

PROJECT SALES ANALYSIS 360

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A Strategic Overview of Our Presentation Structure

Our presentation framework ensures every key aspect of sales operations is covered, moving from high-level summaries to actionable recommendations.

1

Overview & Agenda

Setting the stage for key discussions.

2

Performance Data

Deep dive into core metrics.

3

Strategic Analysis

Interpreting trends and customer behaviour.

4

Actionable Insights

Formulating recommendations for growth.

1. Overview & Data Summary: The Foundation

Project Overview - Comprehensive sales analytics solution

covering revenue, margin, customer behaviour, store performance, and product trends. - Uses SQL for extraction, Python for cleaning and EDA

Key Components:

Project Objectives - Understand sales across products, categories, stores, regions. - Identify growth opportunities and inefficiencies. - Highlight customer purchase patterns.

. **Project Deliverables** - Cleaned datasets, EDA report, visual charts, business insights

2. Key (KPIs): Sales, Margin%, GMV, AOV, Units Sold, Repeat Rate, Return Rate

Total Sales: 108913849.91999999

Total GMV: 128133941.22

Units Sold: 50285

AOV: 5445.692496

Margin %: -15.473734563950304

Repeat Rate %: 92.60162601626017

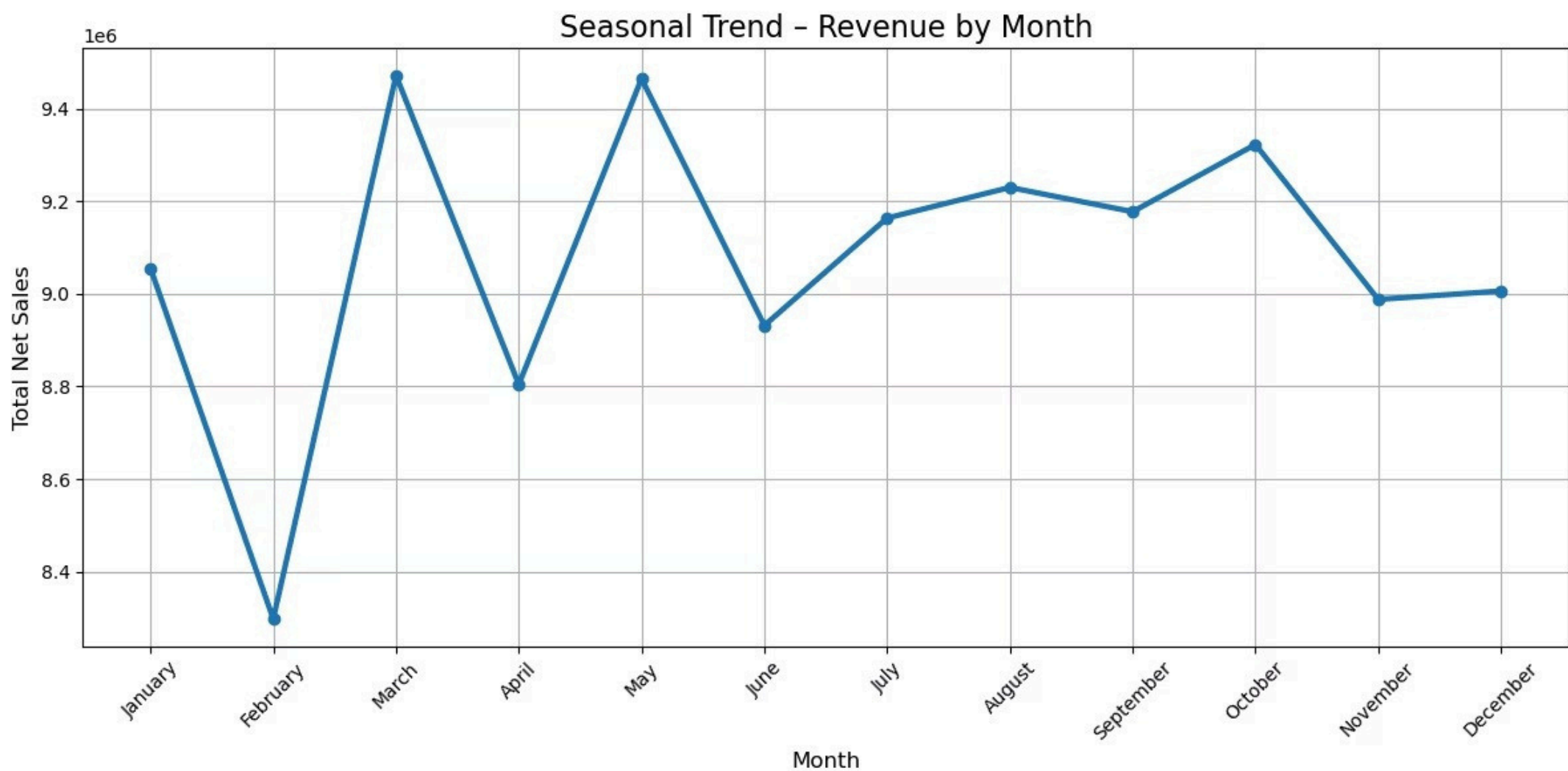
Return Rate %: 7.477567298105684

3. Identifying Critical Trends and Patterns

=== SeasonalTrend: Revenue by Month ===

Month
January 9055508.48
February 8298269.92

March 9471519.30
April 8804584.72
May 9464628.24
June 8931666.70
July 9163736.81
August 9229816.43
September 9177392.63
October 9322530.67
November 8987982.99
December 9006213.03



