



TOTAL SALES (TS)

1.20M

TOTAL ORDERS (TO)

1,521

TOTAL REFUNDS (TR)

143

PLANNERS SOLD (PS)

1,398

BEST MONTH  
December

262.28K

21.83% of TS

287

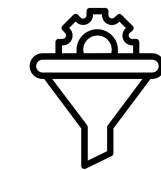
18.62% of TO

20

17.48% of TR

267

19.10% of PS

WORST MONTH  
July

36.61K

3.05% of TS

43

2.79% of TO

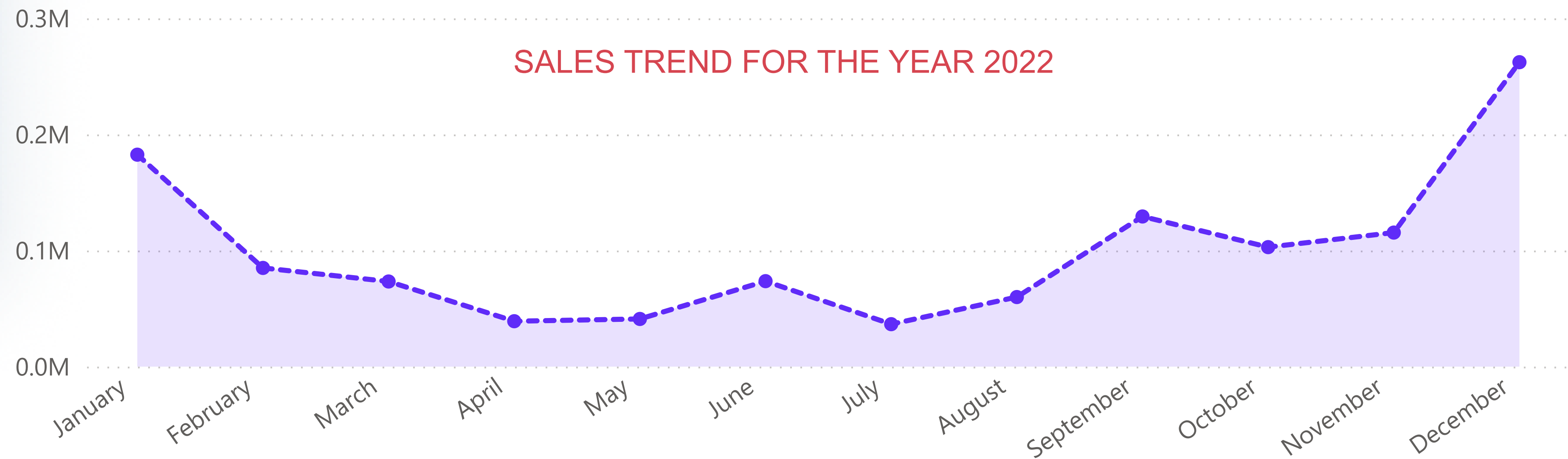
2

1.40% of TR

41

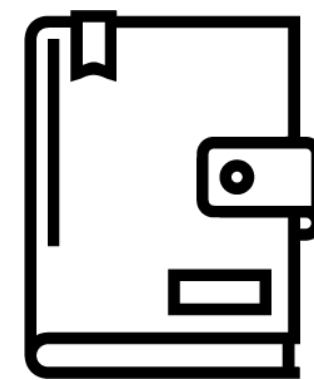
2.93% of PS

SALES TREND FOR THE YEAR 2022



**Dataset Provided :** Sales Data of 'newly launched planner' for the year 2022  
(Data obtained from individual sales transaction on amazon)

