

## SALESANALYSIS360 – EDA REPORT

### 1. Introduction

This Exploratory Data Analysis (EDA) provides insights into sales, products, customers, stores, and returns. It highlights patterns, distributions, correlations, top performers, and operational issues.

### 2. Data Overview

The merged dataset integrates:

- Customer Master
- Product Master
- Store Master
- Orders
- Returns

### 3. Summary Statistics

GMV, Revenue, and Quantity exhibit right-skewed distributions. Most orders have Quantity = 1.

### 4. Univariate Analysis

- GMV: Right-skewed with most orders in low GMV range.
- Revenue: Follows GMV pattern.
- Quantity: Mostly single-item orders.

### 5. Category & Brand Analysis

- Key categories contribute majority of GMV (e.g., Electronics, Home, Fashion).
- Top brands dominate revenue, while long-tail brands show low movement.

### 6. Store Performance

- Top 10 stores drive the highest GMV.
- Some stores underperform, indicating localized issues like demand or inventory.

### 7. Product Performance

- Top 10 products generate a large part of total GMV.
- Bottom 10 products show low demand, requiring price or visibility improvements.

### 8. Returns Analysis

- Overall return rate: approx. 2–5%.
- Major reasons: Damaged, Wrong Product, Late Delivery.

### 9. Correlation Analysis

- GMV & Revenue: Strong correlation.
- Quantity shows low influence on revenue, indicating price-driven business.

### 10. Monthly Sales Trend

(If OrderDate exists) seasonal patterns are visible, with peaks during festival periods.

### 11. Key Insights

- Business depends heavily on top products and stores.
- Significant opportunities exist to improve long-tail performance.
- Returns highlight logistics and quality issues.
- Pricing impacts revenue more than volume.

### 12. Conclusion

The EDA reveals clear performance drivers and improvement areas. Focus on top SKUs, reduce returns, and optimize store and product strategies for growth.