DMart-Indian Super Mart

SALES ANALYSIS - TABLEAU

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Introduction:

In India, a chain of hypermarkets is run by Avenue Supermarts Limited, often known as DMart, a retail company from India. With its first location in Powai's Hiranandani Gardens, it was established by Radhakishan Damani in 2002.

DMart collects consumer data based on the customers buying choices, with more data DMart can aim at a particular product based on the targeted audience. Over a period, it has gained success and consumer trust in Indian market and has become one stop store for the consumers as it provides a hugely discounted price on the products. In Indian society, DMart is comparable to Walmart and has traditionally competed with Walmart.

Goals:

- In this project the dashboard will include detailed visualizations explaining the reader about DMart's revenue model and extract insights from the consumer data of DMart.
- We will understand their business model (sales /profit /costs involved).
- We will also understand DMart's customer based in their home country and on a global scale

Data Source:

The dataset has been extracted and combined from two different Kaggle sources.

Dataset 1: This dataset consists of transactional categorical data from multiple stores globally.

Area	Back	Category (Dmart+ (Dma...	City (Dmart+ (Dma
GT Road	Back	Furniture	Ghaziabad
Phase 5	Back	Furniture	Hyderabad
Whitefield	Back	Office Supplies	Bengaluru
Kondhwa	Back	Furniture	Pune
Vishrambag	Back	Office Supplies	Sangli
Bhavani Peth	Back	Furniture	Solapur
Nagaram	Back	Office Supplies	Secunderabad
Bail Bazar Chowk	Back	Technology	Kalyan

Dataset 2: This dataset consists of sales and transactional data incorporating product details from multiple stores globally with major data coming from the Indian peninsula.

Area	Back	Category (Dmart+ (Dma...	City (Dmart+ (Dma
GT Road	Back	Furniture	Ghaziabad
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Kondhwa	Back	Furniture	Pune
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Bhavani Peth	Back	Furniture	Solapur
Nagaram	Back	Office Supplies	Secunderabad
Bail Bazar Chowk	Back	Technology	Kalyan
Kandivali East	Back	Office Supplies	Mumbai
Ram Nagar	Back	Office Supplies	Pune
Shivneri Colony	Back	Furniture	Amravati
Pimpri-Chinchwad	Back	Technology	Pune
Ram Nagar	Back	Office Supplies	Pune
New Budhwar Peth	Back	Office Supplies	Solapur

Sheet 1- Quarter Analysis
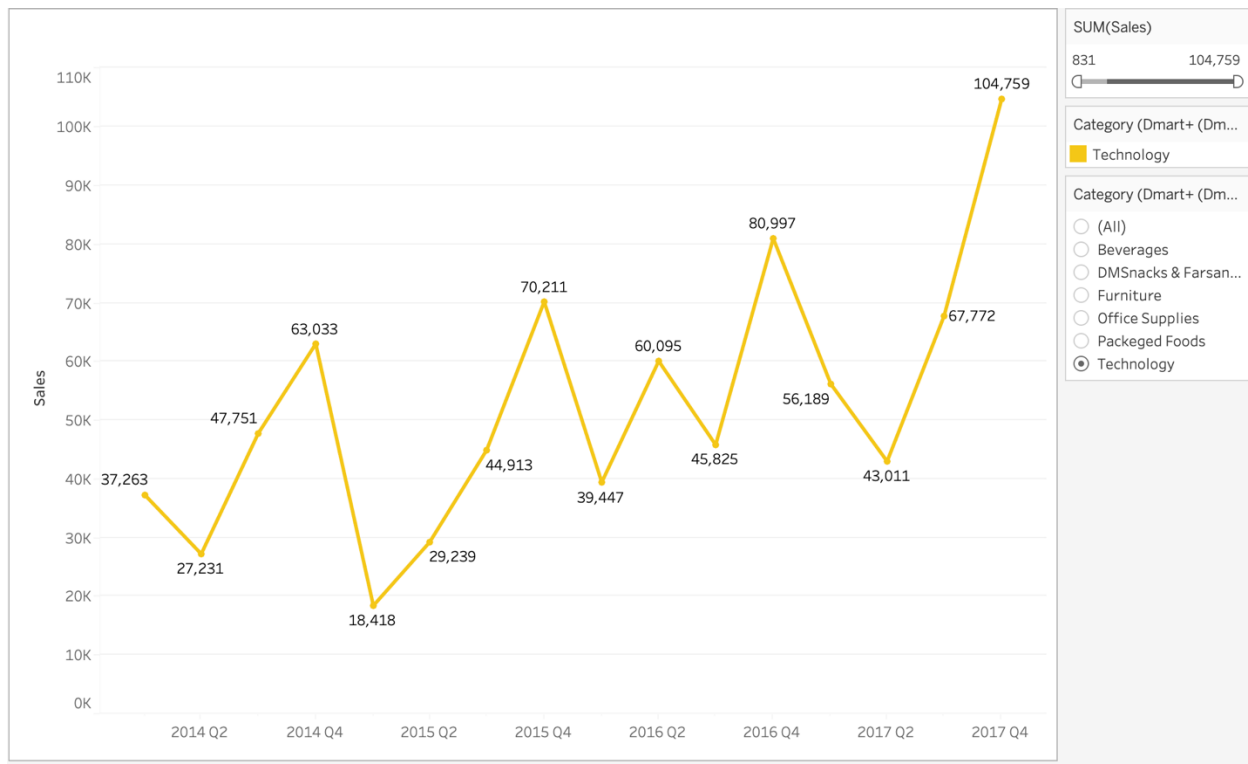
This visualization is a line graph, it demonstrates the Quarterly sales analysis of DMart stores for different product categories which can be individually selected in the dashboard (Technology selected currently). We can observe that there are peaks in each year's quarter 4. The X axis represents the quarters, and the Y axis represents the sales in the quarters. During the month of October and November, several India's biggest festivals are celebrated resulting in increasing consumer shopping behavior. This explains why the sales peak falls in the Quarter 4 of every year. Each product category imitates this trend indicating high sales in each group during the Q4.