=== Seasonal Trend: Revenue by Day of Week ===

DayOfWeek Monday Tuesday

14969363.28

15582845.17

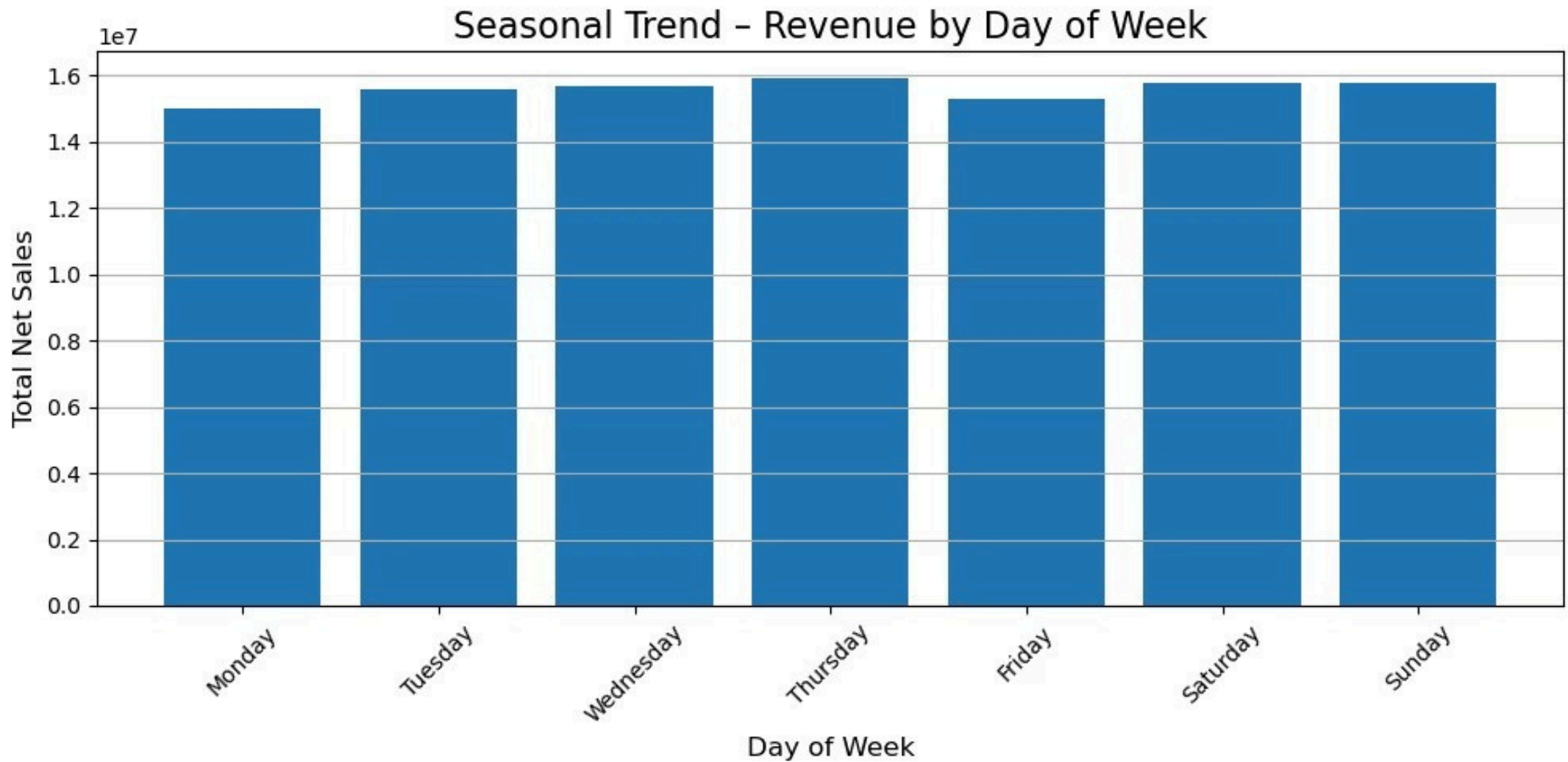
Wednesday 15644919.35