1 Planner



2 Type Variant

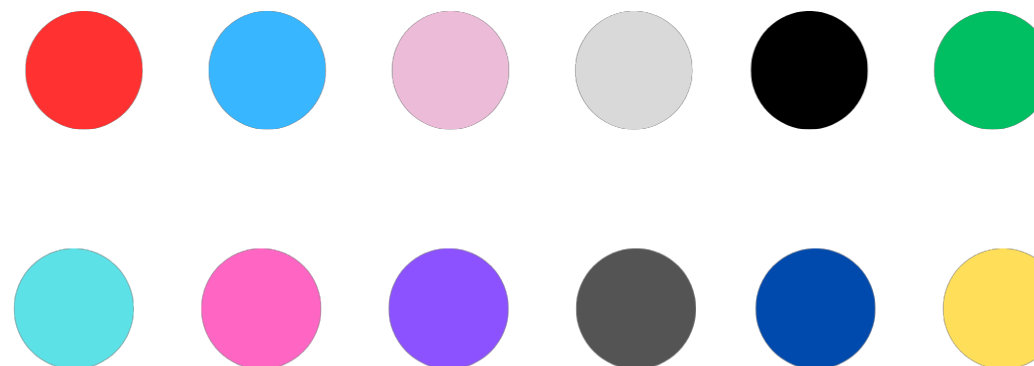
Dated



Undated



6 + 6 Color Variant



### Problem Statement :

The company wants to start with Facebook Ad Campaign for the new planner -

Please provide the following insights -

- 1.) Best Time to start
- 2.) Best Place to Start
- 3.) Best Type Variant
- 4.) Best Color Variant
- 5.) Best Strategy

## FINAL INSIGHTS :



1.) **Best Time to start** - September will be the best time of the year to start advertising.



2.) **Best Place to Start** - Bangalore have our highest sales among other cities in India.



3.) **Best Type Variant** - Dated Planners are more preferred than Undated ones.



4.) **Best Color Variant** - Purple color option is most liked by our customers.



5.) **Best Strategy** - Both Pre-paid and COD payment options are essential.

Direct Consumers are our major customers

Rs. 999/- seems the best price option.

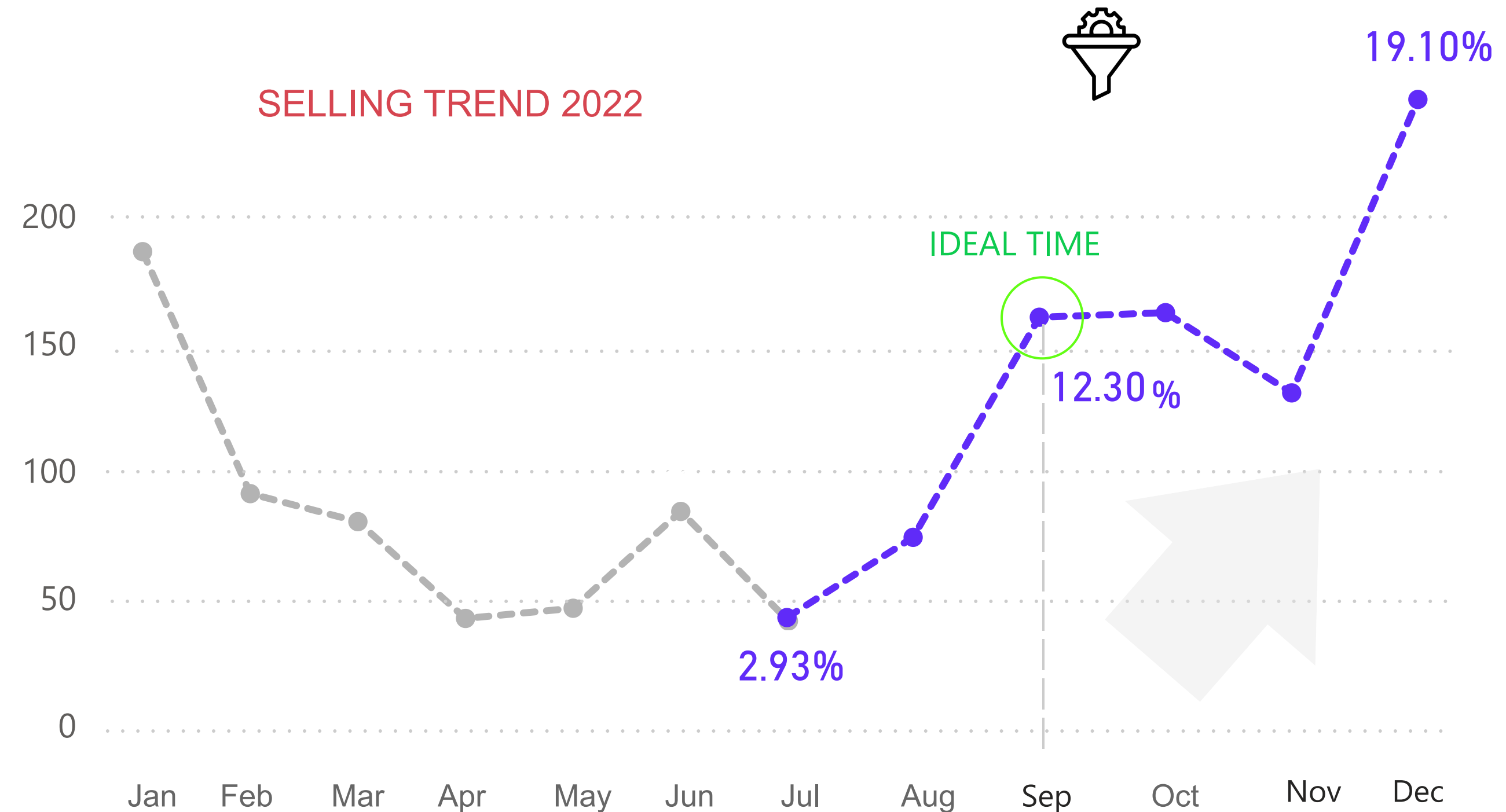
## ANALYSING BEST TIME TO STARTING ADVERTISING

