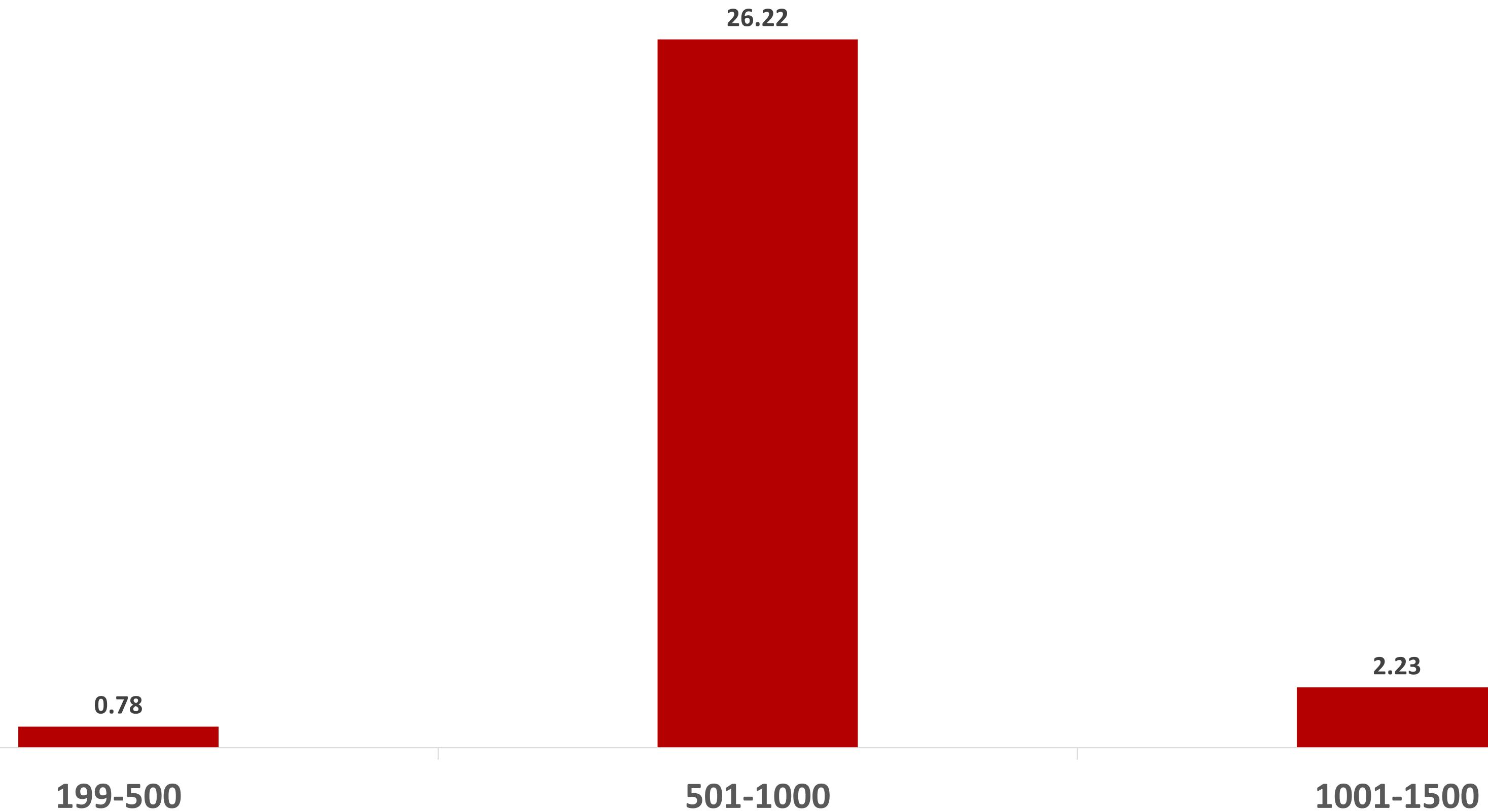
```
SELECT custname,  
       sum(dealer_discount) AS Total_Dealer_Discount,  
       COUNT(product_code) AS total_orders,  
       SUM(total_mrp) AS total_revenue  
FROM sale_register  
GROUP BY custname  
ORDER BY total_revenue DESC;
```

