

Overview

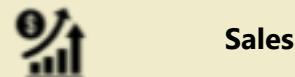


Order Date

1/4/2018

31/3/2019

Navigation



Sales



Location



Product



Customers

Target reached

117280

Goal: 108800 (+7.79%)

Total Sales

432K

No. of Orders

500

Total Profit

24K

Profit Margin %

5.55

High Sales month

January

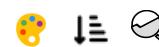
61439
Total Sales

Low Sales month

July

12966
Total Sales

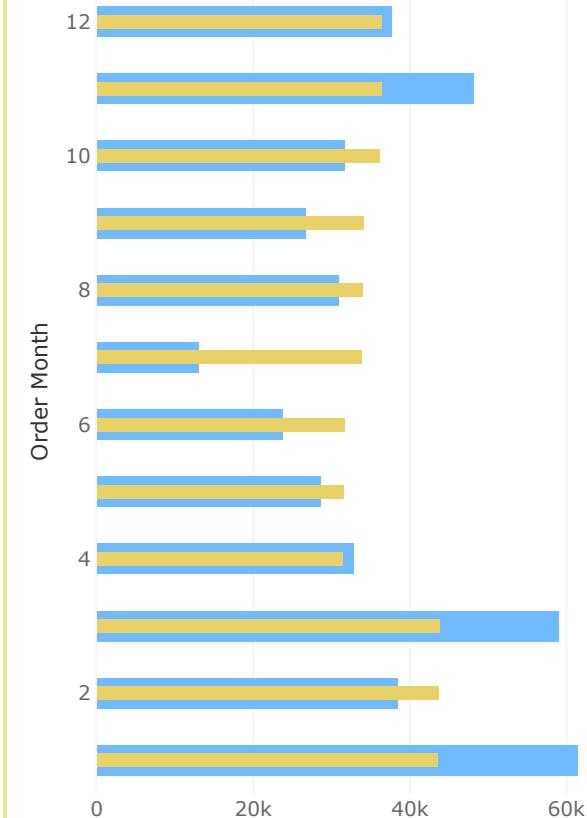
Sales and Target by Order Month



