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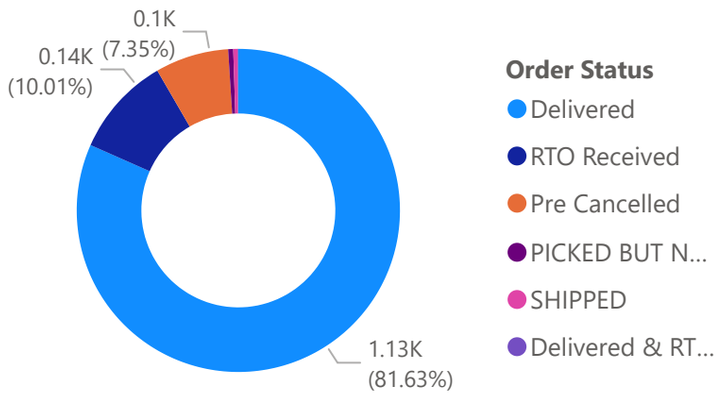
- August 1, 2024
- August 2, 2024
- BAU
- Mid Sale

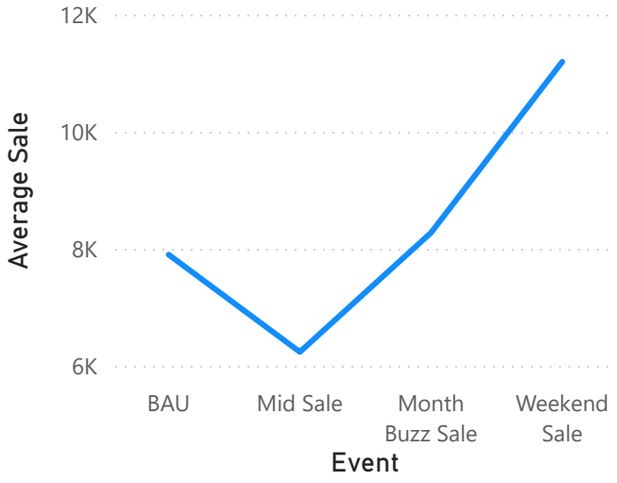
939K
Gross Sales

768K
Net Sales

Count of Order Status by Order Status

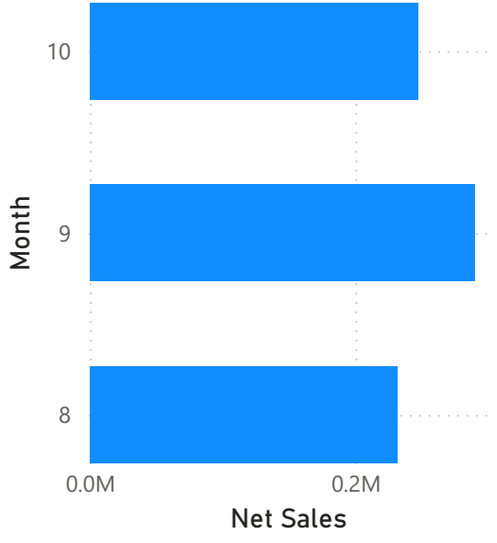


Average Sale by Event

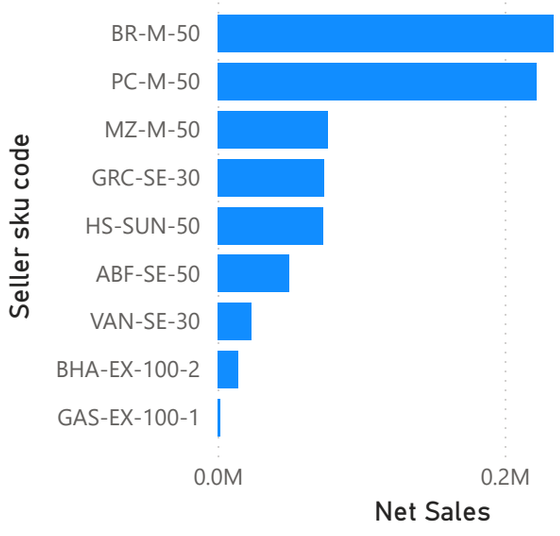


City	Net Sales
Bangalore	48369
Hyderabad	37628
New Delhi	29241
Mumbai	28553
Pune	26556
Chennai	18958
Kolkata	16850
Patna	16141
Jaipur	14894
Bengaluru	13439
Gurgaon	12899
Bhubaneswa	10702
Total	**768117**