Higher Sales Revenue Was Generated With Common Order Types

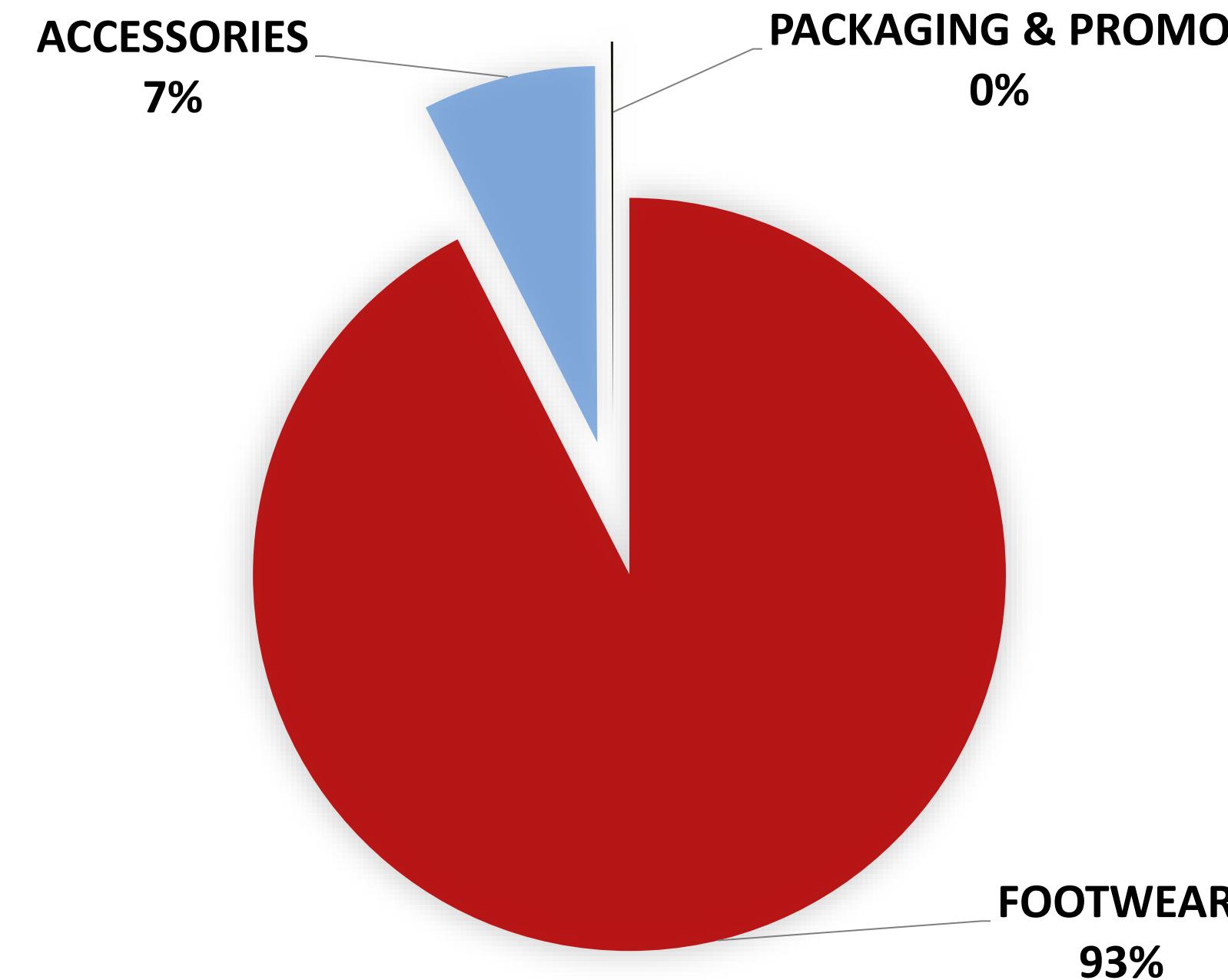


Insight: Identify whether bulk orders, individual orders, or wholesale orders contribute the most revenue*/
**SELECT os.order_type, SUM(os.Bill_Qty*rate) AS total_revenue
FROM order_summary os
GROUP BY os.order_type
ORDER BY total_revenue DESC;**

