



**BADA
BAZAR**

Annual Report (2018)

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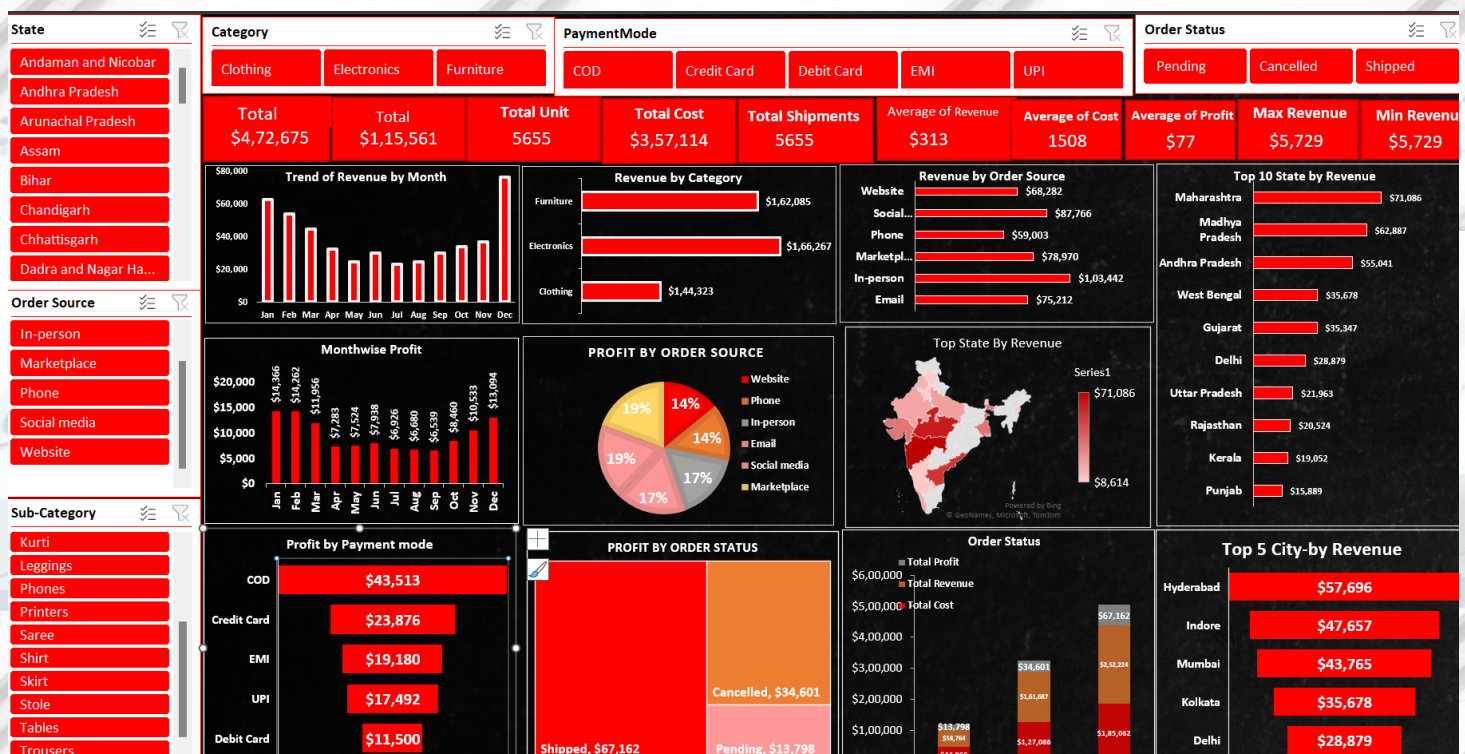
2022

SALES ANALYSIS REPORT FOR

BADA BAZAR

Introduction: This report presents the sales analysis of Bada Bazar, a company specializing in clothing, electronics, and furniture. The data represents monthly sales, revenue, units sold, profit, cost, shipments, and sales breakdown by category, order source, and state. The insights derived from the data will help the company gain a better understanding of its sales performance and make informed business decisions.

Excel dashboard



Monthly Sales Insights:

- The company's sales exhibit fluctuations throughout the year, with the highest sales recorded in December (\$76,321) and the lowest in May (\$24,677).
- The monthly revenue follows a similar pattern, peaking in December and gradually decreasing in the subsequent months.

Total Revenue and Average Revenue:

- The total revenue for the year amounts to \$472,675.
- The average monthly revenue stands at \$313.

Total Units Sold:

- The company sold a total of 5,655 units during the year.

Total Profit and Total Cost:

- The total profit achieved is \$115,561.
- The total cost of sales sums up to \$357,114.

Total Shipments, Average Cost, and Average Profit:

- The company made 1,508 shipments in total.
- The average cost per month is \$237.
- The average monthly profit is \$77.

Maximum Revenue and Maximum Units Sold:

- The highest monthly revenue of \$5,729 was attained during the year.

Category-Wise Sales:

- The clothing category generated sales amounting to \$144,323.
- The electronics category contributed \$166,267 in sales.
- The furniture category accounted for sales of \$162,085.

Sales by Order Source:

- The majority of sales were made in-person, generating \$103,442 in revenue.
- Social media sales amounted to \$87,766.
- Email, marketplace, phone, and website sales contributed to the company's revenue with \$75,212, \$78,970, \$59,003, and \$68,282, respectively.

Sales by State wise:

- Among the states, Maharashtra recorded the highest sales with \$71,086.
- Andhra Pradesh and Madhya Pradesh witnessed sales of \$55,041 and \$62,887, respectively.
- The lowest sales were observed in Punjab, with a total of \$15,889.