UNLICENSED



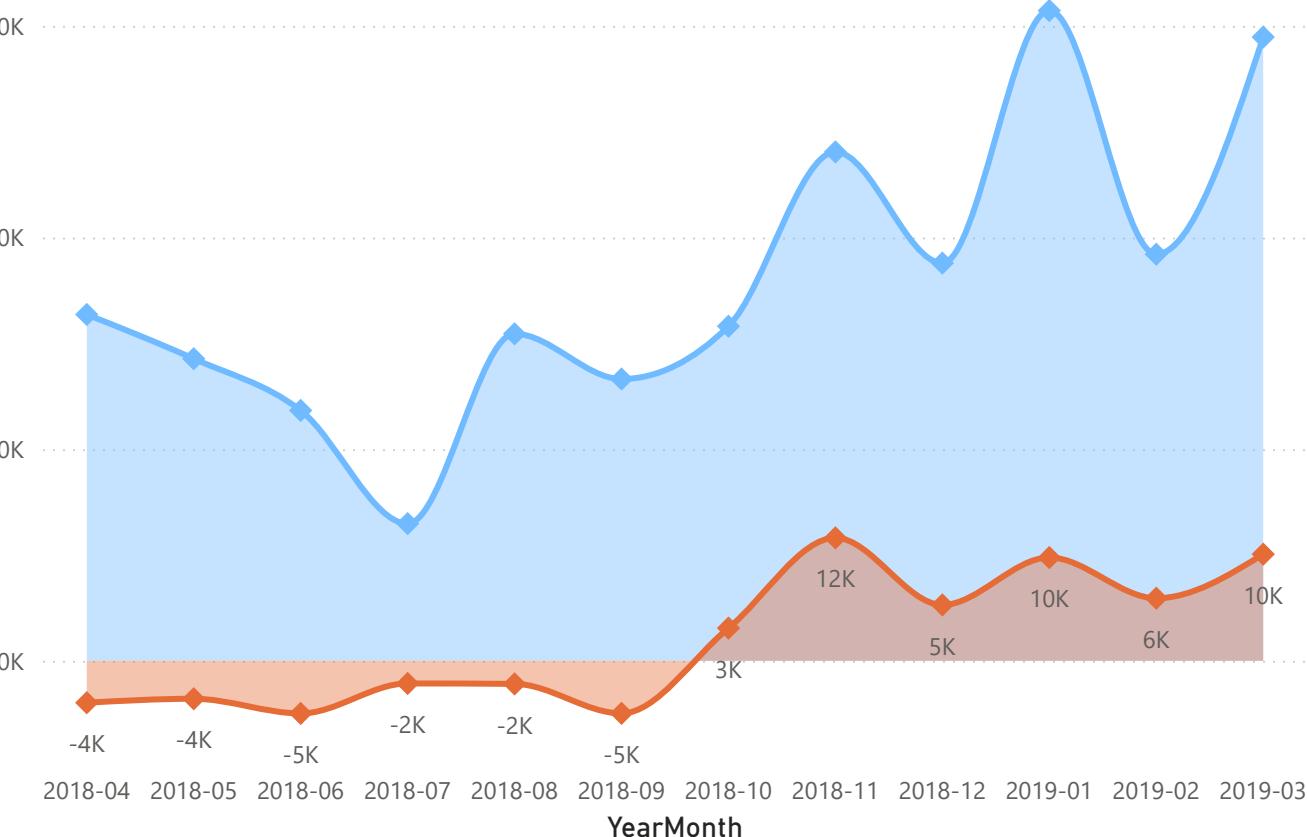
Total Sales Sum of Target



Total Sales and Profit by YearMonth

◆ Total Sales ◆ Total Profit

Total Sales and Total Profit





Month num

1

2

3

4

5

6

7

8

9

10

11

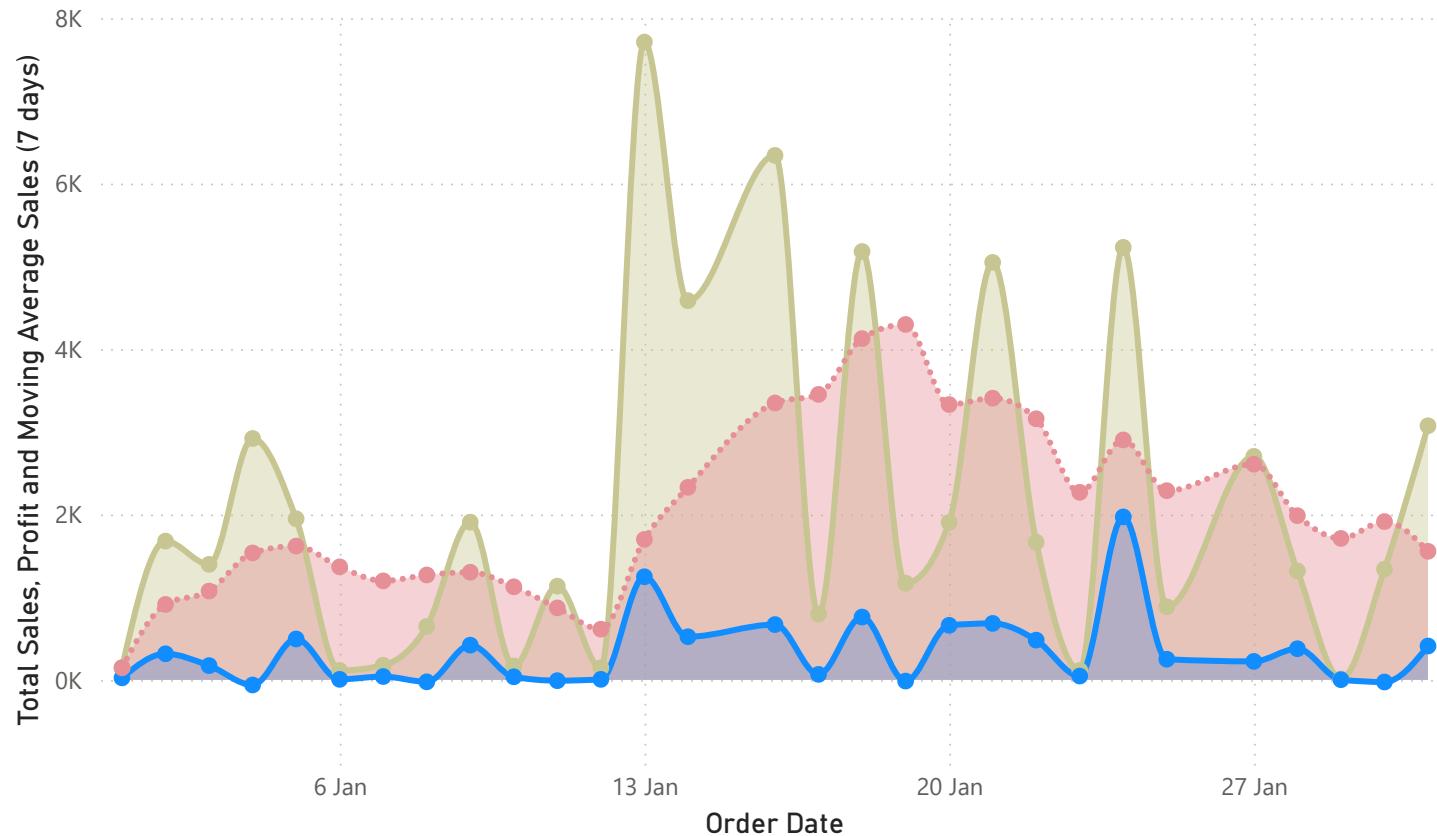
12

January

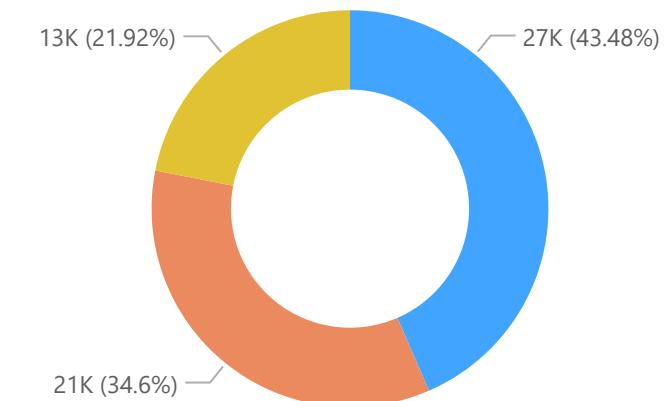
Highest Sales Month

Total Sales, Profit and Moving Average Sales (7 days) by Order Date

● Total Sales ● Profit ● Moving Average Sales (7 days)

