Flipkart Sales Analytics — Executive Summary -

Period analysed: (data Analysis by Somnath Sahu

Headline KPIs

- **Total sales: ₹4.40 million** (₹44.00 lakh)

- **Total profit: ₹2.68 million** (₹26.80 lakh)

- **Reported average profit (as provided): ₹6.59 lakh**

- **Best customer-engaging month: January**

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1. Regional Sales & Profitability

Key insight

- **North** is the largest revenue region with **₹12.80 lakh** in sales and **₹7.93 lakh** in profit.

- **East** follows with **₹10.20 lakh** sales & **₹5.56 lakh** profit.

- **South**: **₹11.68 lakh** sales & **₹7.33 lakh** profit.

- **West**: **₹9.28 lakh** sales & **₹6.02 lakh** profit.

Takeaway

- North and South are the highest revenue contributors; North shows strong gross revenue while South posts the highest delivery success (see delivery section). East has moderate revenue but lower profit margin vs North/South — an opportunity to investigate product mix or discounting in East.

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2. Payment Method Performance

Key insight

- **Net Banking** is the top payment channel by revenue: **₹10.53 lakh**.

- Followed by **UPI: ₹8.84 lakh**, **Credit Card: ₹8.55 lakh**, **Debit Card: ₹8.03 lakh**, **COD: ₹8.01 lakh**.

- Net Banking is especially strong in **North** and **East**.

Takeaway

- Promote Net Banking offers in North/East to further increase high-value conversions. Consider targeted incentives to drive higher adoption of UPI (fast-growing channel) in regions where it's under-indexed.

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3. Peak Hours & Sales Timing

Key insight

- Platform shows clear daily peak purchase windows. Top hours of purchase activity are:

    - **03:00 AM**, **05:00 PM (17:00)** and **10:00 AM** (these are the highest-activity hours based on supplied hourly pattern).

Takeaway

- Prioritize time-sensitive campaigns, push notifications and flash offers around **10:00 AM** and **5:00 PM**. Use the early-morning spike (**03:00 AM**) for low-cost reminders or to serve specific customer segments (e.g., shift workers, different time-zone buyers).

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4. Monthly & Seasonal Patterns

Key insight

- **January** is the highest-engagement month with **274 orders** and **₹3.09 million** in peak sales (₹30.86 lakh).

- February and March show much lower volumes (₹0.87M and ₹0.27M respectively), then flatten further in April–June.

Takeaway

- January is a clear priority month for marketing and inventory planning (holiday/seasonal uplift?). Investigate which campaigns, product lines or promotions drove January spikes and replicate successful tactics for future seasonal planning.

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5. Order Status Distribution & Fulfillment Health

Snapshot

- Delivered: **104 orders (25.55%)**

- Shipped: **103 orders (25.31%)**

- Returned: **101 orders (24.82%)**

- Pending: **99 orders (24.32%)**

Takeaway

- The distribution is almost evenly split across statuses — only ~25% delivered so far. High returned and pending proportions indicate potential operational friction (returns, delivery delays or order cancellations). Root-cause analysis required on returns reasons and pending-shipping bottlenecks.

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6. Regional Delivery Performance (Success Rate)

Counts (status buckets per region)

- **North:** successful 29 | on-the-way 28 | failed 31 | yet-to-ship 35 (total 123) → **Success rate ≈ 23.6%**

- **South:** successful 31 | on-the-way 25 | failed 20 | yet-to-ship 20 (total 96) → **Success rate ≈ 32.3% (highest)**

- **East:** successful 28 | on-the-way 26 | failed 24 | yet-to-ship 23 (total 101) → **Success rate ≈ 27.7%**

- **West:** successful 16 | on-the-way 24 | failed 26 | yet-to-ship 21 (total 87) → **Success rate ≈ 18.4%**

Takeaway

- **South leads delivery success (≈32.3%)**, while **West shows the weakest success (≈18.4%)**. Prioritize logistics & last-mile partner review in West and North; capture why South is performing well (preferred carriers / packaging / fulfillment centers) and replicate those practices.

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7. Brand Profitability (Top contributors)

Top brands by total profit

- **OnePlus: ₹3.26 lakh**

- **Nike: ₹2.45 lakh**

- **Boat: ₹1.96 lakh**

- **Xiaomi: ₹1.58 lakh**

- **Lenovo: ₹1.26 lakh**

- **Total reported brand profit: ₹10.51 lakh**

Takeaway

- OnePlus and Nike are the most profitable brands — optimize assortment, run premium promotions for those brands, and consider exclusive bundles. Review underperforming brands to decide whether to adjust pricing or reduce discounting.

