**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.

Report submitted by:

Nikitha S

Data source: Mock data generated using AI

Analysis done using MS EXCEL