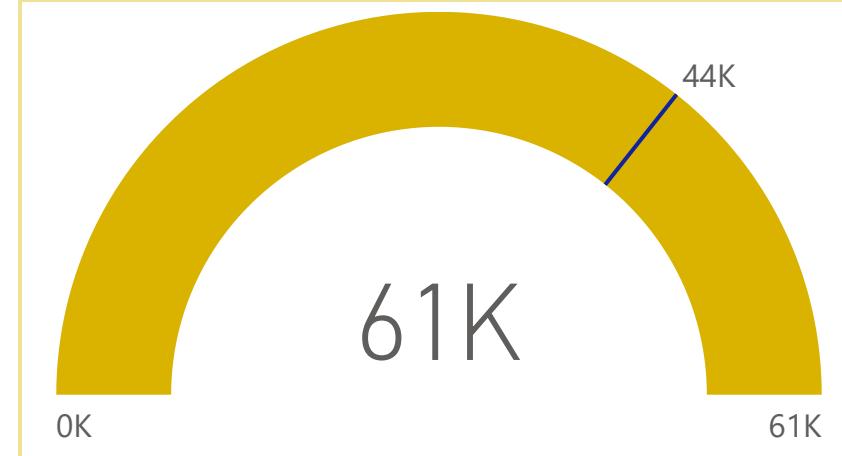


Total Sales by Category



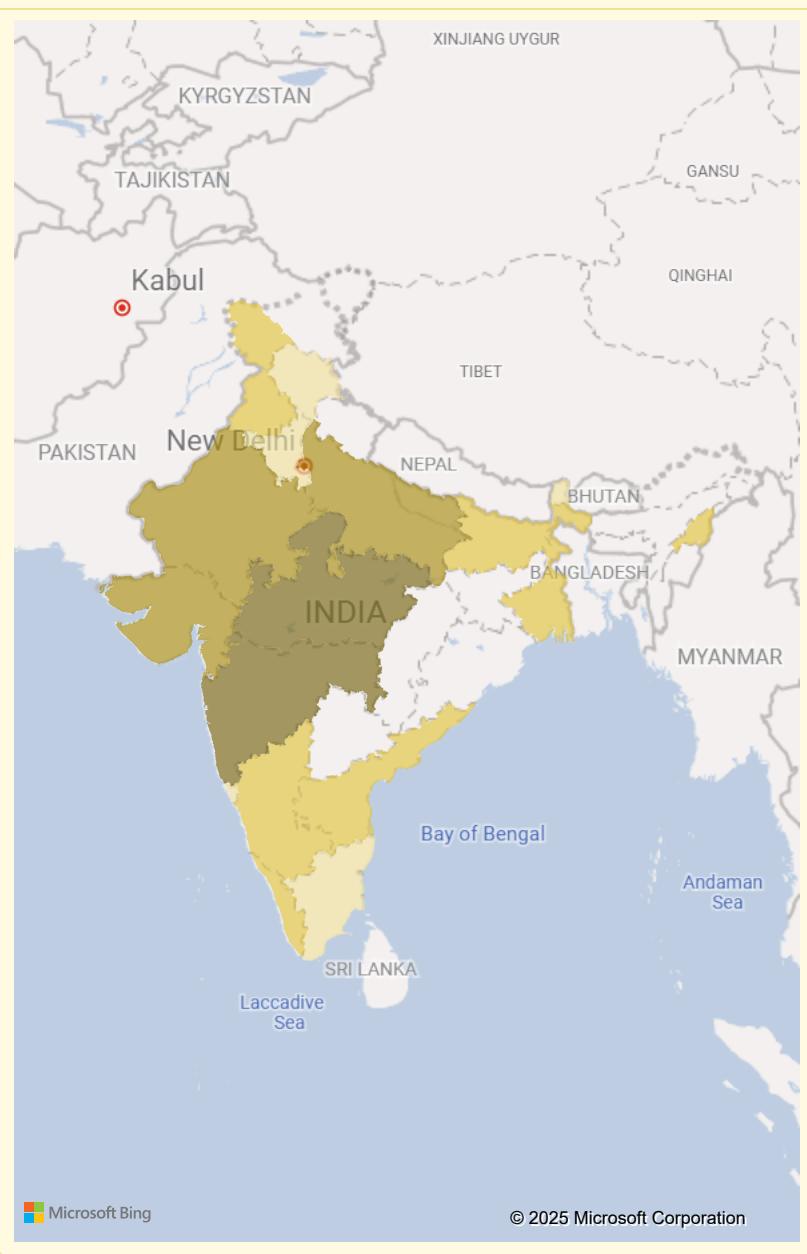
Category
● Electronics
● Furniture
● Clothing