Sheet 2 – Super Mart sales
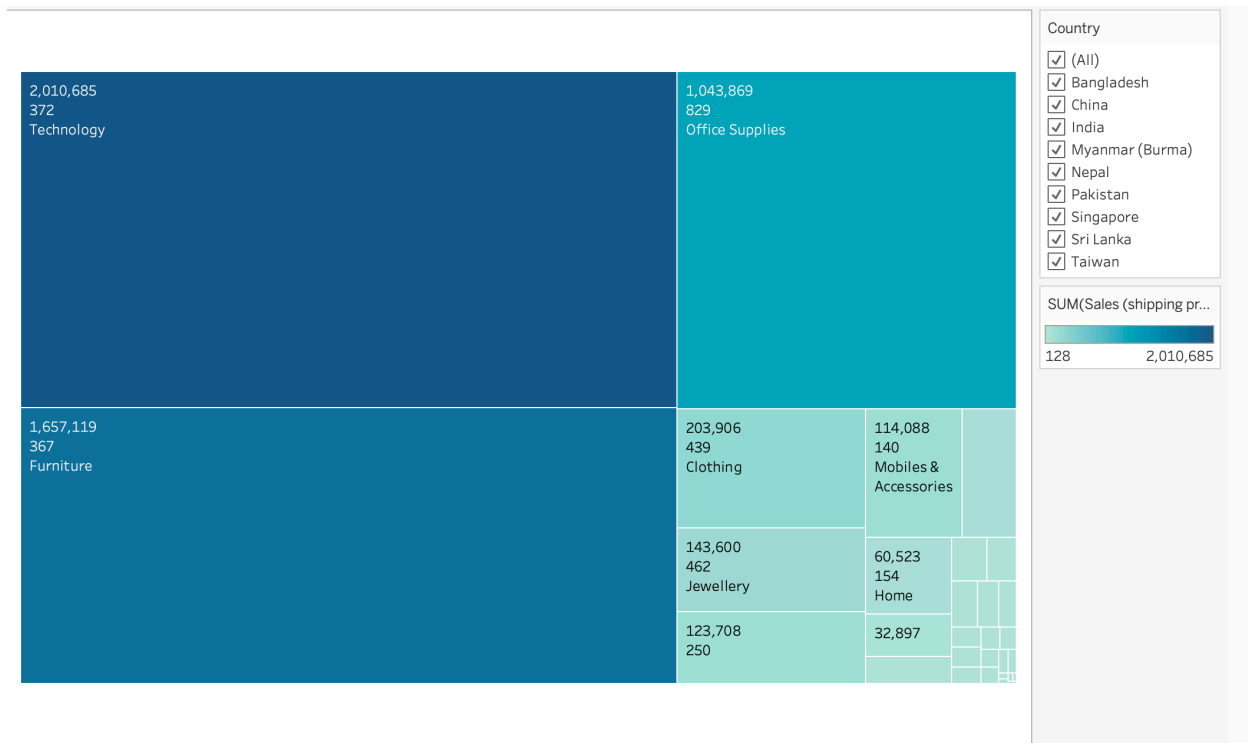
This visualization is a box plot, color and size are being used to represent the total sale value in each category. The labels represent the total sale value, number of units sold and the name of that category. There are multiple product categories that are being sold in DMart stores such as technology, furniture, office supplies clothing etc.

Technology takes the top spot which is shown as largest, followed by furniture and office supplies subsequently, technology is an umbrella term for most of the large appliances and electronics which is mostly of a greater selling price, even after having lesser number of units sold than other categories it still adds up to the highest total sale value and which is represented in the first block.