| Month     | Planners Sold | Qty Refund |
|-----------|---------------|------------|
| January   | 186.00        | 25.00      |
| February  | 91.00         | 9.00       |
| March     | 80.00         | 8.00       |
| April     | 42.00         | 8.00       |
| May       | 46.00         | 4.00       |
| June      | 84.00         | 12.00      |
| July      | 41.00         | 2.00       |
| August    | 76.00         | 10.00      |
| September | 172.00        | 15.00      |
| October   | 174.00        | 18.00      |
| November  | 139.00        | 12.00      |
| December  | 267.00        | 20.00      |
| Total     | 1,398.00      | 143.00     |

TOTAL PLANNERS SOLD

1,398

## SELLING TREND 2022

PLANNERS SOLD  
IN JULY

41

2.93% of  
Total Planners sold

September is the ideal month

(Upward Trend)

PLANNERS SOLD  
IN DEC

172

19.10% of  
Total Planners sold

## ANALYSING BEST COLOR OPTION FOR ADVERTISING

PRODUCT VARIANTS

1

12

COLOR MOST LIKED



TOTAL ORDERS

1,521

TOP 3 COLOR VARIANTS

PURPLE

200

12.03% of  
Total Orders

FOREST GREEN

179

10.76% of  
Total Orders

JET BLACK

178

10.70% of  
Total Orders



## COLOR-WISE ORDERS FOR 2022



## ANALYSING BEST PLACE FOR ADVERTISING

STATES

