

Retail Sales Analysis Insights (2021-24)

1. Overall Performance

- The business generated **₹12.79bn in Total Sales** from 2021–2024.
- Total Profit reached **₹1.92bn**, indicating a healthy **15% profit margin**.
- A total of **499K units** were sold with an **Average Order Value of ₹19.21K**.

2. Monthly Sales Trend Insights

- Sales show **consistent fluctuations**, with peaks around:
 - **Jan 2022 (258M)**
 - **Jun 2022 (279M)**
 - **Jan 2024 (278M)**
- The lowest dip occurs around **Jan 2023 (248M)**.
- However, the trend remains **strong and stable**, showing no long-term decline.

3. Top Products by Profit

- **Accessories (Mouse, Keyboard, Headphones, Monitor)** dominate the top 5 profits.
- These products provide **high-margin revenue** and account for a significant share of total profit.

4. Payment Mode Insights

All payment methods perform strongly, but:

- **UPI, Credit Card, and Debit Card** each contribute **2.6bn in sales**, making them the most preferred modes.
- **Cash and Net Banking** contribute slightly lower (**2.5bn**).

5. Profit by Segment

- All three segments contribute almost equally.
- However, **Corporate** provides a slight edge in profitability, indicating **high-value orders and better margins** in the corporate sector.

Overall Business Conclusion

Dataset and dashboard reveal that the business is:

- **Financially strong**, growing steadily with stable monthly sales.
- **Most profitable in corporate buyers** and **high-margin accessories**.
- **Driven by digital payments** as primary revenue channels.
- **Performing evenly across segments**, ensuring risk-free revenue diversification.