Sheet 3 – Order Priority based on Country
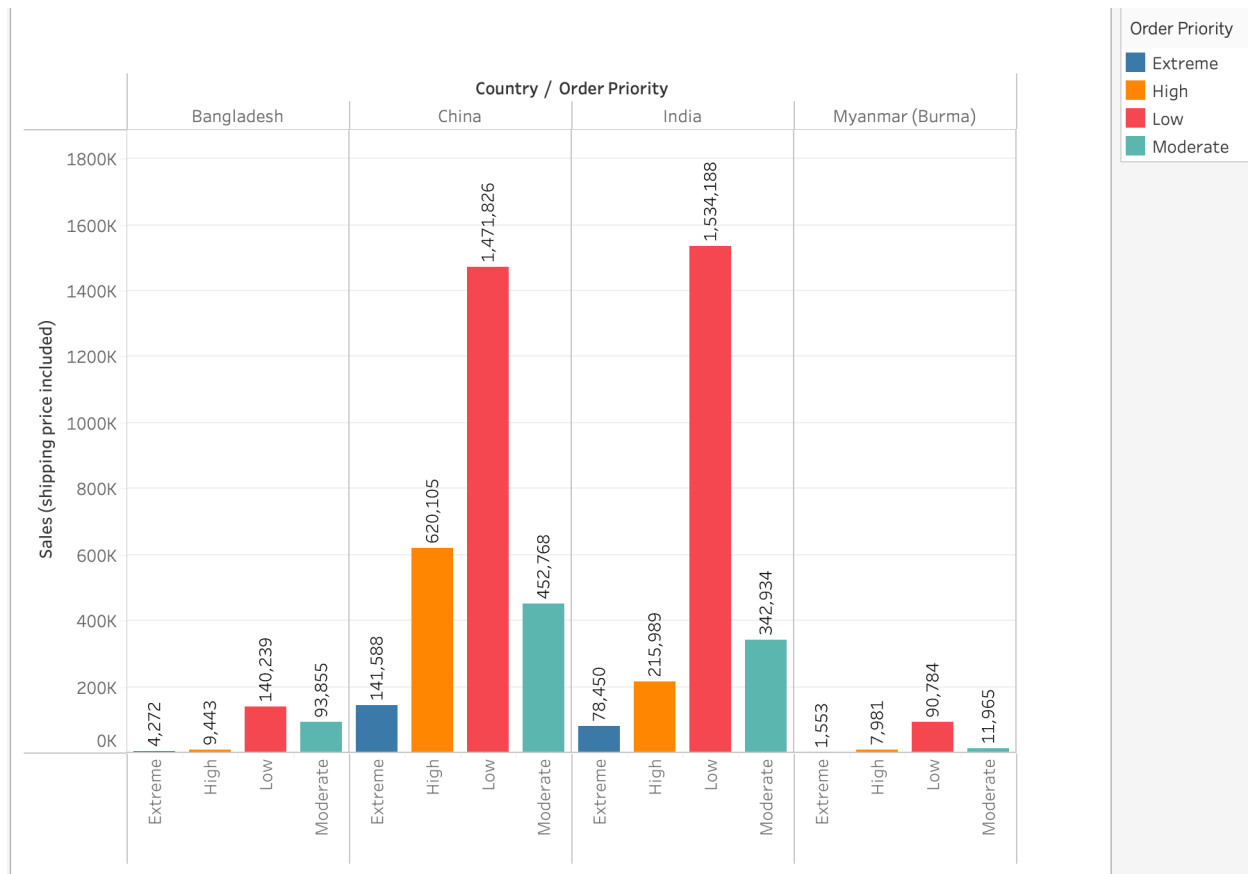
This visualization is a side-by-side bars plot and which the Y axis represents the sum of total sale value and the X axis represent different order priorities the four different plots represent the order priority trend for each country. We can observe that the low priority order is the most for each of the country .This is mainly because there is oftentimes an extra cost associated with an order which needs to be delivered at an extreme priority .D-mart just like other ecommerce organizations charges a premium delivery fee for faster delivery, this has often been observed that in countries like Bangladesh China India the logistics are not up to the mark So customers tend to buy most of the urgent goods from the local market itself People tend to wait more for costly products Like large appliances due to higher discounts available online , as we observed in the last visualization that technology has the highest total selling value this corresponds with the low order priority products having the highest total sale value.

Sheet 4 – Profit from stores
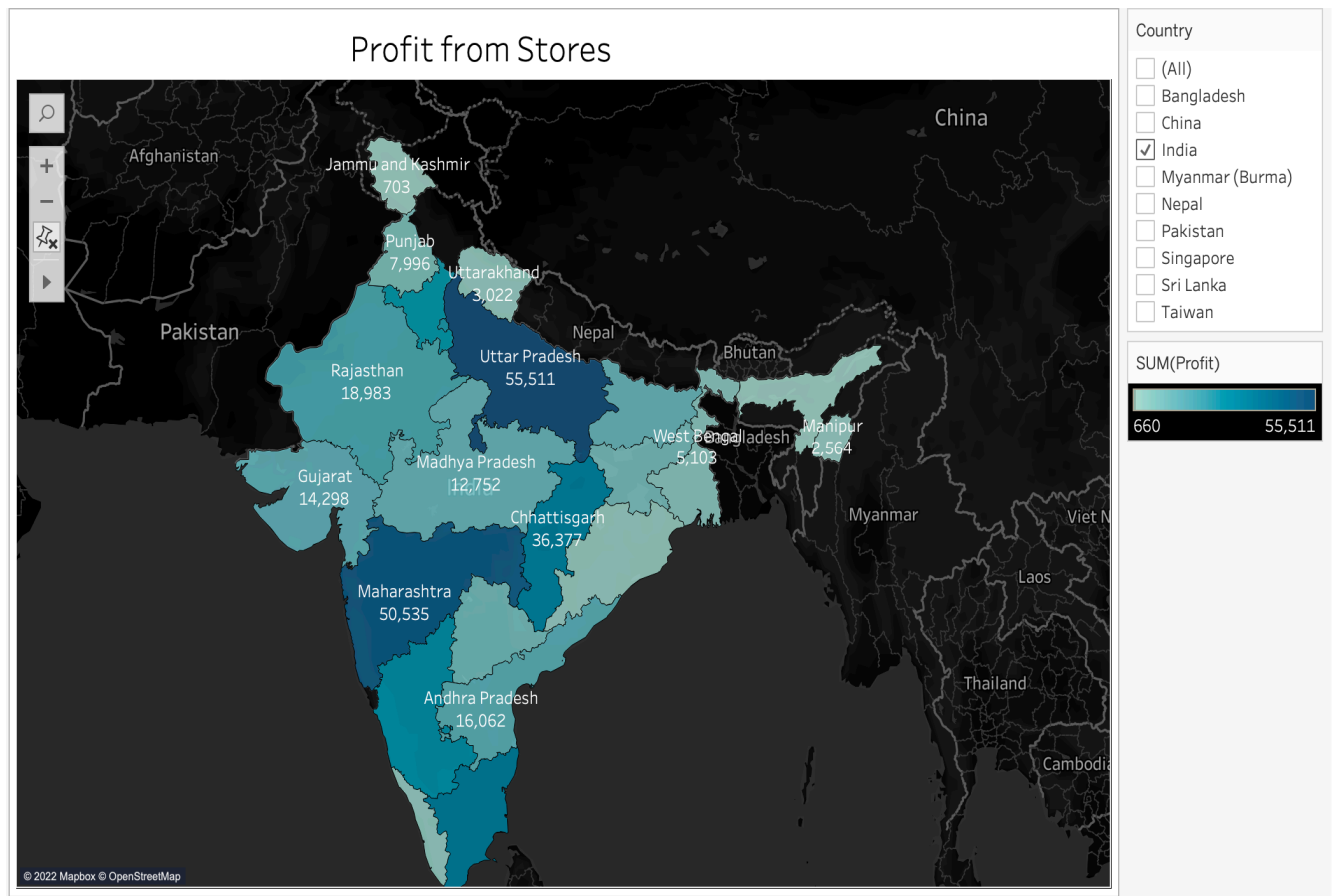
Above geographical illustration depicts the total profit earned by DMart stores in their individual states. Color blue with different saturation is used where highest saturation of blue represents highest profit. Uttar Pradesh tops the list followed by Maharashtra. Similarly, we can demonstrate for different countries the total profit earned by the store in their individual store.