Identified Problems:



1. **Seasonal Fluctuations:** The company experiences significant seasonal fluctuations in sales, with the highest sales recorded in December and lower sales in the first half of the year. This inconsistency in sales may pose challenges in managing inventory and revenue projections.
2. **Low Sales in Specific States:** Certain states, such as Punjab, Kerala, Rajasthan, and Uttar Pradesh, report relatively lower sales compared to other states like Maharashtra and Andhra Pradesh. Addressing the lower sales in these regions may require targeted marketing efforts and understanding local consumer preferences.
3. **Inefficient Cost Management:** The company's average cost per month is relatively high at \$237, impacting overall profitability. Analyzing cost structures and identifying cost-saving measures could enhance the company's bottom line.
4. **Underperforming Categories:** The clothing category generates lower sales compared to electronics and furniture. Identifying the reasons behind this performance disparity can help in developing strategies to improve sales in this category.
5. **Opportunity in Online Sales:** While in-person sales dominate, sales from the website and social media show potential for growth. Focusing on online marketing and improving the website's user experience could increase online sales.
6. **Lack of Order Source Diversity:** The company heavily relies on in-person sales and should explore diversifying order sources to reduce dependency on a single channel.
7. **Potential Shipping Optimization:** Analyzing shipping costs and delivery efficiency could help optimize shipping operations and potentially reduce costs.
8. **Challenges in May and June:** May and June demonstrate relatively low sales figures compared to other months. Understanding the factors contributing to these dips could aid in devising targeted strategies to boost sales during these months.
9. **Profit Margin Consideration:** The company's average profit margin is \$77, indicating the need for consistent monitoring to ensure profitability across all sales.
10. **Unit Sales Fluctuations:** Fluctuations in unit sales throughout the year may impact overall revenue and highlight the need for demand forecasting and inventory management.
11. **Opportunity for Upselling:** Analyzing customer purchasing behaviour could identify opportunities for upselling and cross-selling to increase average order values.
12. **Marketplace Sales Optimization:** Exploring ways to increase sales through marketplaces could tap into a broader customer base and enhance overall revenue.

Solutions to Identified Problems:



1. **Seasonal Fluctuations:**

- Introduce Seasonal Promotions: Offer targeted promotions and discounts during slower months to incentivize purchases and drive sales during off-peak periods.
- Launch Seasonal Products: Introduce new products or limited-edition items aligned with seasonal trends to boost customer interest and sales.

2. **Low Sales in Specific States:**

- Regional Marketing Campaigns: Develop region-specific marketing strategies to cater to the preferences and needs of customers in underperforming states.
- Partner with Local Influencers: Collaborate with influencers or brand ambassadors from these states to enhance brand visibility and appeal to the local audience.

3. **Inefficient Cost Management:**

- Cost Optimization: Conduct a detailed analysis of operational costs and identify areas for optimization, such as supply chain, manufacturing, or distribution costs.
- Negotiate with Suppliers: Negotiate favourable terms with suppliers to reduce procurement costs and improve overall margins.

4. **Underperforming Categories:**

- Product Diversification: Expand the product range within the clothing category to cater to a wider customer base and offer more diverse options.
- Marketing Boost: Increase marketing efforts for the clothing category to create awareness and generate interest among potential customers.

5. **Opportunity in Online Sales:**

- Website Improvement: Enhance the website's user experience, optimize page loading speed, and implement easy navigation to improve online sales conversion rates.
- Social Media Advertising: Invest in targeted social media advertising campaigns to reach a broader online audience and drive website traffic.

6. **Lack of Order Source Diversity:**

- Online Presence Expansion: Focus on building a strong online presence through various channels, such as e-commerce marketplaces and social media platforms.
- Email Marketing: Implement effective email marketing campaigns to nurture leads and encourage repeat purchases.

7. **Potential Shipping Optimization:**

- Shipping Negotiation: Negotiate better shipping rates with carriers or explore partnerships with multiple shipping providers to find the most cost-effective options.
- Delivery Time Reduction: Streamline order processing and fulfilment to minimize delivery times and improve customer satisfaction.

8. **Challenges in May and June:**

- Seasonal Offerings: Create unique promotions, product bundles, or limited time offers during May and June to drive customer interest and sales during these months.

- Targeted Marketing: Focus marketing efforts on addressing specific consumer needs or events that occur during these months.

9. **Profit Margin Consideration:**

- Pricing Strategy: Reevaluate pricing structures and set prices that ensure a healthy profit margin without compromising customer value.
- Cost Control Measures: Implement cost-saving measures to reduce expenses and increase profitability.

10. **Unit Sales Fluctuations:**

- Demand Forecasting: Use historical sales data and market trends to forecast demand accurately, enabling better inventory management and sales planning.
- Inventory Optimization: Maintain optimal inventory levels to avoid stockouts and overstock situations.

11. **Opportunity for Upselling:**

- Product Bundling: Bundle complementary products to encourage customers to purchase more items in a single order, increasing the average order value.
- Cross-Selling: Implement targeted cross-selling techniques to suggest relevant products based on customers' past purchases.

12. **Marketplace Sales Optimization:**

- Marketplace Visibility: Optimize product listings with relevant keywords and high-quality images to improve visibility and attract more customers.
- Competitive Pricing: Monitor competitors' prices on marketplaces and adjust prices accordingly to remain competitive.

Implementing these solutions will require careful planning, market analysis, and continuous monitoring to ensure their effectiveness in addressing the identified problems and driving sales growth for Bada Bazar.