Amount away from target





Sales density by States



Number of States

19

Number of Cities

24

Highest Sales State

Madhya Pradesh

Madhya Pradesh
State

105140

Total Sales

5551

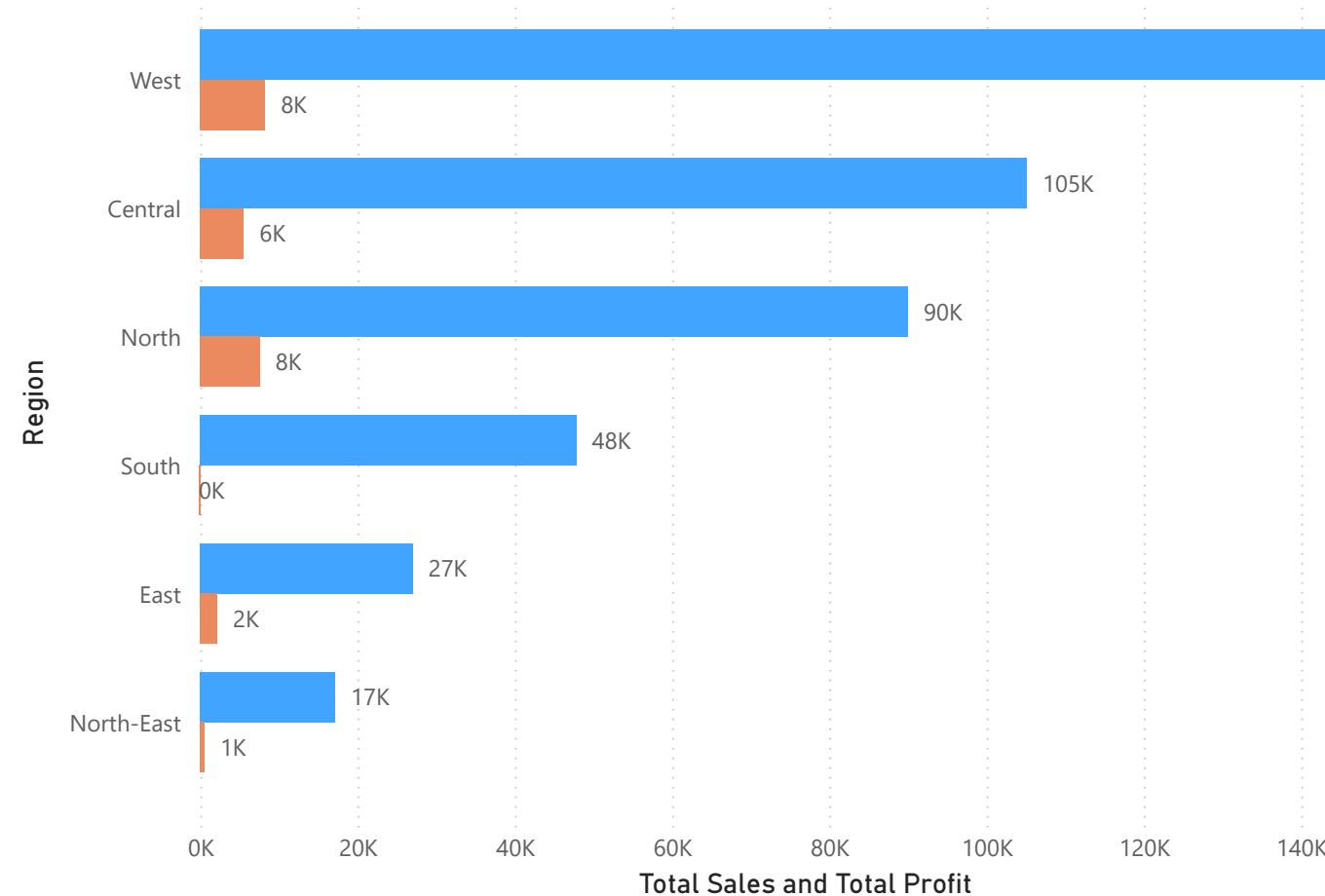
Total Profit

Central

Region

Sales and Profit by Region

● Total Sales ● Total Profit





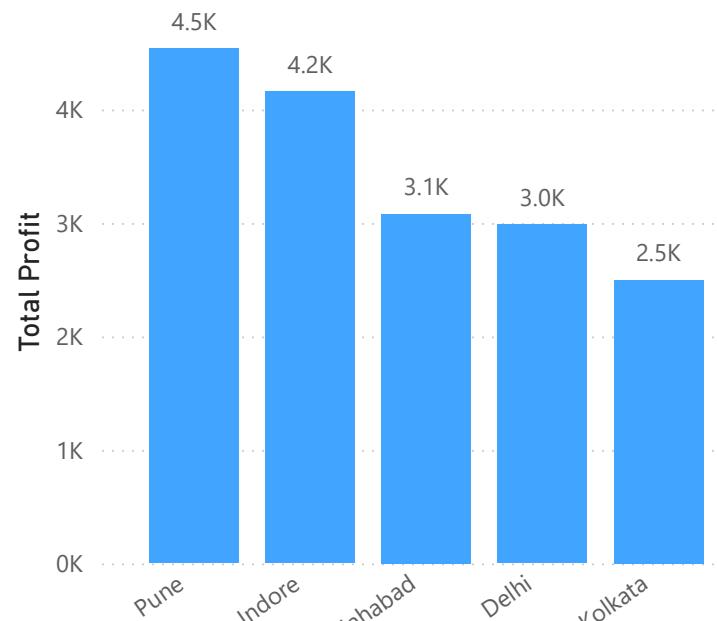
Flipkart

Top 5 profitable cities

State



Total Profit by City



151
Num of Customers

517
Sum of Orders

City

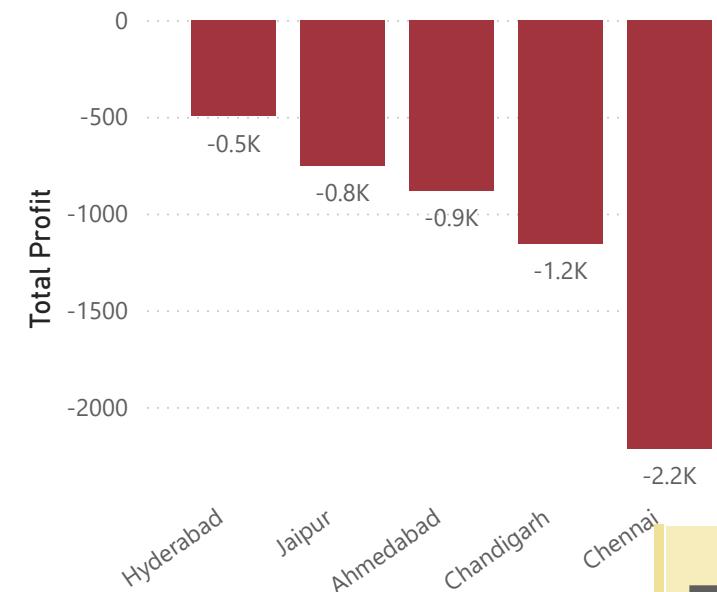
Year	Allahabad	Delhi	Indore	Kolkata	Pune	Total
2018	1072	627	-664	371	2065	3471
2019	2009	2881	4823	2129	2474	14316
