
Overall Report: Product & Merchandising Insights for Next Campaign

1. Regional Sales & Buying Behavior

- **South India leads** with the highest sales count across all categories, especially strong in **Books (88)** and **Sports (94)**.
- **North India** and **East India** show moderate sales, with North India stronger in **Beauty** and **Fashion**.
- **West India** has the lowest sales volume but maintains a balanced presence across categories.

Insight:

Regional preferences are clear—South India is a high-potential market for most categories. Campaigns should be **tailored regionally**, emphasizing Books and Sports in South India, Beauty and Fashion in North India and East India, and growth opportunities in West India.

2. Shipping Duration & Seller Type

- Average shipping duration ranges narrowly around **4 days**, slightly faster for **shop sellers** (3.9 days) compared to individual sellers (~4.06 days).
- Shipping duration is consistent regardless of whether shipping is **free or buyer-paid**.

Insight:

A consistent shipping experience across regions and seller types helps maintain customer satisfaction. Promoting **shop sellers' faster delivery** could be a value proposition. Explore opportunities to incentivize faster shipping, especially for high-volume regions or categories.

3. Item Condition & Pricing Trends

- Items are roughly evenly split among **new (0)**, **reselling unused (1)**, and **minimally used (2)** conditions.
- **Reselling unused items (1)** have the highest average price (~24,953), slightly above new (~24,286) and minimally used (~23,701).
- Sports and Books have more minimally used and resell items, indicating a healthy secondary market.

Insight:

The resale market shows strong buyer confidence, especially for **unused resell items**. Highlighting well-maintained, lightly used products in campaigns can appeal to budget-conscious or eco-aware consumers. Offer certification or quality guarantees for resell products to boost trust.

4. Category vs Item Condition

Category	New (0)	Resell (1)	Minimally Used (2)	Total
Beauty	44	43	59	146
Books	54	58	67	179
Electronics	64	56	56	176
Fashion	51	69	47	167
Home & Kitchen	42	48	46	136
Sports	76	58	62	196

- High counts of minimally used items in Beauty and Books categories suggest strong demand for value-priced, slightly used goods.
- Fashion has more resell (unused) items, indicating a market for nearly-new apparel.

Insight:

Marketing should emphasize **value and quality assurance** for second-hand and resell items. Campaigns targeting budget-friendly or sustainable shopping trends could leverage these categories.

Strategic Recommendations for Next Campaign

1. Regional Targeting

- Launch region-specific promotions focusing on South India for Books and Sports.
- Boost Beauty and Fashion campaigns in North and East India.
- Invest in awareness campaigns in West India to grow market share.

2. Merchandising Mix

- Promote certified “like-new” resell items, highlighting quality and affordability.

- Offer bundled deals combining new and resell products to appeal to different buyer segments.

3. Shipping & Delivery

- Highlight quicker shipping options available via shops to build trust.
- Explore incentives for sellers who maintain faster shipping times to improve customer experience.

4. Sustainability & Circular Economy

- Leverage the popularity of reselling unused and minimally used products by promoting sustainable shopping.
- Educate customers on the benefits of the circular economy through social media and email campaigns.

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Data source: Mock data generated using AI

Analysis done using MS EXCEL