

# FlipMart Sales Analysis

## Scenario

FlipMart is a global retail and e-commerce company. They want to analyze their historical sales data to identify growth opportunities, understand customer behaviour, and improve operational efficiency across regions. As a newly hired BI Analyst, you're tasked to build a report that provides insights into key performance metrics, regional trends, product category performance, and customer segmentation.

**Dataset Link:** [📄 FlipMart Sales Dataset](#)

## Dataset Description

The dataset contains 51,290 sales records with the following columns:

- **Order Details:** Row ID, Order ID, Order Date, Ship Date, Shipping Mode
- **Customer Information:** Customer ID, Customer Name, Segment
- **Regional information:** City, State, Country, Region, Market
- **Product Info:** Product ID, Category, Sub-Category, Product Name
- **Sales Metrics:** Quantity, Shipping Cost, Cost, Sales

## Analysis

### 1. Sales & Profitability Analysis

- What are the overall sales, cost, and profit trends over time?
- Which markets, regions, and states contribute the most to total profit?
- Which product categories and sub-categories are most and least profitable?

## **2. Customer & Segment Insights**

- Which customer segments (Consumer, Corporate, Home Office) are the most valuable in terms of sales and profit?
- Who are the top 10 customers based on total sales?
- Are repeat customers contributing significantly to overall revenue?

## **3. Product & Category Performance**

- Which products and sub-categories drive the highest sales volume and revenue?
- Are there low-profit or loss-making products that should be reconsidered?
- Is there any seasonality or trend in product sales?

## **4. Regional & Market Trends**

- How does performance vary by region, market, and country?
- Which geographic areas have the highest average order value and customer spend?
- Are there regions with high shipping costs or delivery delays that impact profitability?