32

CITIES

398

TOTAL ORDERS

1,521

TOP 3 PLACES

KARNATAKA

178



BANGALORE

City Orders

145

82.07%



MAHARASHTRA

280



MUMBAI

137

47.90%

DELHI NCR

131



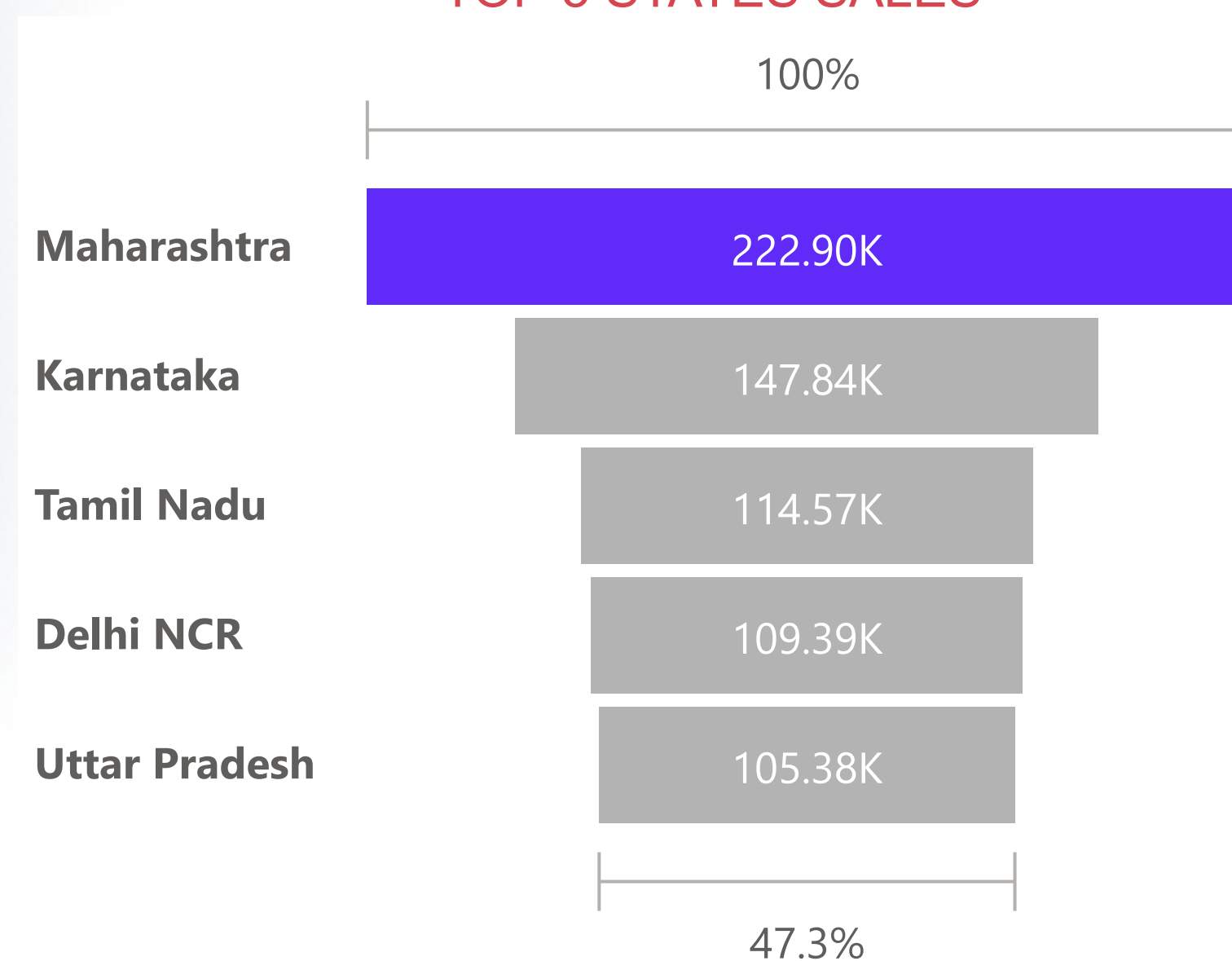
NEW DELHI

119

91.55%

City / State  
Orders Percent

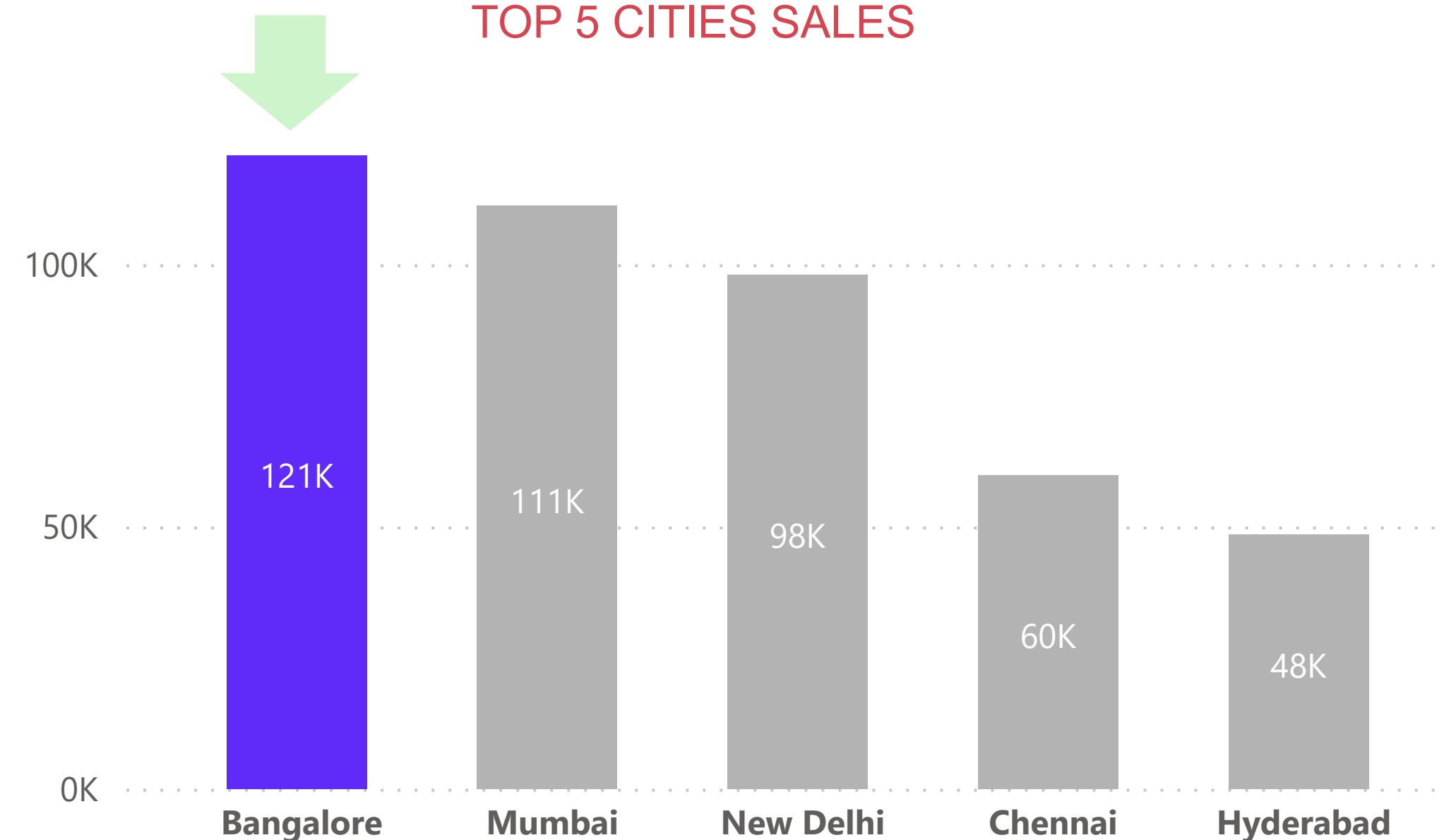
### TOP 5 STATES SALES



BEST CITY



### TOP 5 CITIES SALES





## ANALYSING BEST PLANNER TYPE FOR ADVERTISING

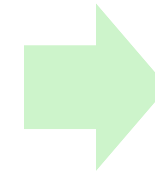
PRODUCT  
Planner

TYPE

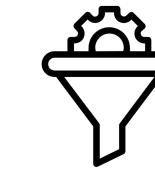
Dated

Undated

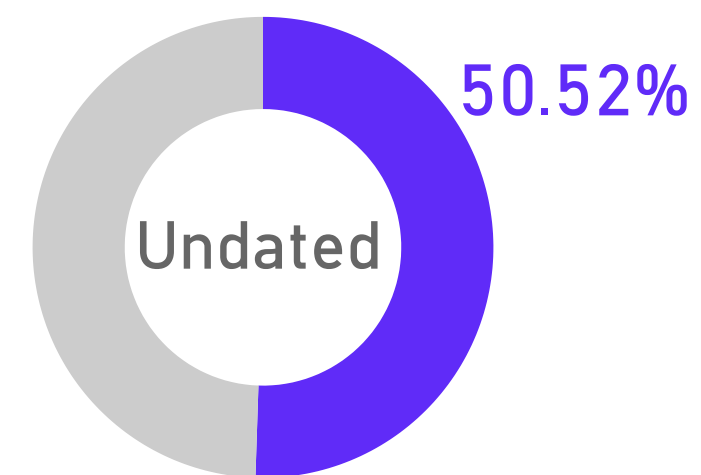