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8. Top Selling Products (by revenue)

Top SKUs (sales)

- **Puma Snacks Electronics_38: ₹6.36 lakh**

- **OnePlus Furniture Sports_88: ₹6.19 lakh**

- **LG Shoes Home_42: ₹6.11 lakh**

- **Puma Gym Sports_37: ₹6.07 lakh**

- **Nike Mobile Clothing_44: ₹5.99 lakh**

Takeaway

- Several high-revenue SKUs cross categories — focus inventory, cross-sell and replenishment strategies for these top-performers. Examine profit per SKU (some high revenue SKUs may have low margins due to discounts).

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9. Best Ordering Categories (by number of orders)

Order counts

- **Home:** 106 orders

- **Electronics:** 100 orders

- **Sports:** 101 orders

- **Grocery:** 58 orders

- **Clothing:** 42 orders

Takeaway

- Home, Electronics and Sports are top drivers of order volume — align promotions and merchandising to these categories. Clothing has fewer orders but could have higher AOV; check revenue contribution per category.

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10. Seasonal Product Trends (regional highlights)

Top seasonal SKUs by region (sales)

- **South:** Puma Gym Sports_37 — **₹0.76 lakh**; Xiaomi Shoes Home_78 — **₹0.73 lakh**

- **West:** JBL Snacks Electronics_86 — **₹0.64 lakh**; Samsung Mobile Clothing_22 — **₹0.60 lakh**

- **East:** Nike Mobile Clothing_120 — **₹0.63 lakh**; Nike Snacks Electronics_104 — **₹0.53 lakh**

- **North:** Apple Shoes Electronics_74 — **₹0.48 lakh**; Samsung Mobile Electronics_96 — **₹0.48 lakh**

Takeaway

- Product preferences differ by region; tailor regional catalogs and ads. For example, gym/sports items peak in South — plan region-level promotions and inventory.

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11. Average Profit — Regional

- **South: ₹7,639** (average profit as supplied)

- **West: ₹6,919**

- **North: ₹6,448**

- **East: ₹5,501**

Takeaway

- South posts the highest average profit per given unit (as supplied), reinforcing South's high performance in both profitability and delivery success. East lags and is a candidate for margin-improvement measures.

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12. Recommendations (quick action plan)

1. **Operational fixes**

   - Investigate high pending/returned ratios — analyze root causes (delivery delays, product quality, incorrect listings).

- Improve logistics in West and North — test alternate carriers or local distribution centers.

2. **Commercial/marketing**

   - Double down on **January** playbook — replicate successful campaigns in similar months.

   - Promote Net Banking & UPI in regions where they're already strong; incentivize UPI where adoption lags.

   - Run time-targeted campaigns around **10:00 AM** and **5:00 PM** to maximize conversion windows.

3. **Merchandising & assortment**

   - Prioritize inventory and margin optimization for **OnePlus, Nike** and top SKUs.

   - Reassess discounting on top-selling but lower-margin SKUs.

4. **Reporting & metrics**

   - Standardize KPI definitions (e.g., clarify what the "average profit = ₹6.59 L" refers to — per order, per customer, per month?).

   - Add a delivery-funnel dashboard showing time-to-ship, carrier performance, and return reasons.

Appendix — Numbers (formatted)

Regional sales & profit

- North — **Sales:** ₹12.80 L | **Profit:** ₹7.93 L

- South — **Sales:** ₹11.68 L | **Profit:** ₹7.33 L

- East — **Sales:** ₹10.20 L | **Profit:** ₹5.56 L

- West — **Sales:** ₹9.28 L | **Profit:** ₹6.02 L

Payment channel revenue

- Net Banking: **₹10.53 L**

- UPI: **₹8.84 L**

- Credit Card: **₹8.55 L**

- Debit Card: **₹8.03 L**

- COD: **₹8.01 L**

Top brand profits

- OnePlus: **₹3.26 L** | Nike: **₹2.45 L** | Boat: **₹1.96 L** | Xiaomi: **₹1.58 L** | Lenovo: **₹1.26 L**
  Total brand profit (reported): ₹10.51 L

Top product sales (examples)

- Puma Snacks Electronics_38 — **₹6.36 L**

- OnePlus Furniture Sports_88 — **₹6.19 L**

- LG Shoes Home_42 — **₹6.11 L**
  (others shown above)

Monthly peak sales (peak_sales)

- January — **₹3.09 M** (₹30.86 L) — highest engagement month

- February — **₹0.87 M** (₹8.71 L)

- March — **₹0.27 M** (₹2.70 L)

- April — **₹79.09 K**

- May — **₹33.73 K**

- June — **₹57.26 K**

*Data Analysis By Somnath Sahu.