Franchises placed the highest average orders for products priced between ₹501 and ₹1000, compared to other price ranges.

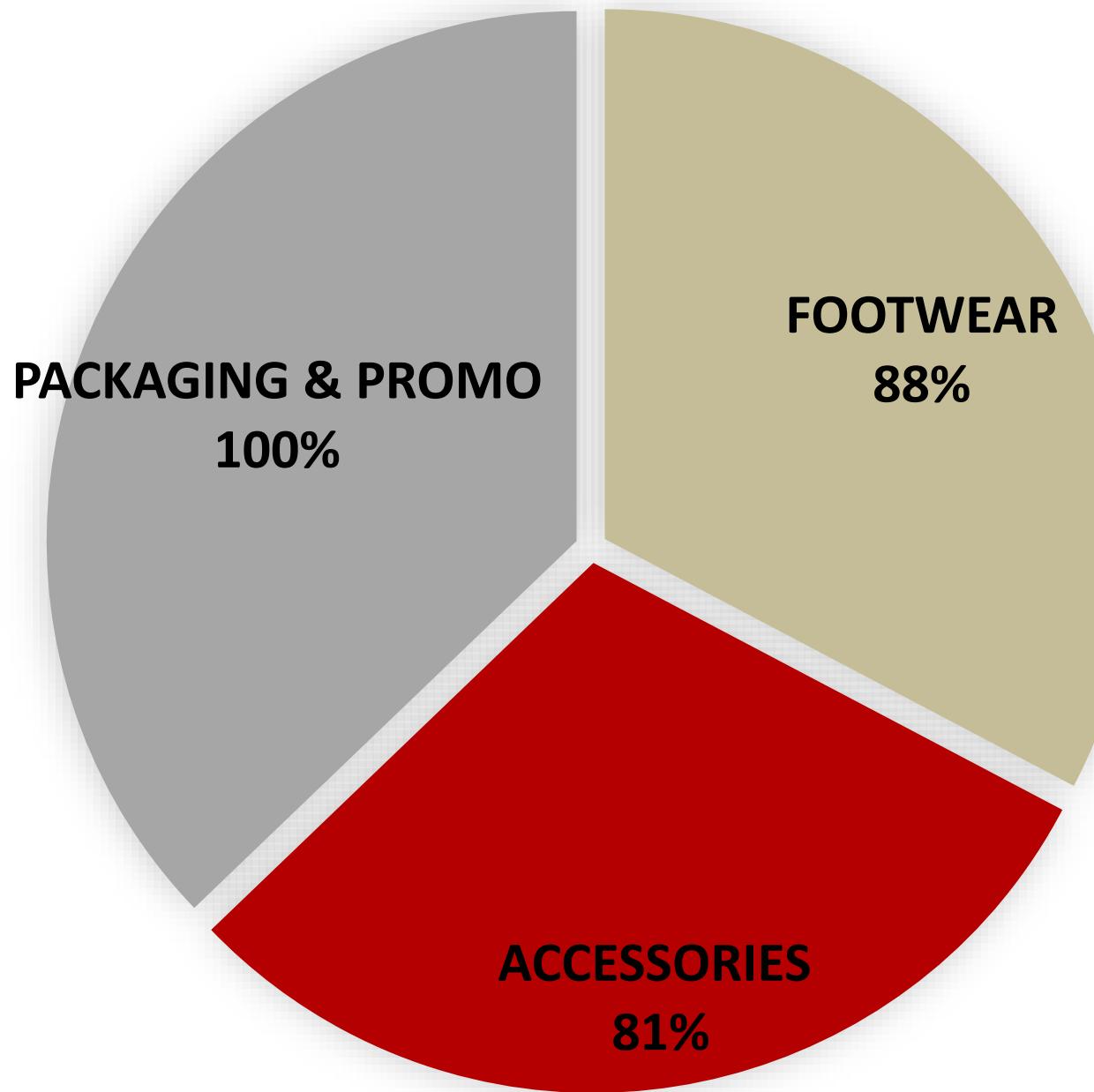


Footwears Contributed Most to The Sales Among All The Commodities



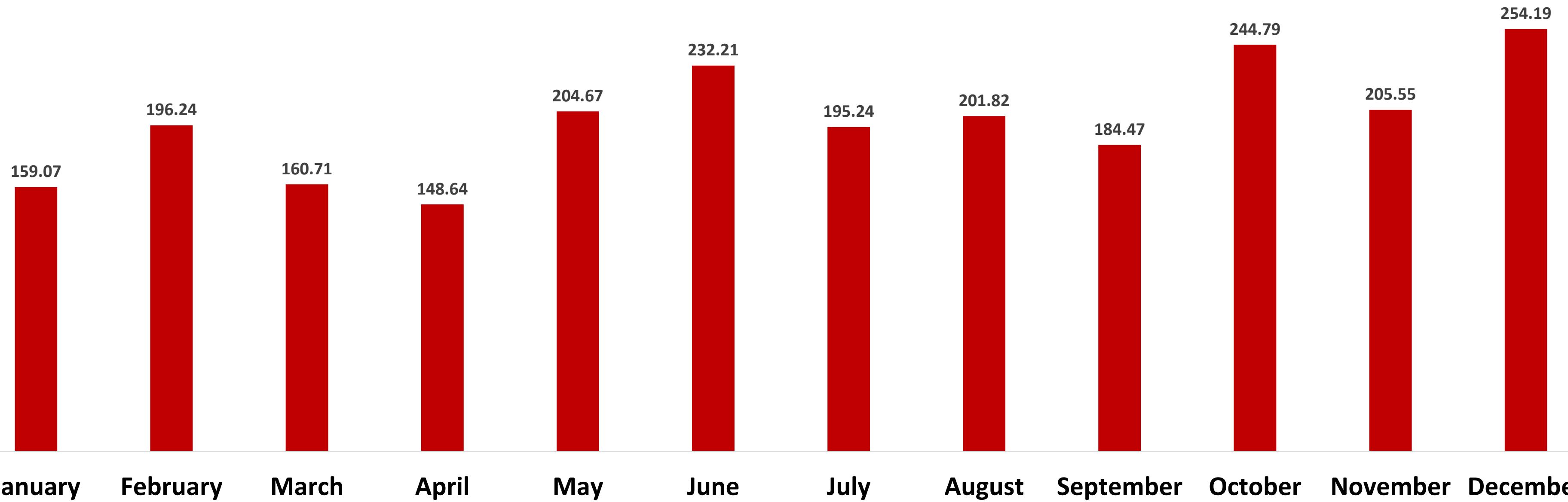
```
select commodity,  
       sum(rate*order_qty) as Total_Revenue  
from order_summary  
group by commodity  
order by total_revenue desc;
```

Accessories & Footwears Order Completion Rate Needs Improvement



```
select commodity,  
       sum(order_qty) as Total_Orders,  
       sum(bill_qty)as Delivered_Orders,  
       concat(floor((sum(bill_qty)/sum(order_qty))*100)," %") as Delivery_Rate_Percent  
from order_summary  
group by commodity  
order by Delivery_Rate_Percent desc;
```