Sheet 5 - Shipping cost
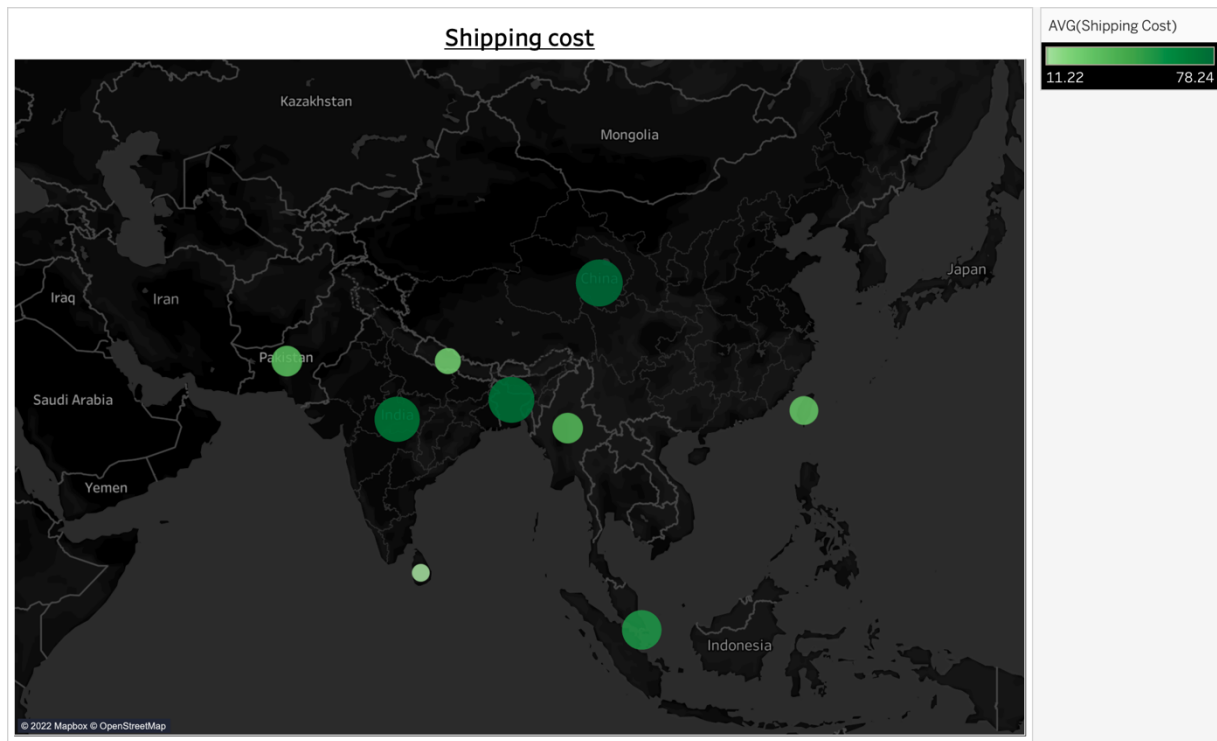
Shipping cost

This symbol map graph indicates the average shipping price on products in various countries. As can be observed here, the shipping cost is the highest in India and China as these countries are larger in size and has a larger customer base compared to their neighbors, the warehouses are mostly situated at a place far from city to save costs, but this leads to higher travel cost implying higher shipping cost.