Thursday 15915678.64

Friday 15286186.31

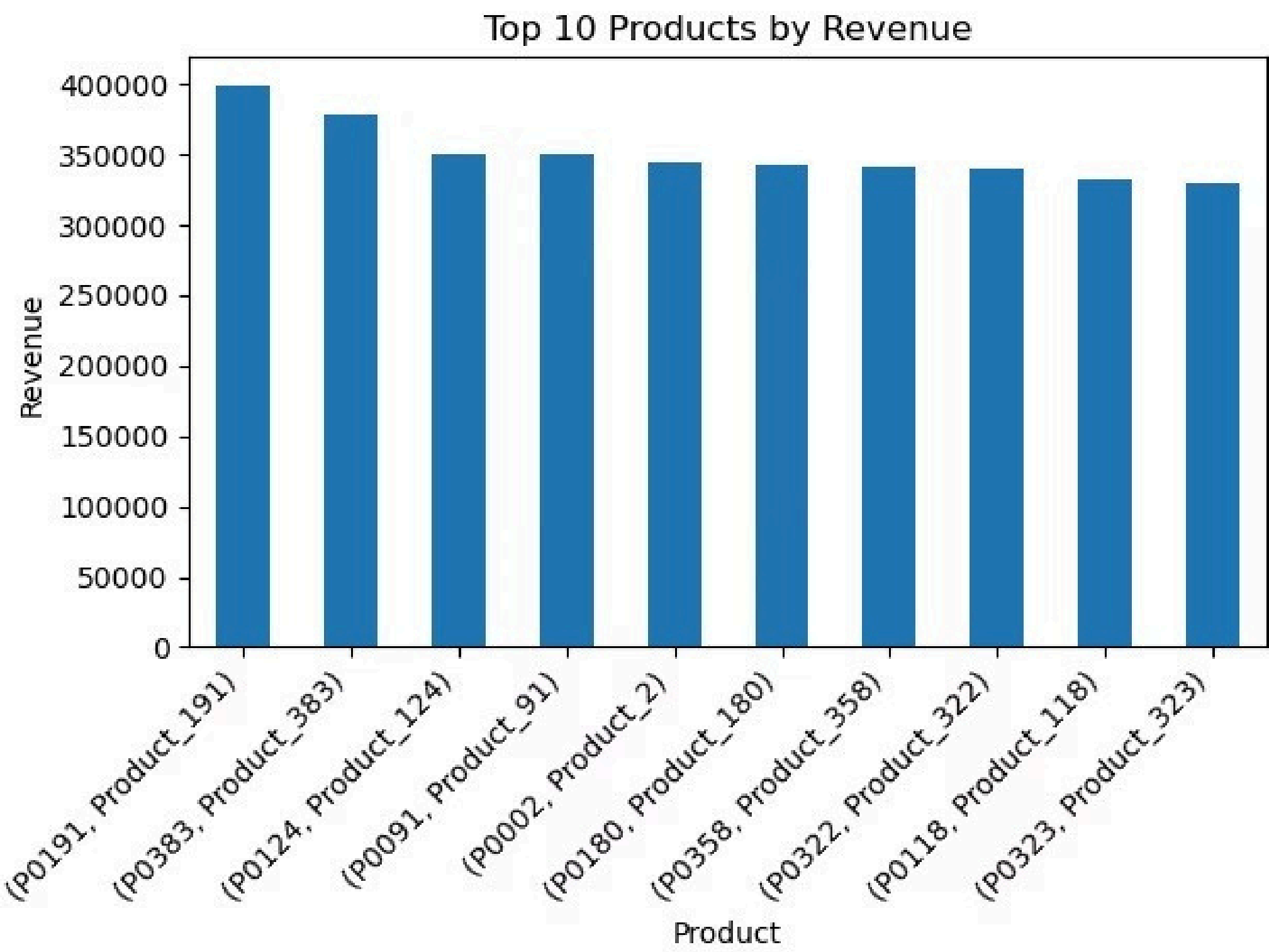
Saturday 15768353.74

Sunday 15746503.43

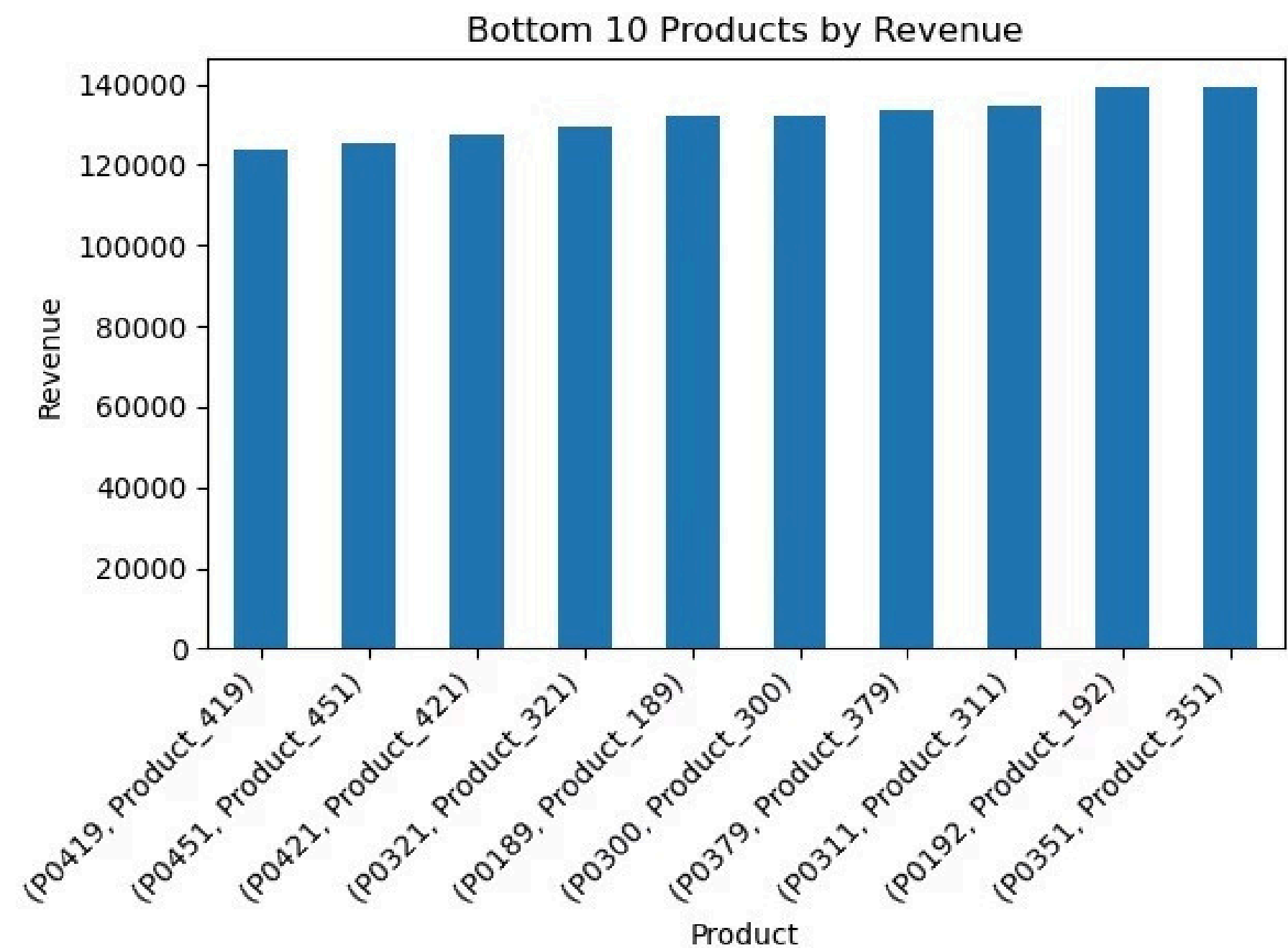