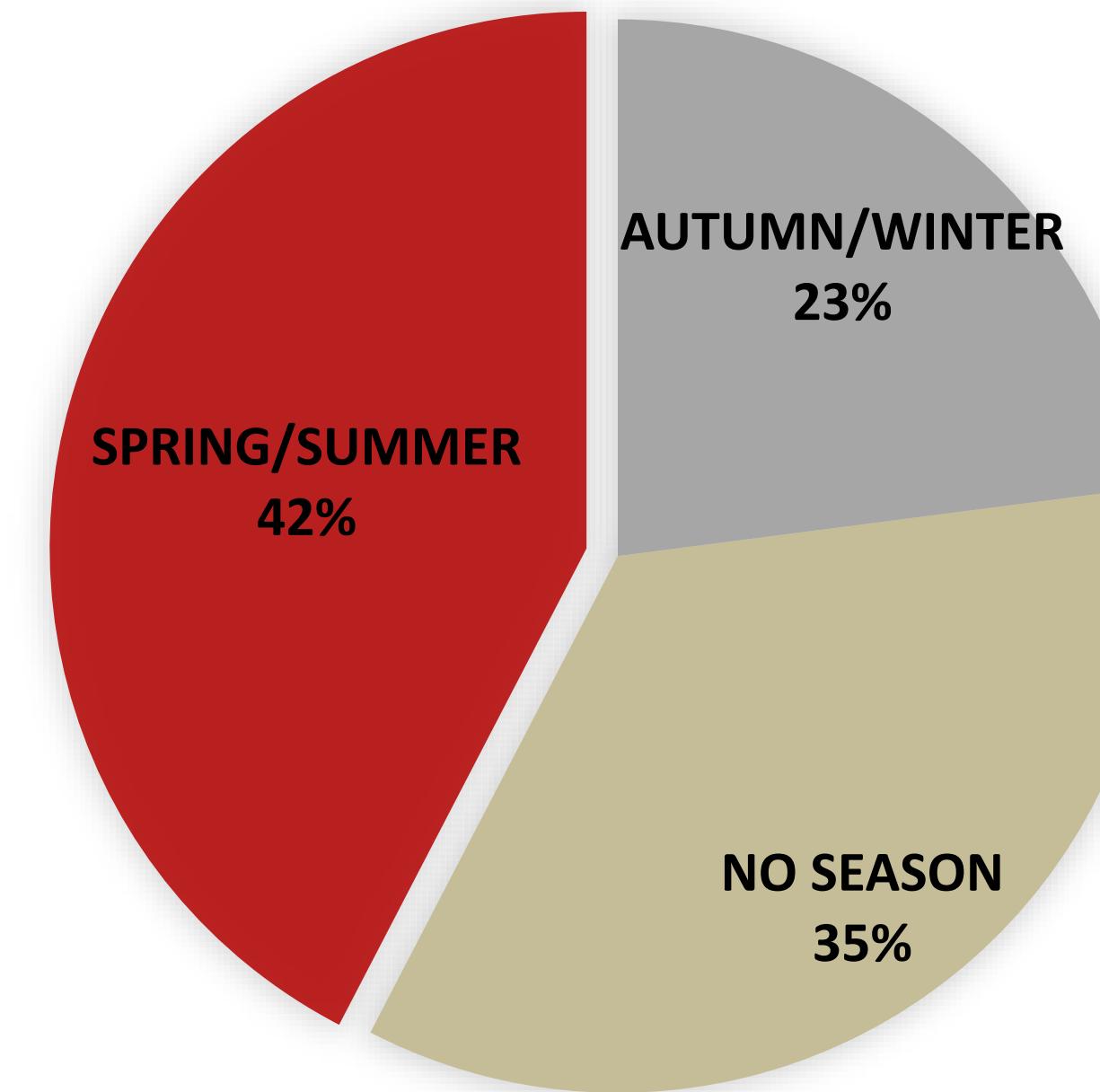
In The Month Of December Most Of The Orders Were Given



↳ Insight: Identify peak sales months for better inventory planning and marketing efforts.*/

```
SELECT date_format(str_to_date(sr.order_date,"%Y-%m-%d"), "%M") AS Order_month,  
       SUM(sr.total_mrp) AS total_revenue  
  FROM sale_register sr  
 GROUP BY Order_month  
 ORDER BY total_revenue desc ;
```