Sheet 6 - Top 6 Stores
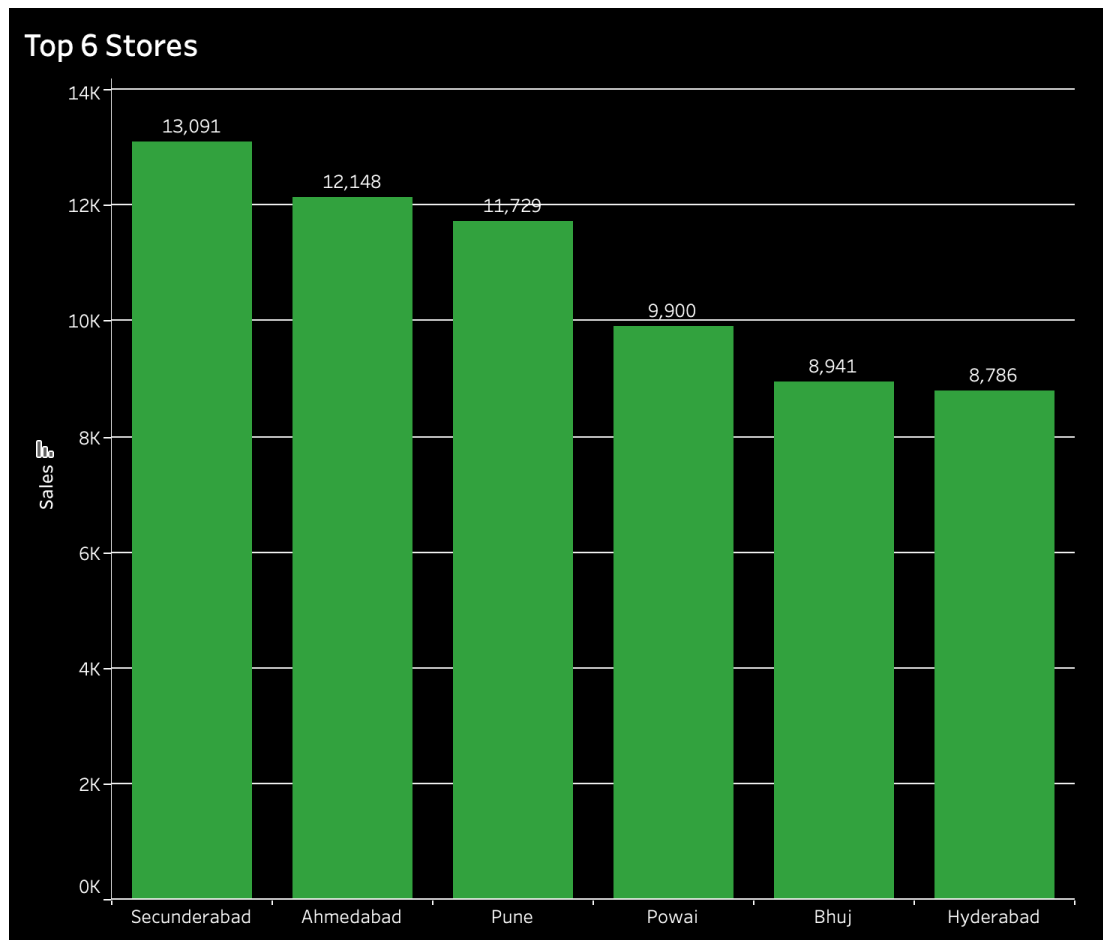
This bar plot is a visualization which exhibits the location of the top 6 stores across India in terms of total sales. The X axis represents the stores whereas the Y axis represents the sales made by the stores. Secunederabad tends to have made the most sales amongst the other stores across India.