Total	3081	3508	4159	2500	4539	17787

Bottom 5 profitable cities

State



Total Profit by City



75
Sum of Customers

218
Sum of Orders

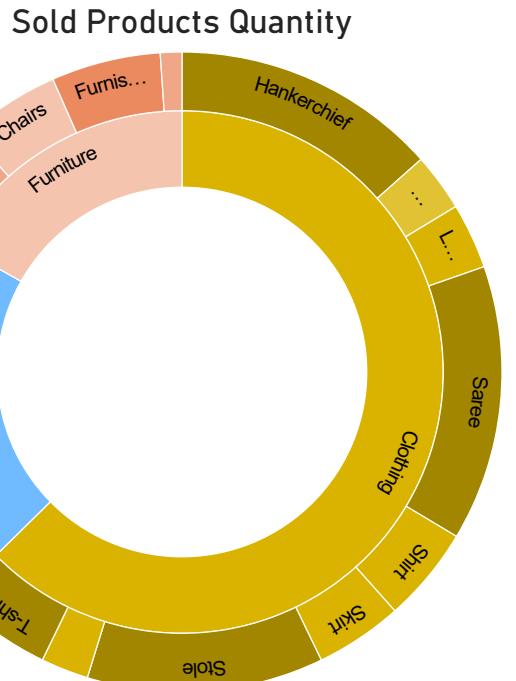
City

Year	Ahmedabad	Chandigarh	Chennai	Hyderabad	Jaipur	Total
2018	-1742	-539	-2081	-1403	-1506	-7271
2019	862	711	-135	907	753	3098
Total	-880	172	-2216	-496	-753	-4173





Top Products by Sub-Categories and Categories



Overall Top 5 products by subcategory

Sub-Category	Category	Quantity	Profit	Amount
Saree	Clothing	782	352	53511
Hankerchief	Clothing	754	2098	14608
Stole	Clothing	671	2559	18546
Furnishings	Furniture	310	844	13484
T-shirt	Clothing	305	1500	7382

