

Revenue & Profit Growth Analysis

Total Sales

Total Profit

Profit %

Total Orders

Average Order Value

₹ 438K

₹ 37K

8%

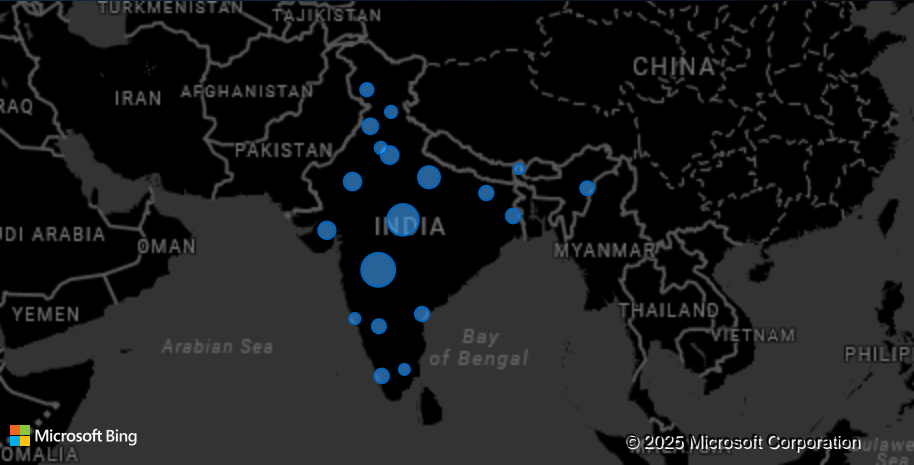
500

₹ 875.54

Sales Trend Over Time



Sales by State



Date

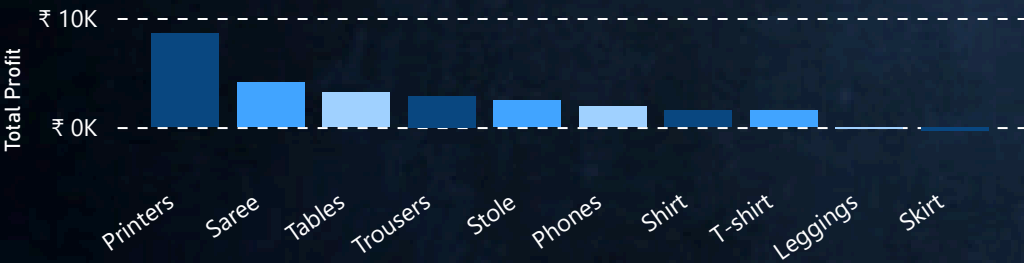
1/1/2018

12/31/2018

Sales by Category



Profit by Sub-Category



Customer Name	Total Sales	Total Profit
Vini	₹ 2,139	345 -₹
Vipul	₹ 16	₹ 6
Vishakha	₹ 6,120	173 -₹
Vivek	₹ 114	₹ 7
Vrinda	₹ 5,820	₹ 917
Wale	₹ 130	97 -₹
Yaanvi	₹ 675	195 -₹
Yash	₹ 789	647 -₹
Yogesh	₹ 5,421	₹ 841
Yohann	₹ 1,314	₹ 342
Total	₹ 22,538	₹ 656

State

Andhra Pradesh

Bihar

Delhi

Goa

City

Ahmedabad

Amritsar

Bangalore

Bhopal

Category

Clothing

Electronics

Furniture

PaymentMode

COD

Credit Card

Debit Card

EMI

UPI

KEY INSIGHTS:

- Sales show strong peaks in Feb, Apr & Dec; mid-year dip (Jun–Aug).
- Electronics leads revenue; Clothing & Furniture follow.
- High profits from Printers, Saree & Tablets; apparel sub-categories yield low margins.
- Revenue is concentrated among top customers (Vini, Vishakha, Vinda, etc.).
- Maharashtra, Delhi & Uttar Pradesh drive the highest sales volume.
- COD & Credit Card are the most preferred payment modes.

RECOMMENDATIONS:

- Boost campaigns for Electronics during peak months to maximize revenue.
- Review pricing and suppliers for low-margin apparel items.
- Strengthen loyalty programs for high-value customers to increase retention.
- Focus marketing on high-performing states; apply targeted offers in weaker regions.
- Encourage prepaid payments with small incentives to reduce COD-related risks.
- Launch mid-year promotions (Jun–Aug) to recover declining sales.