4. Product Performance

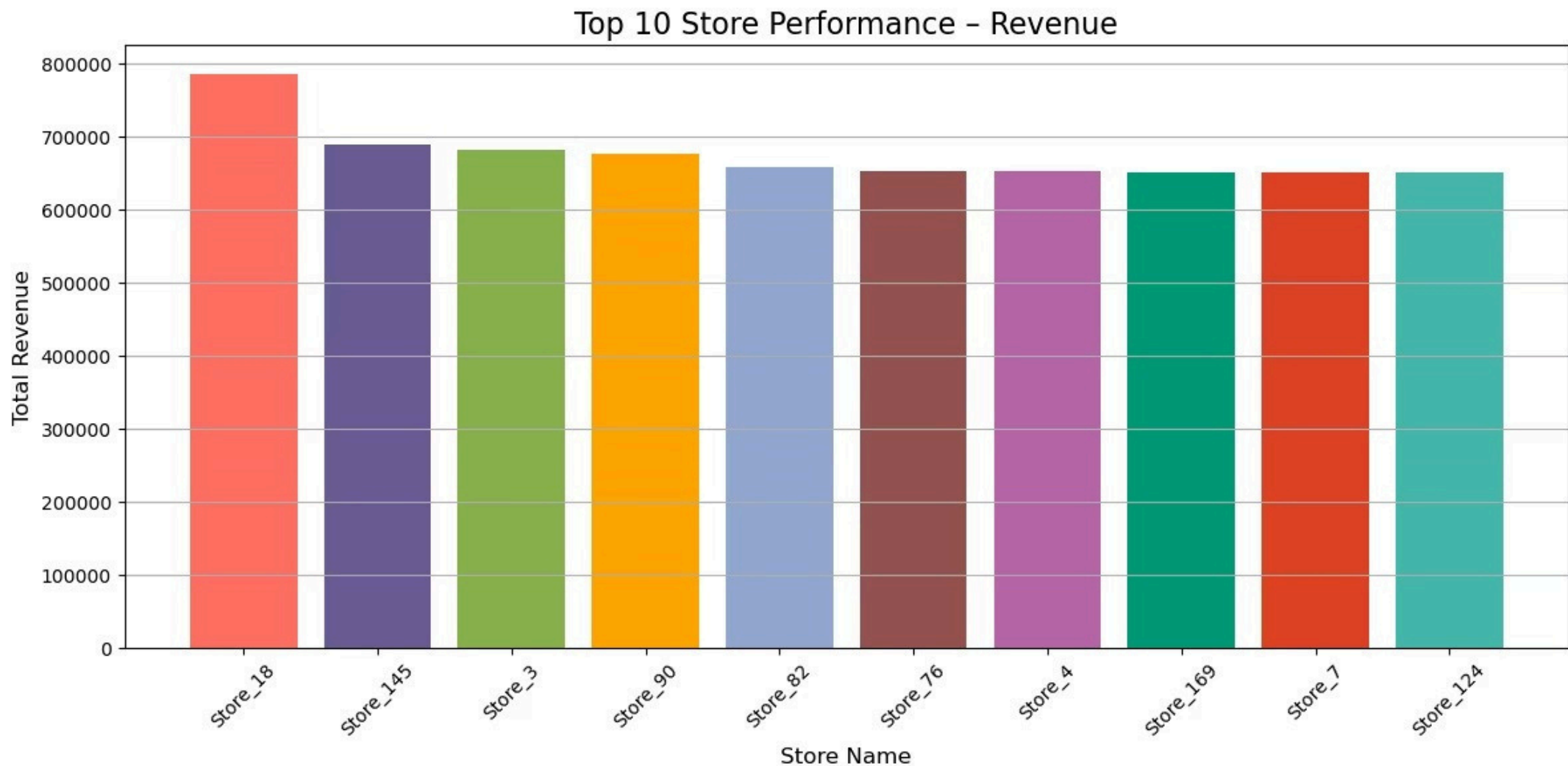
Top 10 products



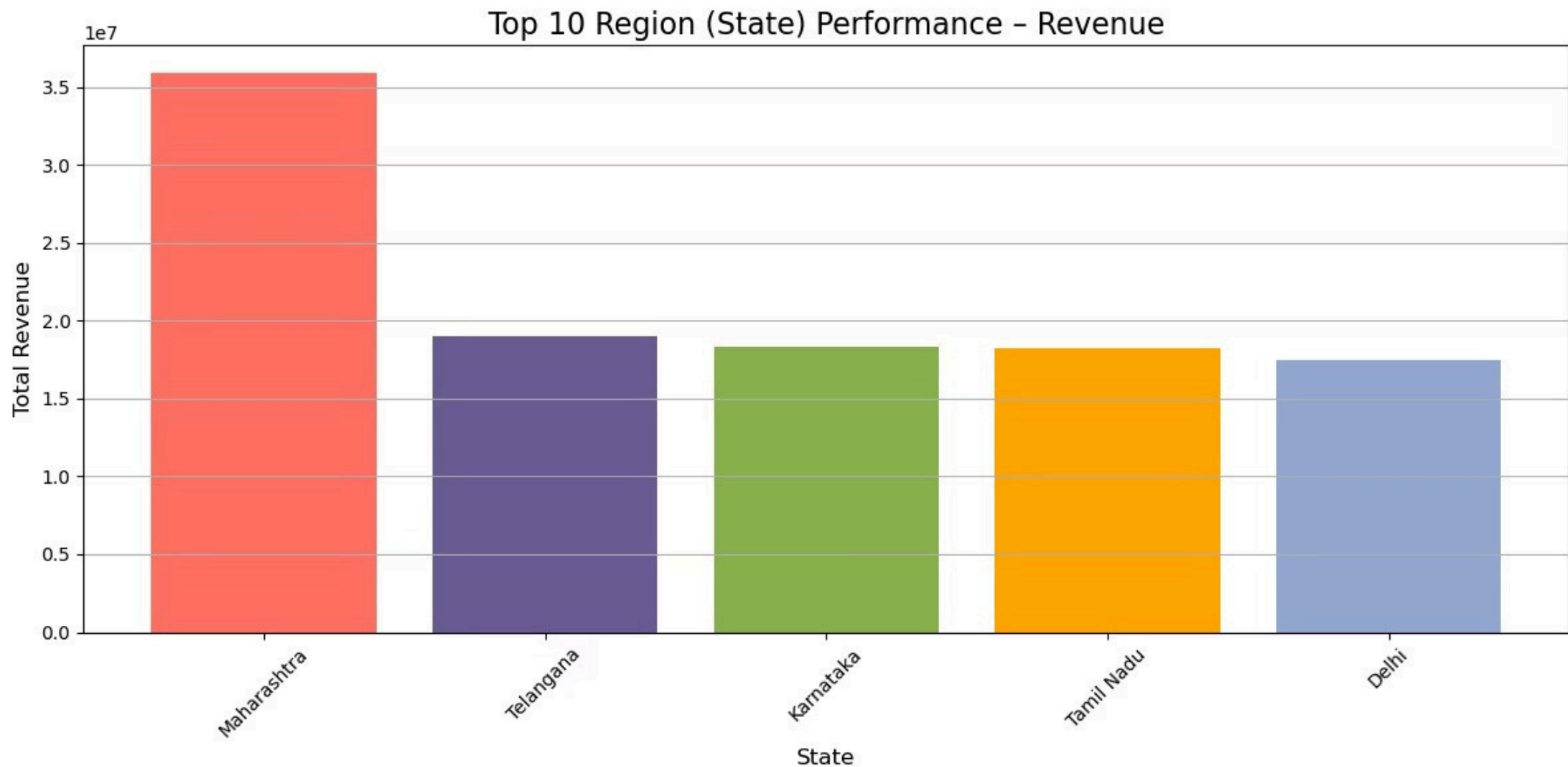
Bottom 10 products



6. Store and region performance