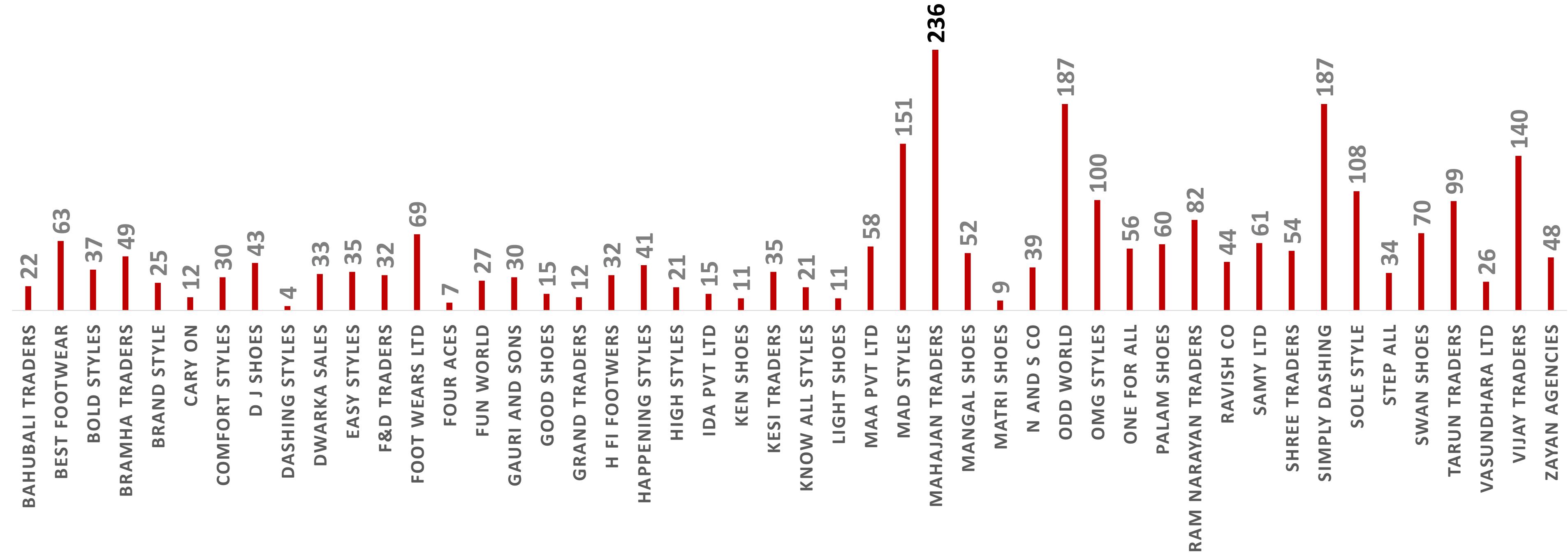
SPRING/SUMMER IS THE BEST PERFORMING SEASON



Insight: Determine which seasons (e.g., Autumn, Winter, Summer, etc.) drive the most revenue and plan seasonal discounts or marketing.*/

```
select i.season_catg,  
       floor(sum(s.dealer_costprice)) as Total_Revenue  
  from sale_register s inner join item_master i using(product_code)  
 group by i.SEASON_CATG  
order by total_revenue desc;
```