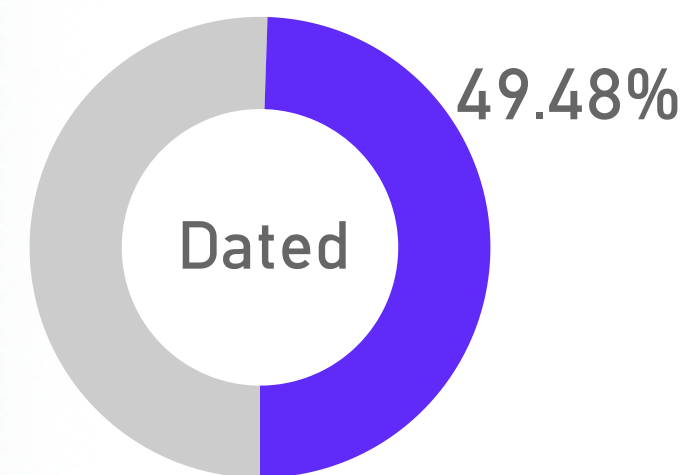
BEST TYPE



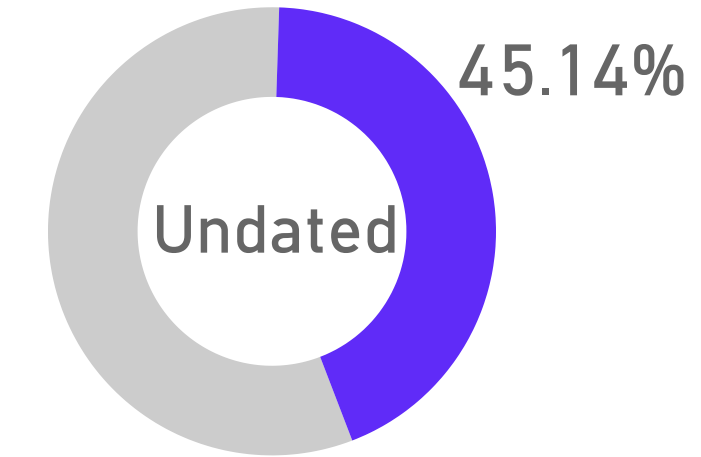
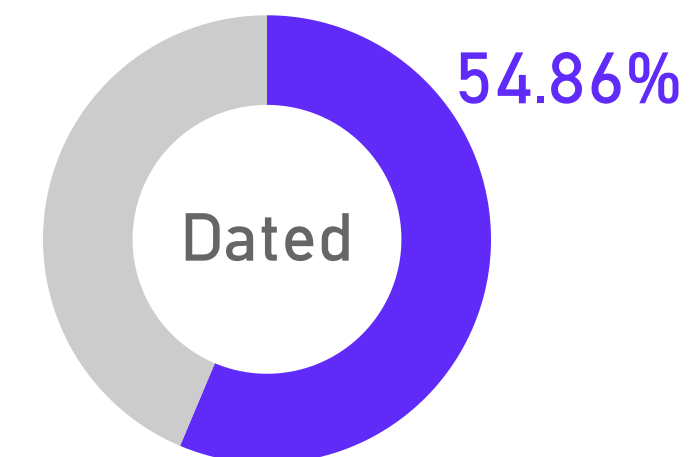
| Product type | Total Sales         | Percent Sales  | Qty Sold        | Percent Qty Sold |
|--------------|---------------------|----------------|-----------------|------------------|
| Dated        | 594,583.00          | 49.48%         | 767.00          | 54.86%           |
| Undated      | 607,125.20          | 50.52%         | 631.00          | 45.14%           |
| <b>Total</b> | <b>1,201,708.20</b> | <b>100.00%</b> | <b>1,398.00</b> | <b>100.00%</b>   |