Top 10 region performance



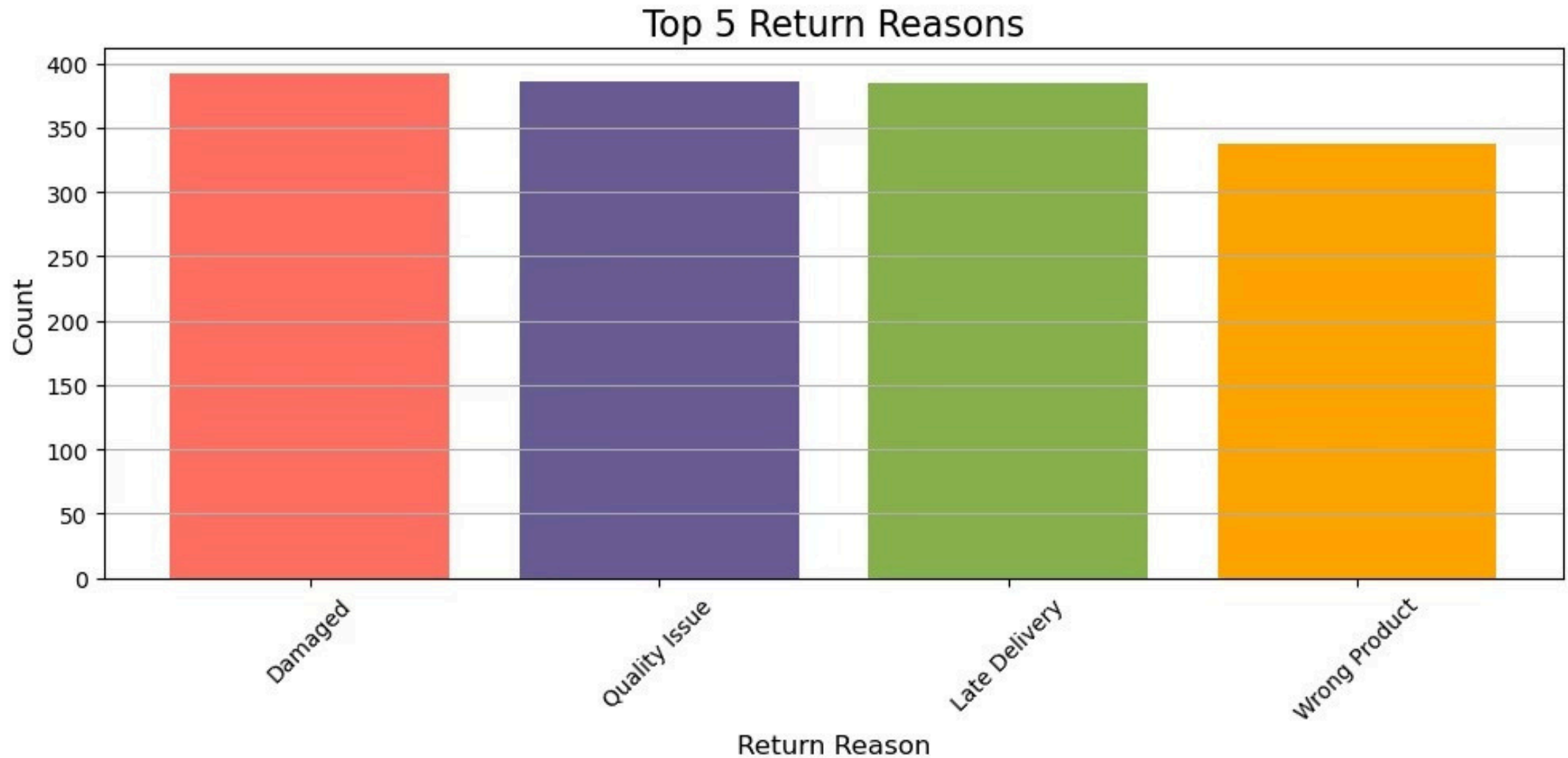
7. Customers



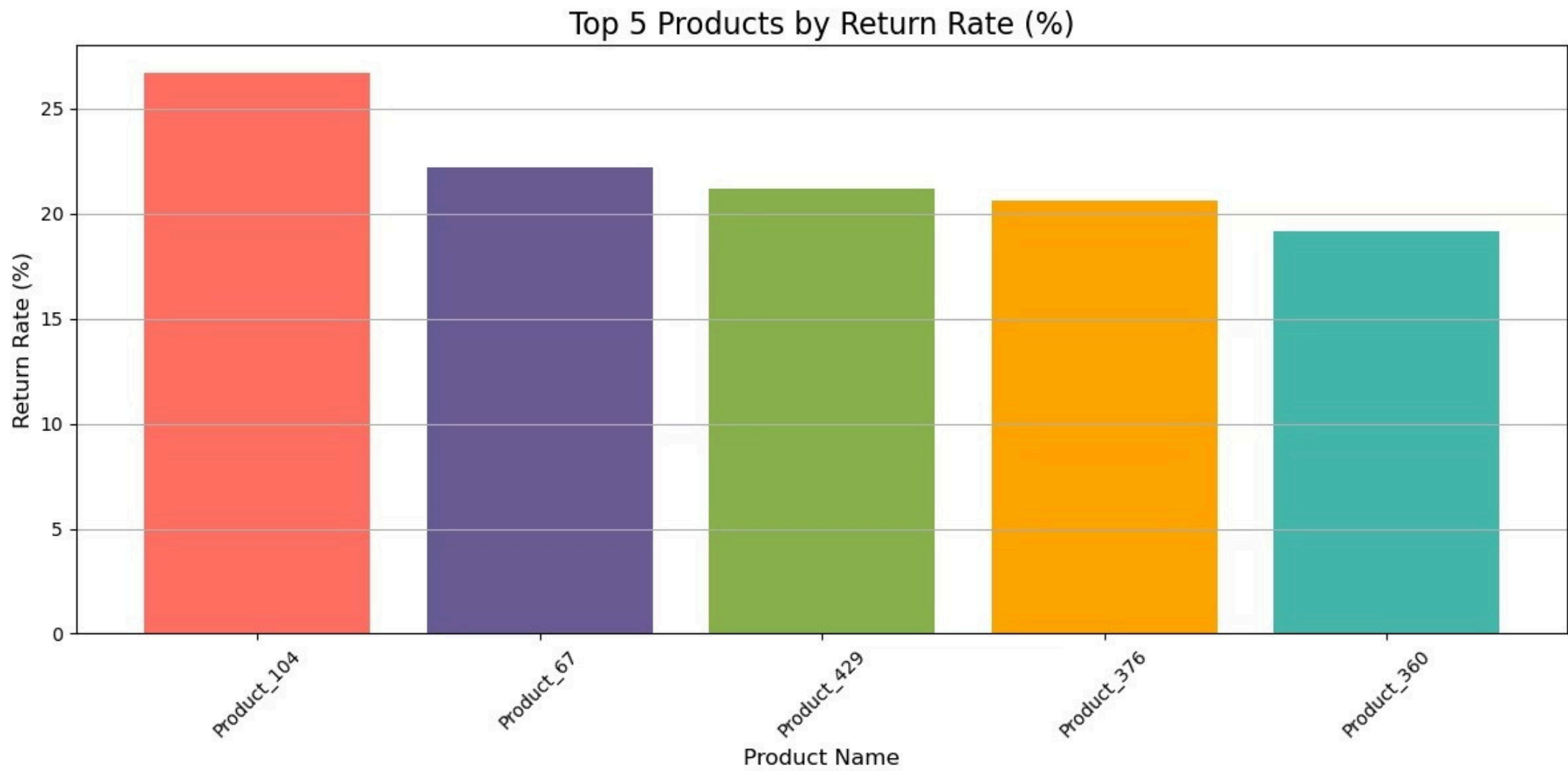
New vs Returning customers-last 6 months