MAHAJAN TRADERS PURCHASES MORE FREQUENTLY THAN OTHER FRANCHISE

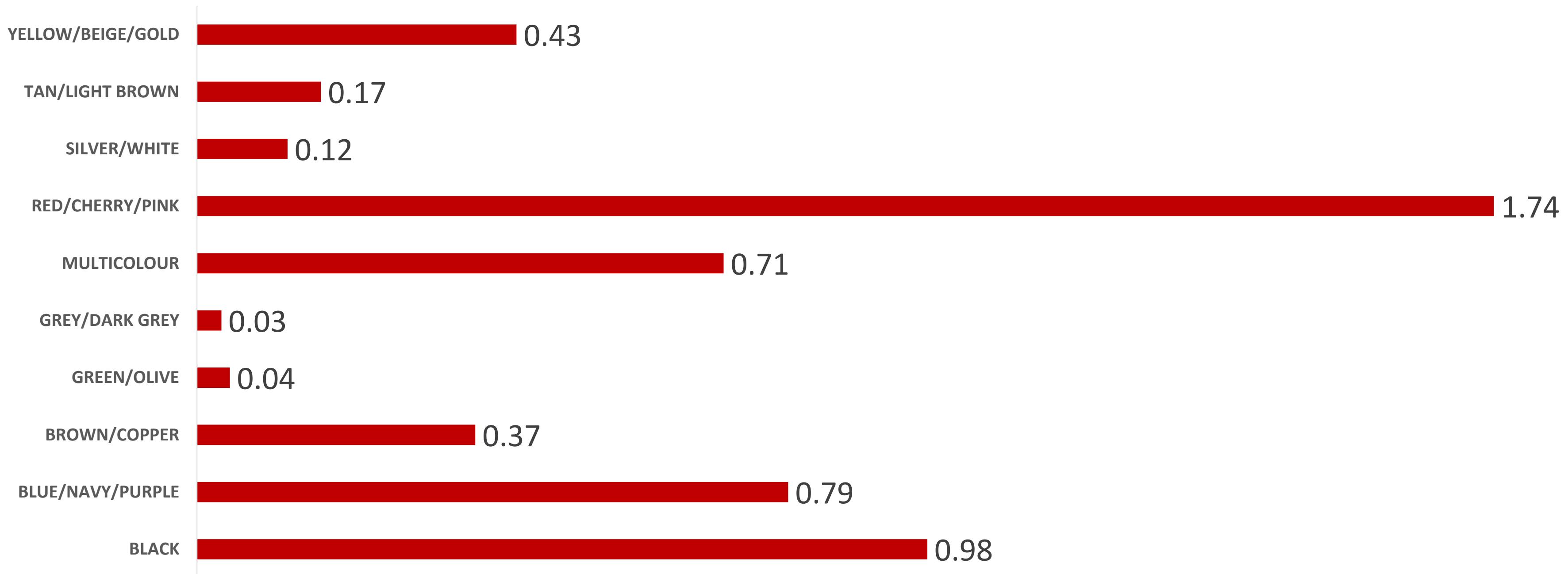


```

select custname, count(order_date) as Order_frequency
from sale_register
group by custname
order by Order_frequency desc;

```

RED/CHERRY/PINK COLOUR TYPE IS PREFERRED BY MOST OF THE FRANCHISE



- Insight: Helps in deciding which colors to stock more based on customer preferences.*/

```
SELECT im.colour, SUM(sr.quantity) AS total_sold  
FROM sale_register sr  
JOIN item_master im ON sr.product_code = im.product_code  
GROUP BY im.colour  
ORDER BY total_sold DESC;
```

FINDINGS IN THE PROJECT

- ◆ High ordering parties, high ordered product sale wise.
- ◆ Product with Highest demand based on sales.
- ◆ Sales contribution based on Average order Value party wise.
- ◆ Ratio of Orders Delivered to Total Orders
- ◆ High revenue earning Customers based on order frequency.
- ◆ Top performing years.
- ◆ Seasonal Impact on sales.

Key Insights To Optimize Business

- ◆ Optimize inventory based on demand to prevent stock shortages and overstocking.
- ◆ Leverage high-margin and best-selling products in marketing and promotions.
- ◆ Strengthen relationships with high-value customers through personalized offers.
- ◆ Improve supply chain efficiency to reduce pending orders and delivery delays.
- ◆ Use seasonal and order trend insights to align sales, marketing, and inventory strategies effectively.

**That completes my presentation
Thank you for your time &
attention.**