Sheet 7: Sales by Country
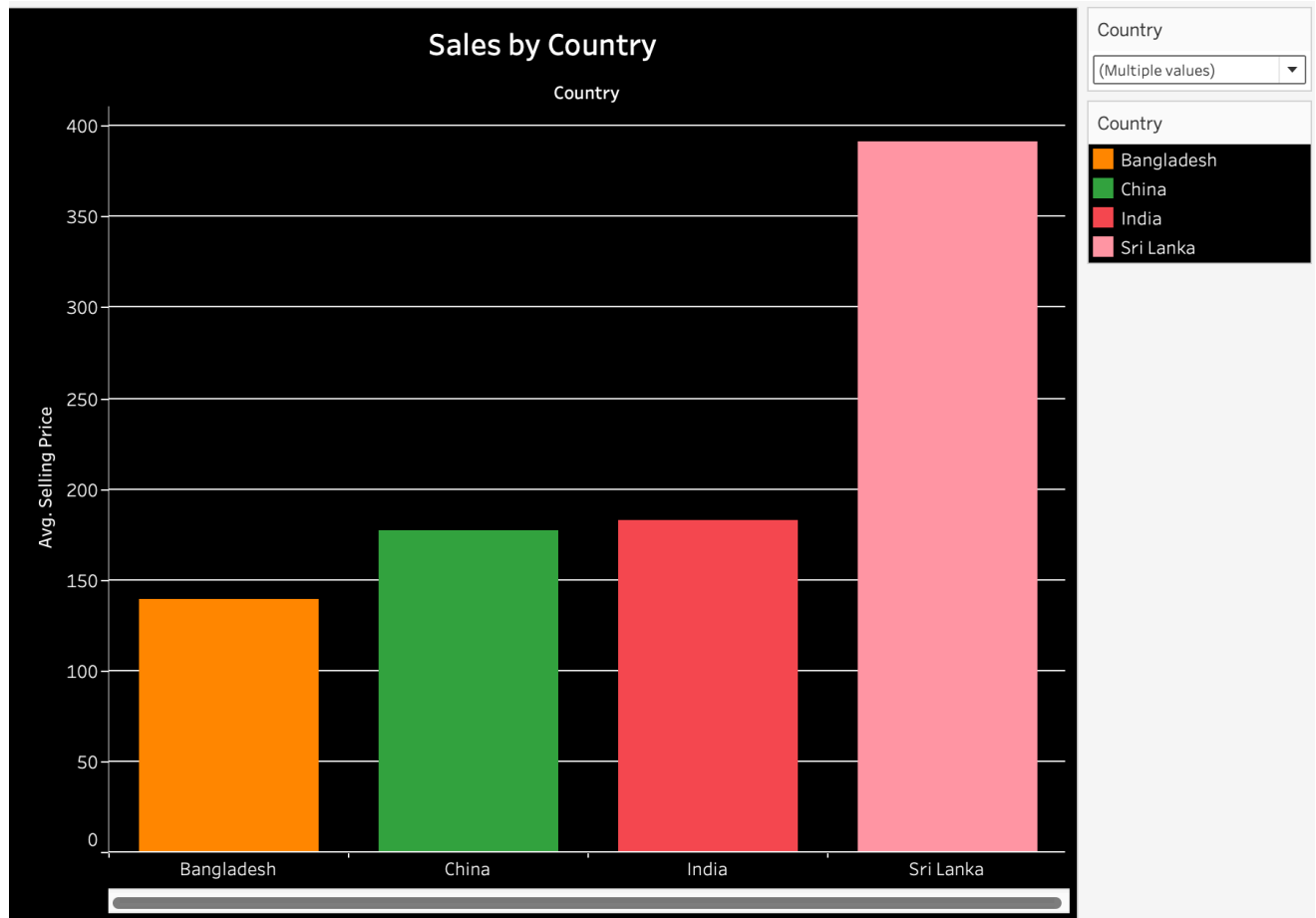
This bar plot indicates the average selling price in different countries. Here, we can observe how the prices differ greatly. In the above graph the X axis represents the name of the countries and Y axis represents the Average selling price amongst the countries. Sri Lanka has the highest average selling price. This is because Sri Lanka had been facing a financial crisis and its economy had been eroding quickly in the past decade with it facing hyper-inflation this year increasing the selling prices of consumer items exponentially.

