

A close-up photograph of a person's arm and shoulder. The person is wearing a dark, possibly black or dark brown, suit jacket over a white shirt. A gold-colored ring is visible on their middle finger. The background is a plain, light color.

# SNITCH

SALES DATA

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# INTRODUCTION

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- Source: Kaggle
- Brand: Snitch – a modern clothing company that focuses on menswear
- Nature: Transaction-level retail sales data including product, pricing, profit, discount, city, segment, and order details
- Time Period Covered: February 2023 to June 2025

# TABLE

A	B	C	D	E	F	G
Order_ID	Customer_Name	Product_Category	Product_Name	Units_Sold	Unit_Price	Discount_%
1000	Brian Thompson	Jeans	Slim Fit Jeans	1.94053601	842	0.6
1001	Shaun Ross	Jeans	Slim Fit Jeans	1	2691.71553	0
1002	Sarah Snyder	Jackets	Puffer Coat	1	637.82	0
1003	Jay Briggs	Shoes	Loafers	2	2962.27	0
1005	Samuel Miller	T-Shirts	Crop Top	1.94053601	2691.71553	0
1006	John Mclean	Jeans	Boyfriend Jeans	1	2060.85	0

H	I	J	K	L	M	N
Sales_Amount	Order_Date	City	Segment	Profit	order_year	order_month
653.5725293	27-02-2025	Delhi	B2C	2137.45	2025	February
2691.715527	15-07-2025	Ahmedabad	Unknown	1588.15	2025	July
637.82	01-02-2025	Mumbai	B2B	-158.03	2025	February
5924.54	18-06-2025	bengaluru	B2B	2296.5	2025	June
5223.370918	05-12-2023	Mumbai	B2B	1477.73	2023	December
2060.85	02-04-2024	Ahmedabad	B2B	198.36	2024	April



# KEY INSIGHTS

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- Total Sales Revenue
- Yearly Sales Revenue
- Monthly Sales Revenue per Year
- Least Revenue Month
- Revenue by City
- Top-Selling Products
- Least-Selling Products
- Most Profitable Products
- Revenue by Product Category



- Top Profitable Product Categories
- Average Discount vs Profit
- Profit by Discounted vs Non-Discounted Products
- Revenue and Profit by Segment
- Top Customers by Revenue
- Profit by Discount Percentage
- Top selling products in accessories

# CONCLUSION

- **Sales Performance Over Time**

The company's revenue changes year by year and month by month, showing seasonal trends or marketing effects.

- **Regional Demand Trends**

Some cities consistently generate higher revenue, showing strong customer presence in those regions.

- **Product Performance**

A few products and categories are the most sold and most profitable, showing what customers prefer.

Products with very low sales may need better promotion or could be removed.

- **Profit Drivers**

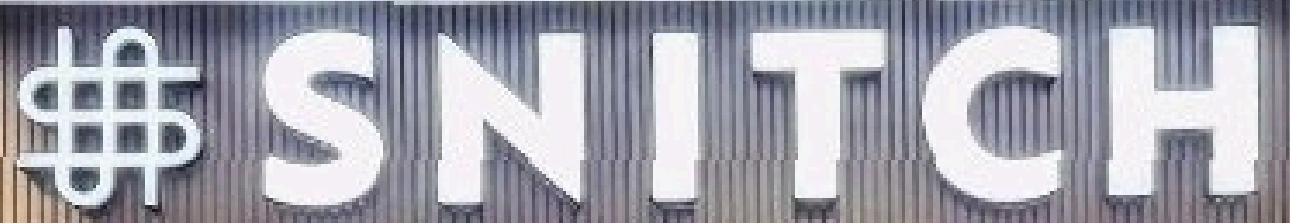
Top products and categories bring in the most profit, and the company should focus more on them.

- **Customer Segments**

Certain customer types (like B2B or B2C) are more valuable based on revenue and profit, and should be targeted more.

- **Key Customers**

A small number of customers contribute a large amount of revenue. These customers can be given loyalty benefits or targeted offers.



**THANK YOU**