

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.