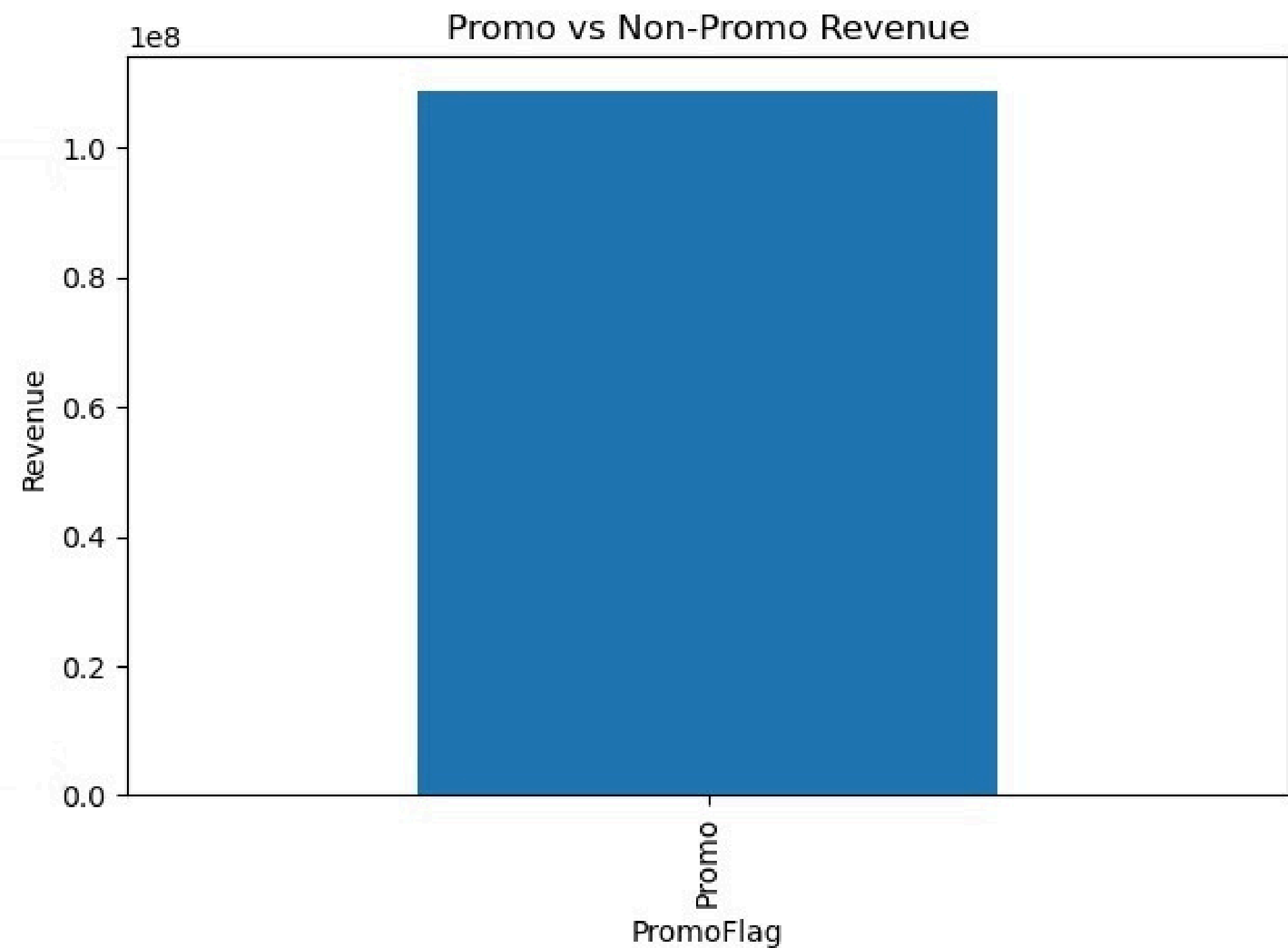
8. RETURNS ANALYSIS



Return rate



9. promo vs non-promo



9. Findings

" Total Revenue: 108,913,849.92
" Total Orders: 20000
" Total Customers: 4920
" Overall Return Rate: 7.48%