Sheet 8: Production Cost
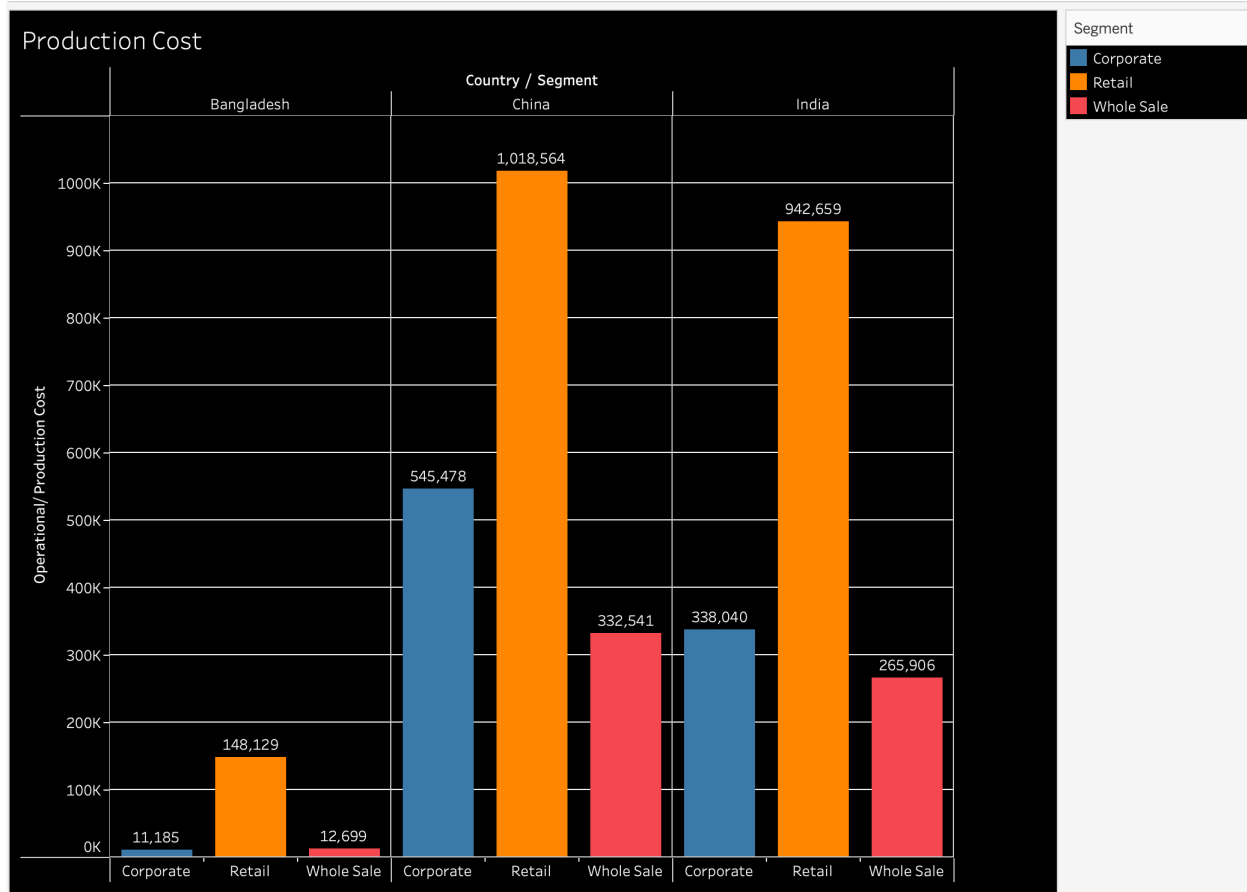
This is a multi-bar chart which describes about the production cost, which is represented on the Y axis, for each segment i.e., corporate, retail and wholesale which is shown on the X axis. We can observe a common trend of the cost involved in retail is highest for all the three countries. This is mainly because DMart is primarily a retail store chain which deals with their consumer directly at their stores, there is a major role of the corporate deals they make in overall production and sales cost, but it is still lesser than the retail segment. DMart being a large organization has the potential to provide higher discounts to customers which increases the engagement in retail segment, for corporate and wholesale segment there is still a bit of competition for DMart as there are many who provide heavy discount on bulk orders.
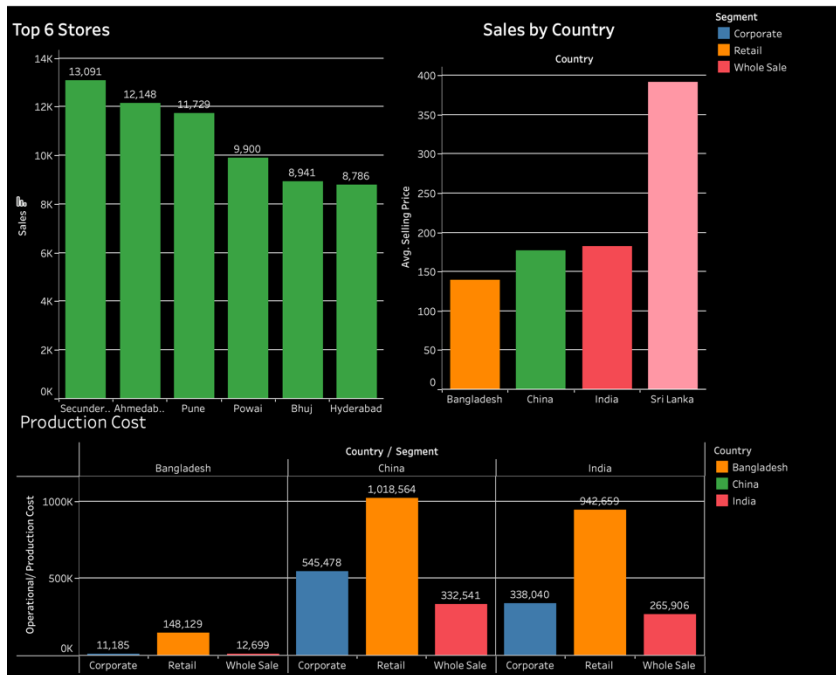
Dashboard 1:
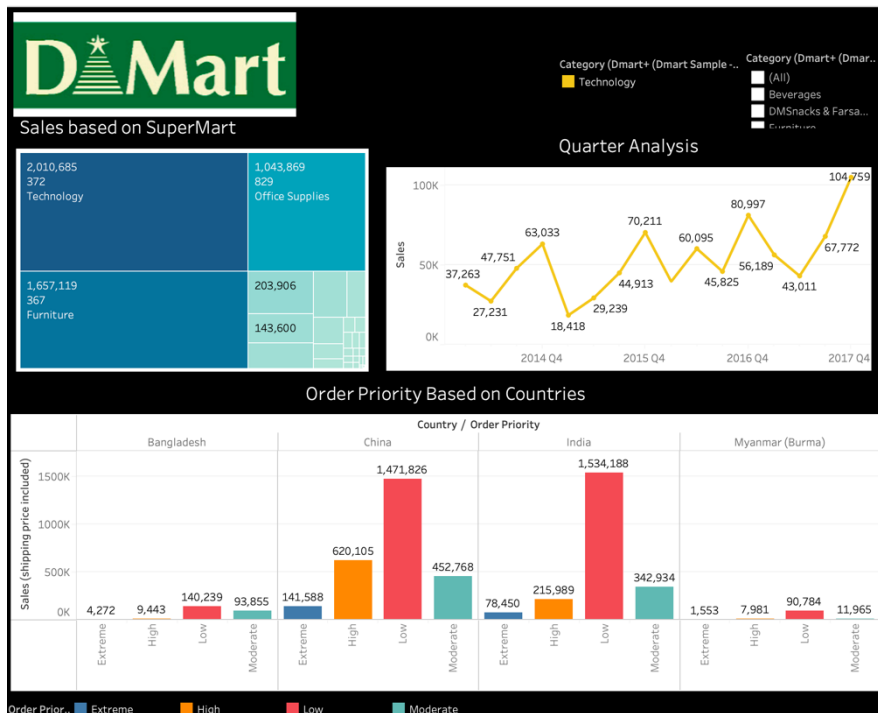
An interactive dashboard which covers Quarterly Sales Analysis, Super Mart Sales, and Order delivery priority.
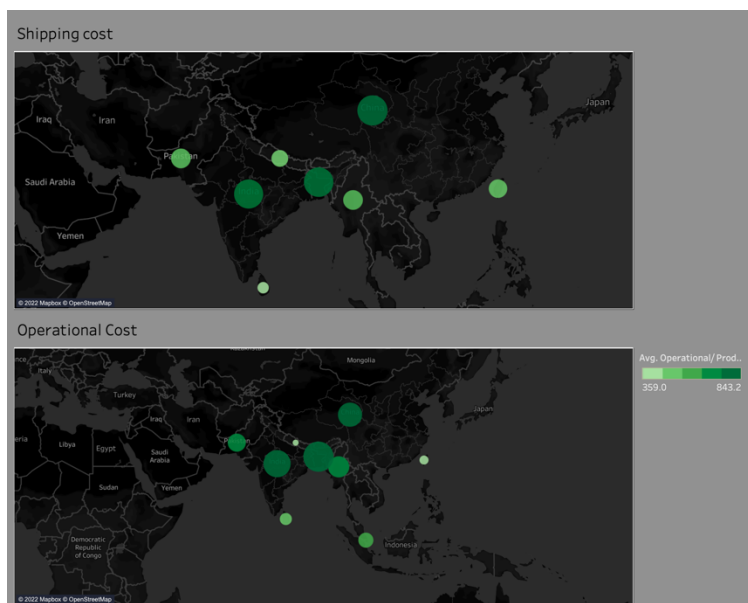
Dashboard 2:
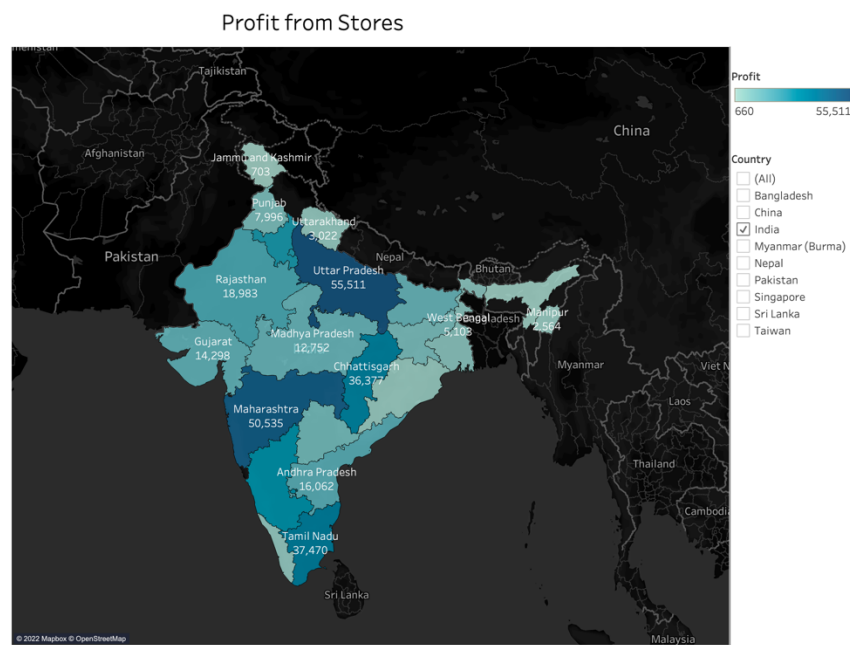
An interactive geographical dashboard which shows the profit from stores of a particular country we can check for other countries from the filter.