Most Sold Category

Clothing

3516
Total quantity11163
Total Profit139054
Total Sales

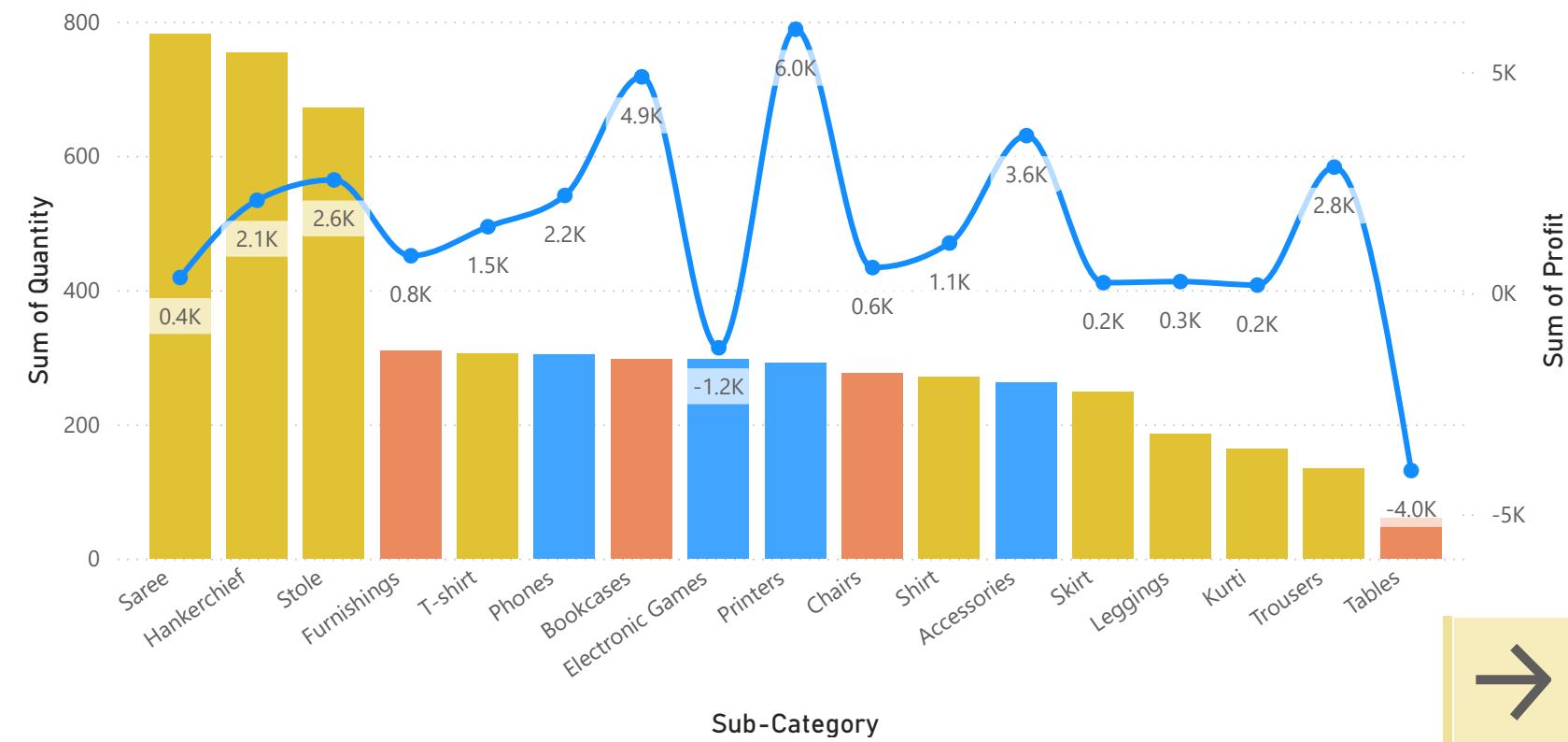
Most Sold Sub-Category

Saree

782
Total quantity352
Total Profit53511
Total Sales

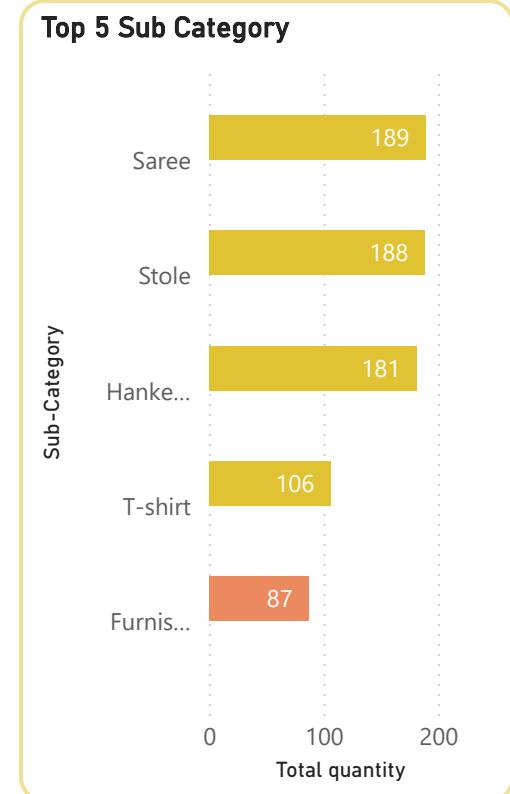
Total sold Quantity and Profit by Sub-Category and Category