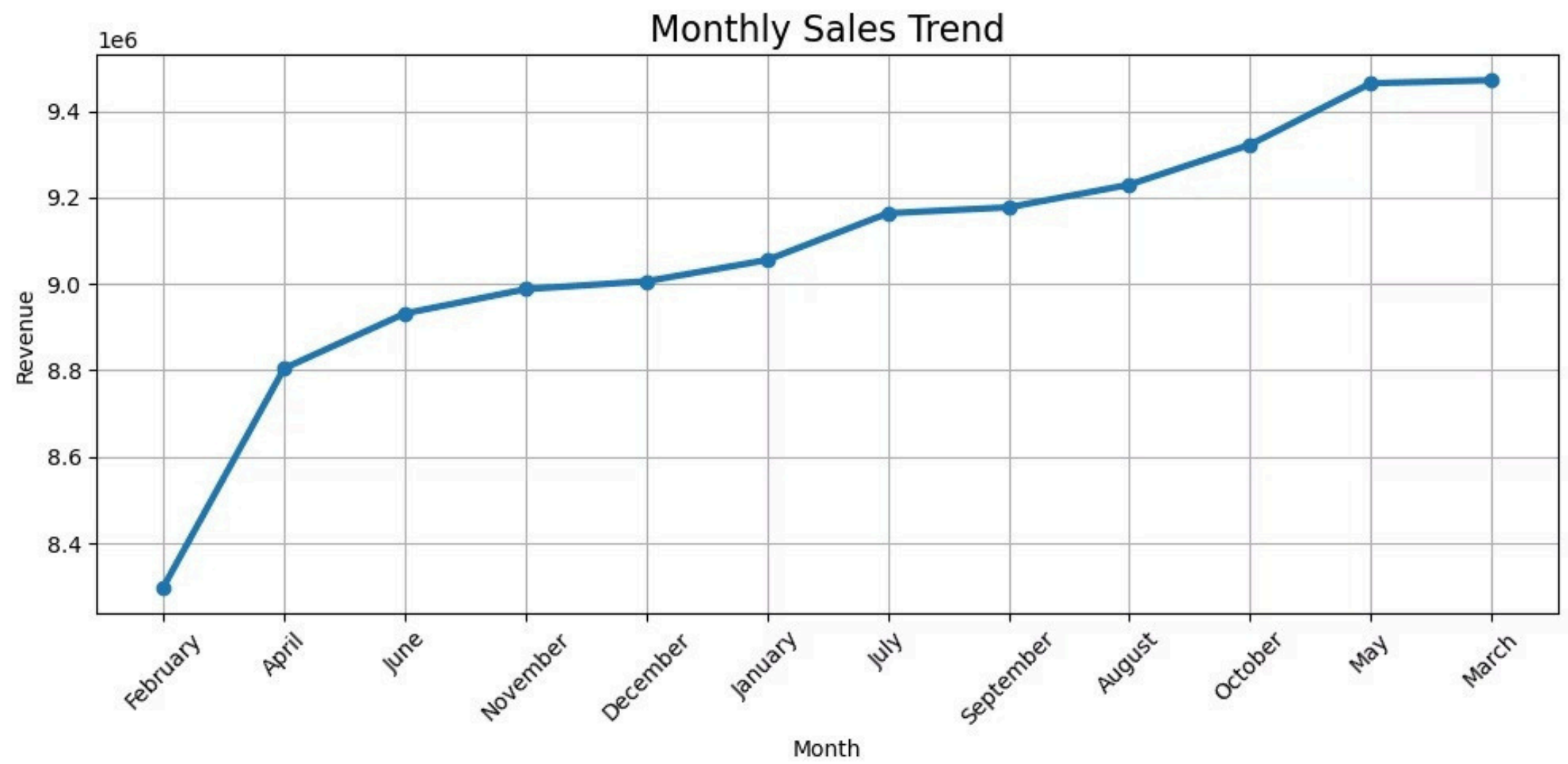
" Top 5 Stores by Revenue:

Store Name	
Store_18	786365.88
Store_145	689695.03
Store_3	682263.94
Store_90	676263.90
Store_82	659341.32

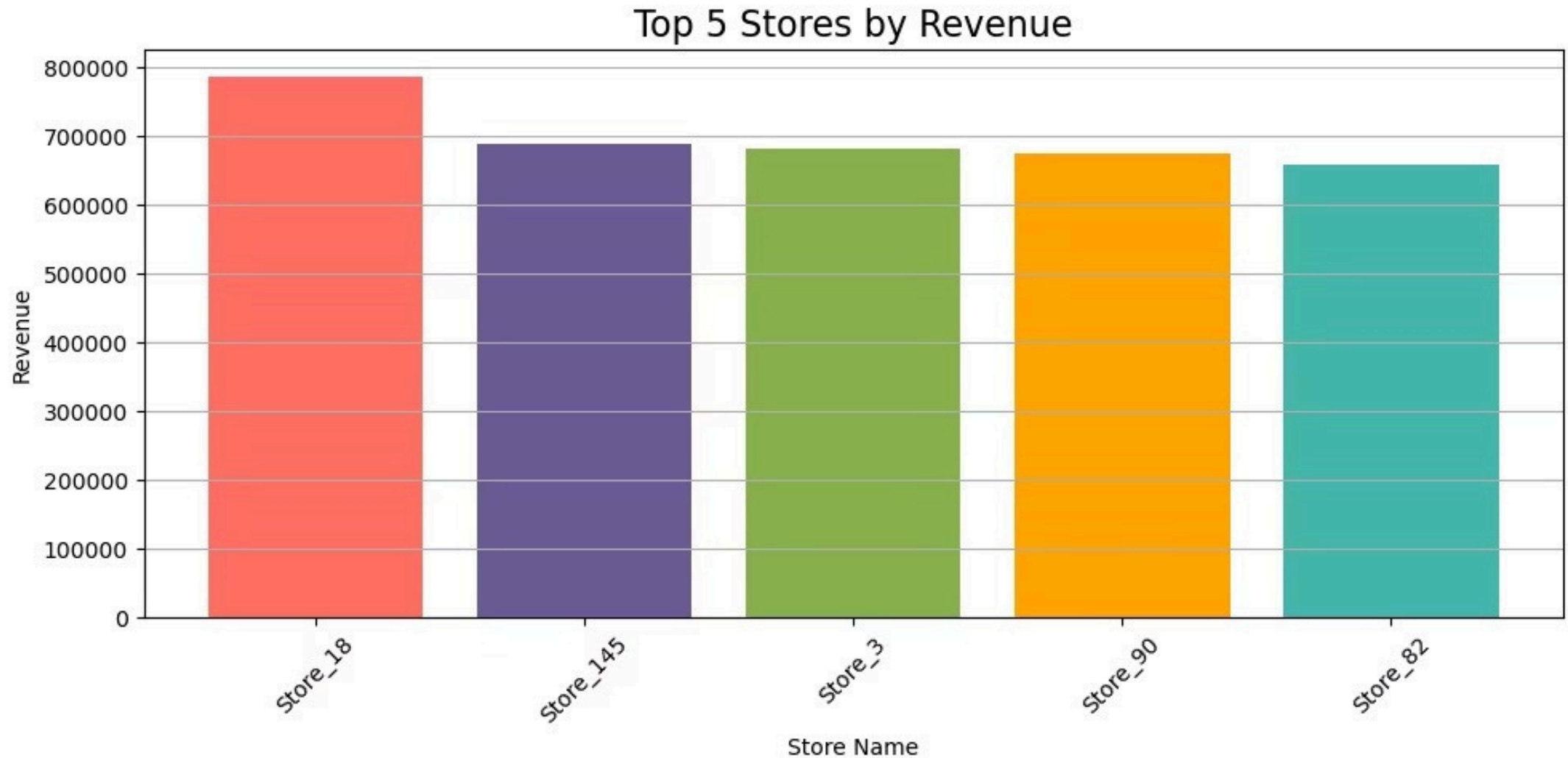
" Top 5 Best Selling Products:

ProductName	
Product_191	39917.34
Product_383	39917.34
Product_91	382855.27
Product_2	359184.01
	355430.83
	346754.36

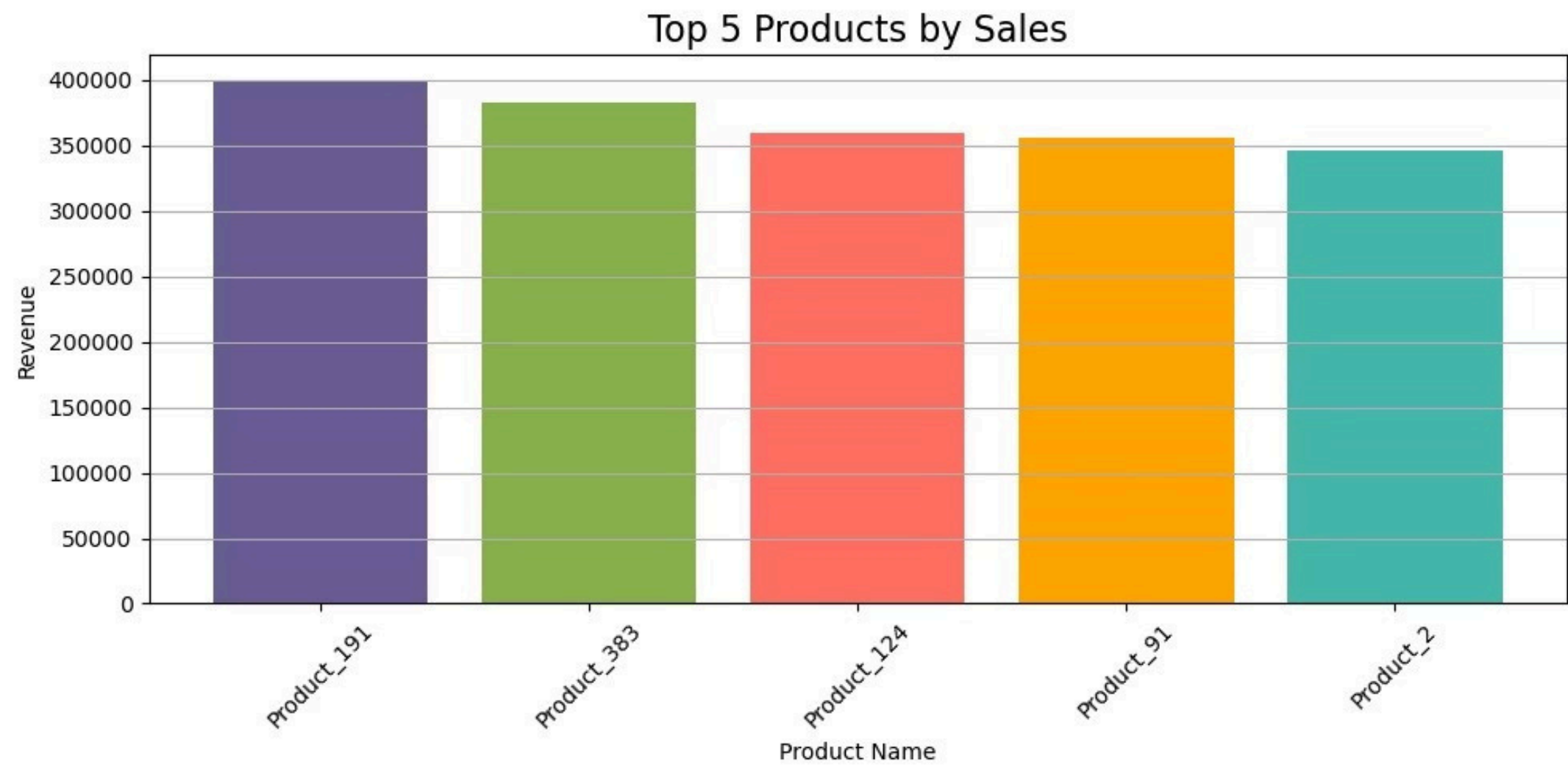
Monthly sales trend



Top 5 stores by revenue



Top 5 products by sales



11. RECOMMENDATIONS

1. Improve product quality for items with high return rates.
2. Increase inventory for top-selling products to reduce stockouts.
3. Reduce discounts on low-margin items to protect profitability.
4. Focus marketing on high-performing states and cities.
5. Launch retention programs since returning customers drive more revenue.
6. Optimize promotions to keep only those that improve both revenue and margin.
7. Improve product visibility for high-margin but low-sales items.
8. Prepare inventory and staff ahead of peak seasonal months.
9. Re-evaluate product categories with the highest return percentages.
10. Enhance customer experience through faster delivery and better support.