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Dashboard 3:

This Dashboard explains about the top 6 stores in term of sales, average selling price by country and Operational or production cost per country.

Dashboard 4:

In this Geospatial representation of Shipping and Operational Costs across different countries we can compare the indicated features and pattern. Both the graph uses size and saturation to show average operational and average shipping cost of different countries. Nepal has a higher proportion of shipping cost when compared to their operational cost, this is mainly because of the difficult terrains i.e., hilly / mountain ranges. Nepal does not have a very well setup logistics web, but they do have cheap labor which explains the lower operational cost.

Conclusion

The above visuals show the financial trend of DMart across different countries which showcases both the sales pattern and the expenditure of the organization like operational cost. We can observe a similarity in the financial trend across all the countries

Some visuals have been depicted in geospatial form for better comparison of not just the numerical feature but also to compare geographical features such as land mass, proximity to water bodies, etc.

The following information regarding DMart business was displayed visually.
- In India, the months of October and November saw the largest sales.
- Across all categories, technology sales have the greatest overall dollar worth.
- Office supplies sold the most units.
- Across all nations, the lowest priority order is most prevalent.
- The most prosperous state in India is Uttar Pradesh.
- Wherever there is a larger landmass or more challenging terrain, shipping costs are higher.
- The highest selling price is displayed by Sri Lanka.

Finally, we can conclude that even after countries have different economies and different customer base yet there is some similarity, we can observe in consumer habits e.g., buying large appliances, preferring order delay instead of paying a premium fee. It is very vital for organizations to understand the consumer mindset both at a microscopic scale considering the factors which are local and on a macroscopic scale i.e., considering human psychology in general.

Reference:

1. https://www.livemint.com/market/stock-market-news/radhakishan-damani-backed-dmart-rises-over-29-in-q2fy23-should-you-buy-11664706865913.html

2. https://www.businessinsider.in/retail/news/diwali-and-christmas-may-have-saved-dmarts-quarter/articleshow/88718606.cms