Net Sales by Month



Net Sales by Seller sku code



City	Seller sku code	Net Sales
Bangalore	BR-M-50	17721
Hyderabad	PC-M-50	15865
Bangalore	PC-M-50	13109
Chennai	BR-M-50	10320
Mumbai	BR-M-50	9680
Hyderabad	BR-M-50	9587
Kolkata	PC-M-50	8574
Pune	PC-M-50	8560
Mumbai	PC-M-50	7966
Bangalore	MZ-M-50	7925
New Delhi	BR-M-50	7372
Total		**768117**

Event	Discount	Average Sale
Month Buzz Sale	0.20	8,274.71
Weekend Sale	0.20	11,195.75
Mid Sale	0.15	6,236.70
BAU	0.10	7,899.46
Total		**8,349.10**

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1. The Core of Your Business is Strong and Growing

- **Sales Trend is Excellent:** Your monthly sales are consistently going up. This means whatever you are doing—your product, your marketing, your platform—is working. The brand is catching on and gaining momentum in the market.
- **Operations are Solid:** Over **93%** of your orders are successfully delivered. This is a great number for e-commerce. Your fulfillment team and logistics partners are doing their jobs well, which protects your cash flow and customer trust.

2. You Have Clear "Star" Products

- **The Big Two:** Your products **PC-M-50** and **BR-M-50** are the cash cows. They dominate your sales charts across all major cities. They are your winners, and customers are consistently choosing them.
- **The Rest are Supporting Cast:** The sales drop-off after the top two SKUs is quite significant. This means your brand is currently heavily dependent on the success of just a few products.

3. Your Discounts are Not Working Hard Enough

- **BAU is Decent:** Your sales during "Business As Usual" (BAU) with a 10% discount are solid, but major events are clearly driving much higher spikes.

4. You are a Metro Brand (For Now)

- **City Concentration:** Your sales are heavily focused in three major metros: **Bangalore, Kolkata, and Mumbai.** These cities love your product and are responsible for a huge chunk of your revenue.
- **Growth Potential is Outside:** While these metros are your foundation, you have strong, growing pockets in cities like **Lucknow, Pune, and Guwahati**. These are the next logical places to focus your expansion efforts.

Recommendations:

1. Stop Over-Discounting (Protect Your Margins)

- **Action: Abolish the 20% flat discount** in your major events. Stick strictly to the 10% discount level.
- **The "Science" Pivot:** Instead of calling it a "discount," rephrase the 10% offer during major sales as a **"Clinical Research Grant"** or **"First-Time Trial Rebate"**. Your science-based customers will respond better to this value-driven language than a simple, generic markdown.

2. Double Down on Your Star Products

- **Action:** Take your two hero products (**PC-M-50** and **BR-M-50**) and use them to anchor your entire customer journey.
- **The Acquisition Hack:** Create a **"Science-Based Starter Kit"** containing only mini/trial sizes of these two heroes. Price it low to acquire new customers quickly. Include a special discount code for a full-size purchase, ensuring you convert that trial user into a full-paying, recurring customer.
- **The Retention Hack:** Create **"Dermatologist-Approved Routine Bundles"** that pair your heroes with other higher-margin products (like a specialized serum or sunscreen) to increase the average order value (AOV).

3. Unlock Sales in the Next 10 Cities

- **Action:** Shift marketing focus and budget from the already saturated Bangalore and Mumbai to the next layer of high-potential cities like **Pune, Lucknow, and Hyderabad.**
- **The Local Trust Hack:** Since you are a "science-based" brand, you need credibility. Partner with **local dermatologists or popular local skin experts** in these new cities. Host regional webinars or conduct local micro-influencer