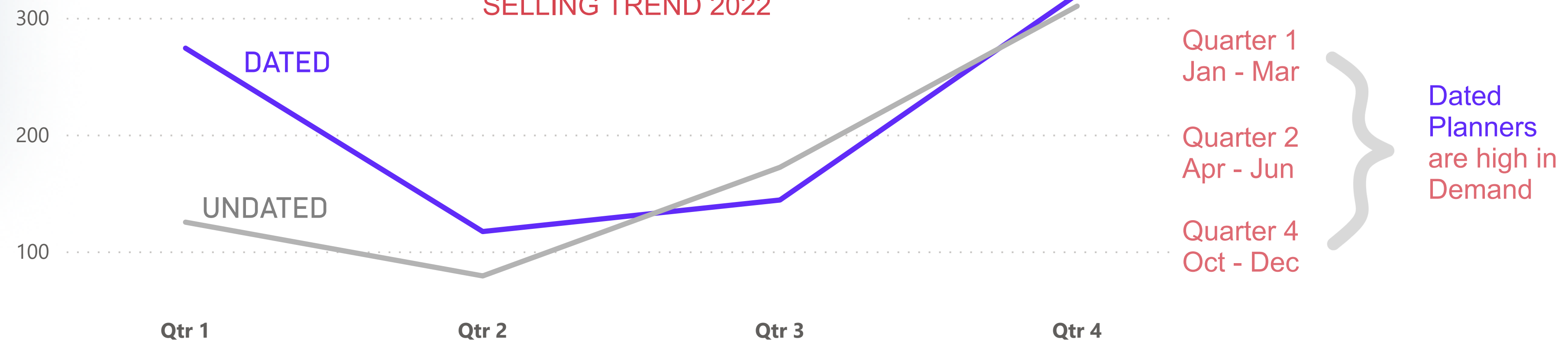
TOTAL SALES



PLANNERS SOLD



SELLING TREND 2022

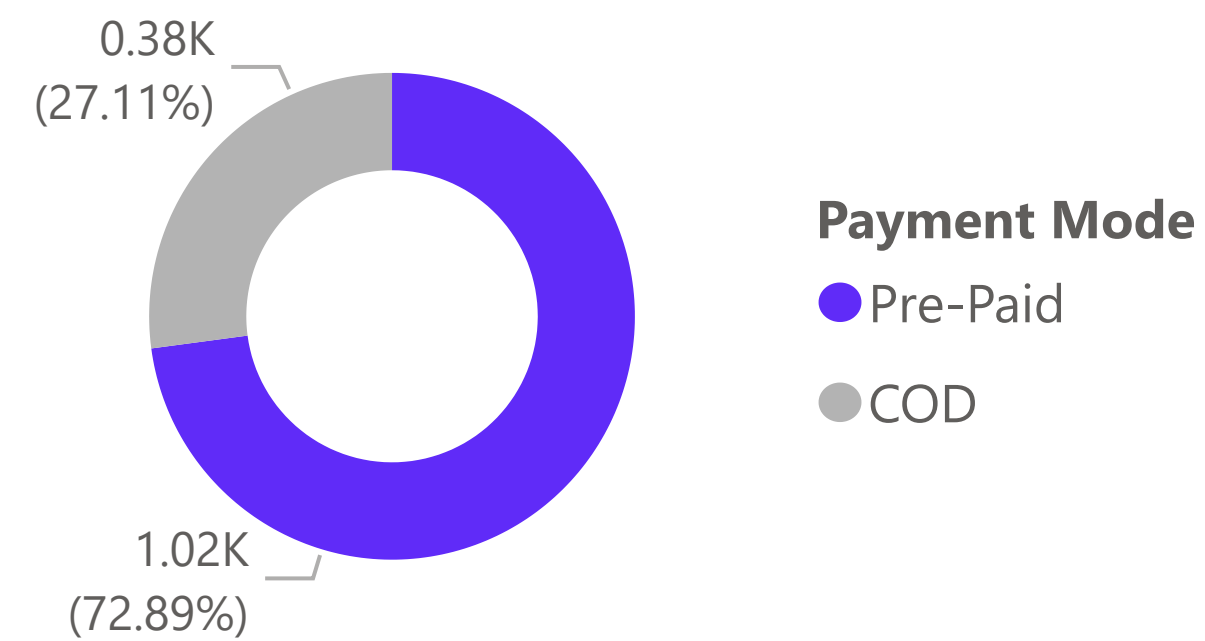


## ANALYSING BEST STRATEGY FOR ADVERTISING

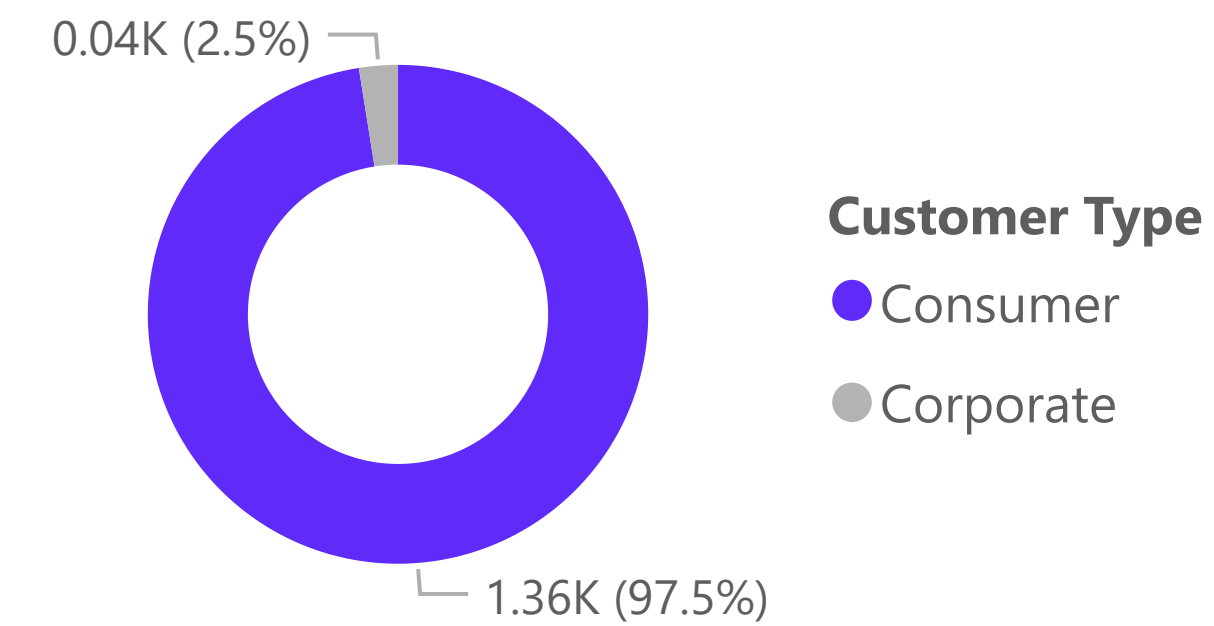
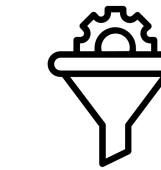
TOTAL ORDERS

1,521

## PRE-PAID VS COD ORDERS



## TARGET AUDIENCE



## PRICE VS ORDERS ANALYSIS



## STRATEGY TO ADOPT

Both Pre-paid and COD payment options are essential.

Direct Consumers are our major customers

Rs. 999/- seems the best price option.