Category ● Clothing ● Electronics ● Furniture ● Sum of Profit

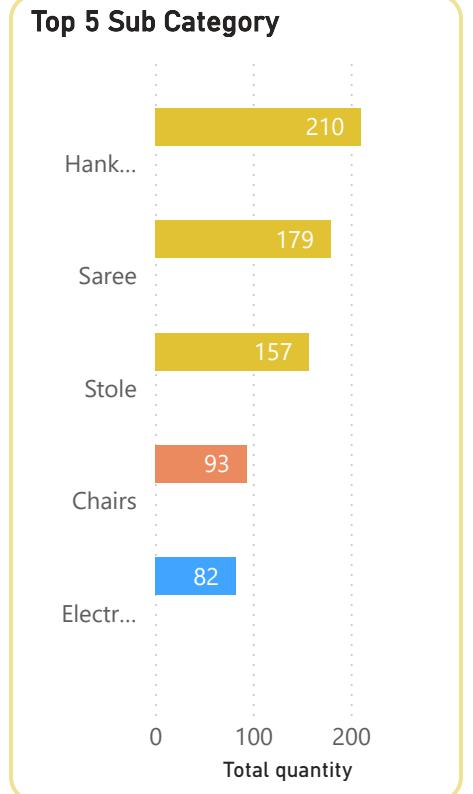




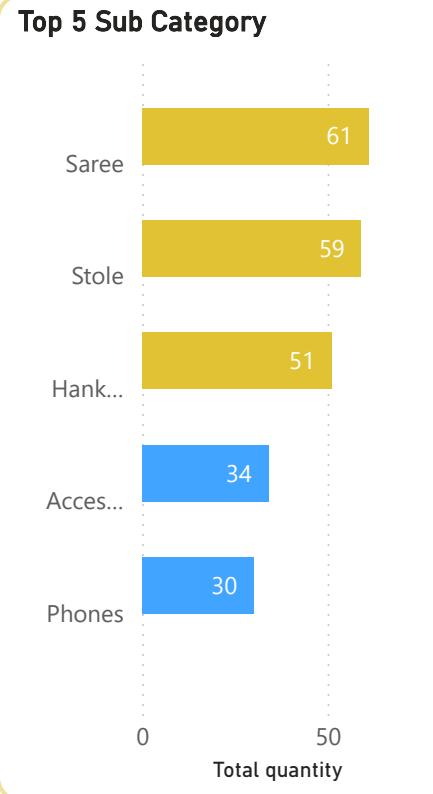
North & North West



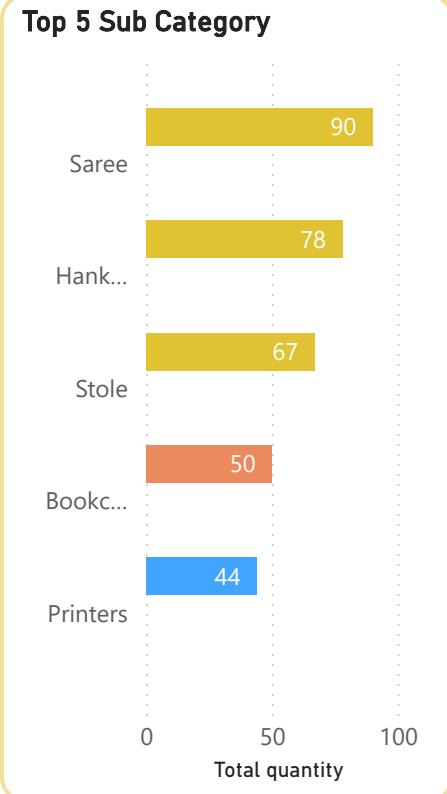
Central



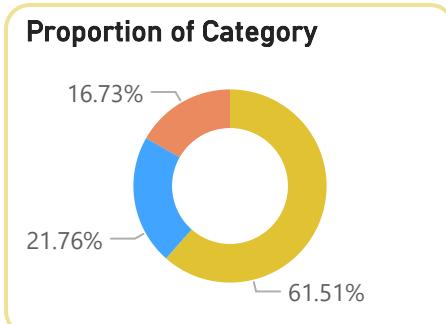
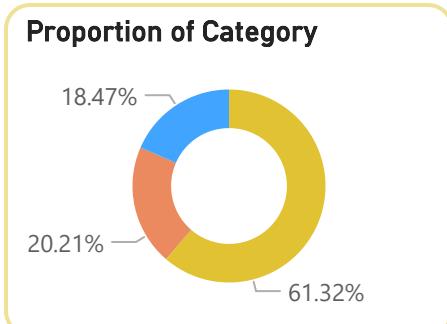
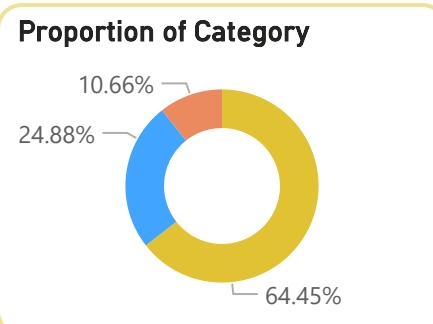
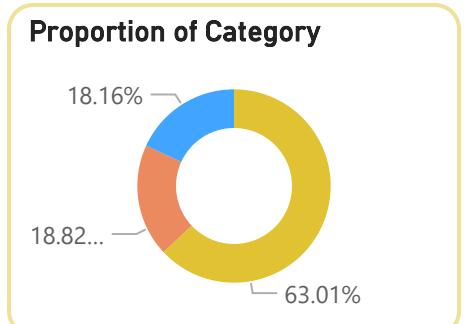
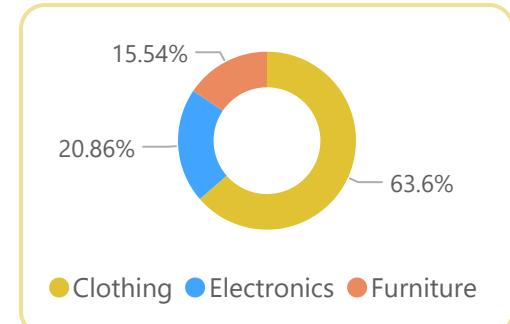
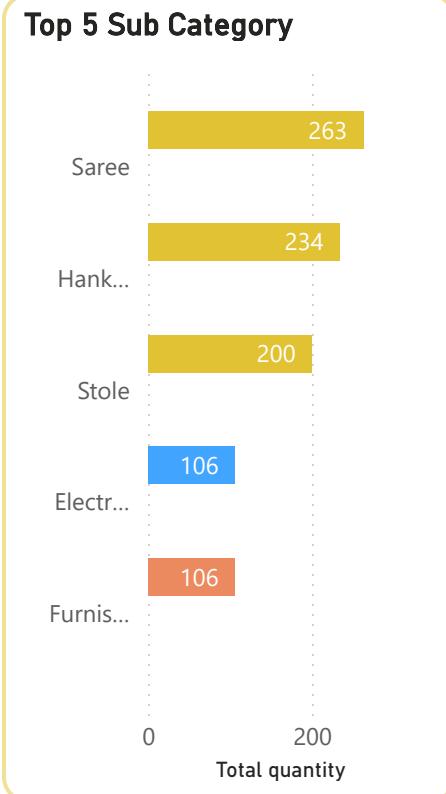
East



South



West



Quantity

Sales



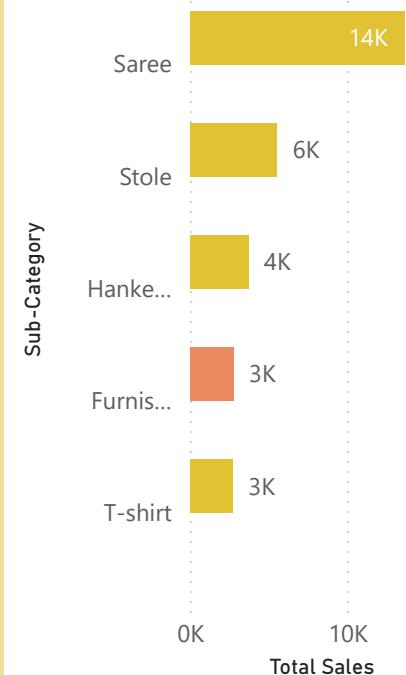
North & North West

Top categories by Regions (by Sales)

Quantity

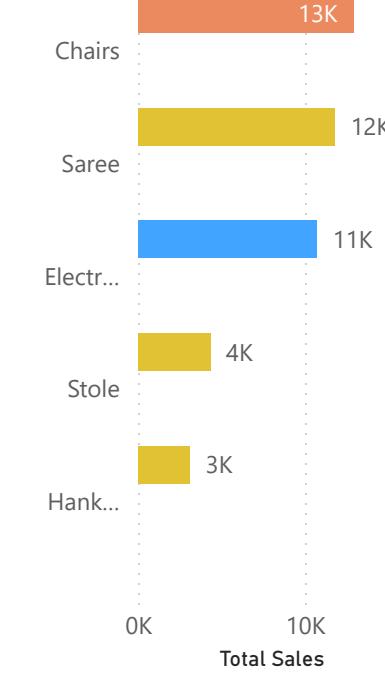
Sales

Top 5 Sub Category



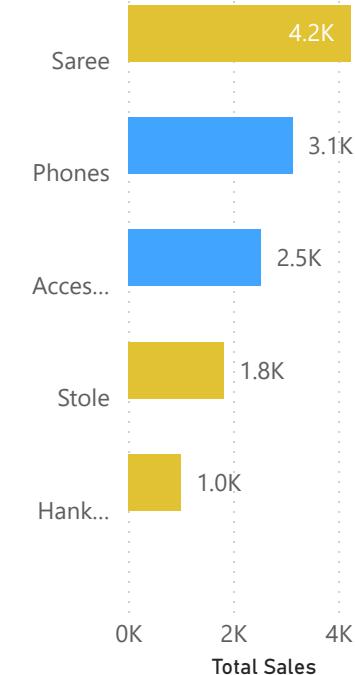
Central

Top 5 Sub Category



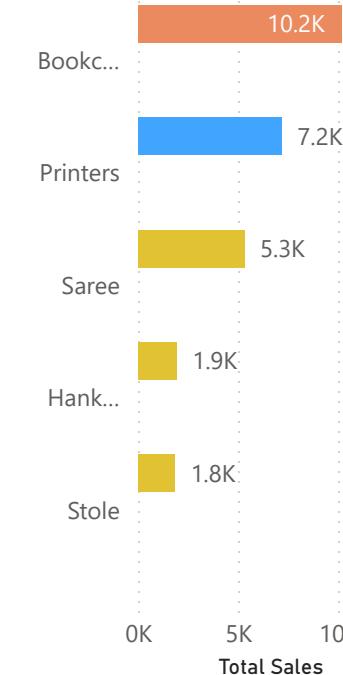
East

Top 5 Sub Category



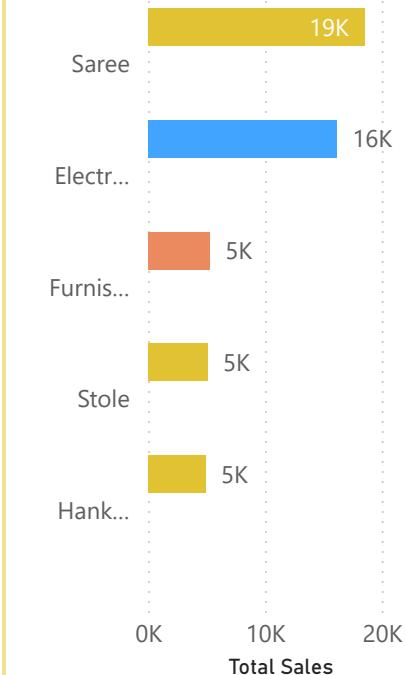
South

Top 5 Sub Category



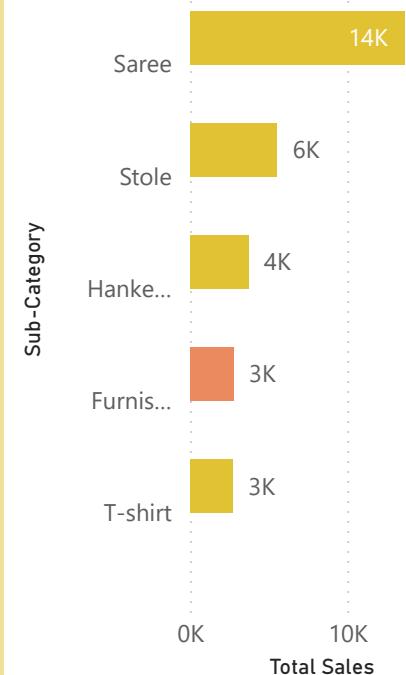
West

Top 5 Sub Category

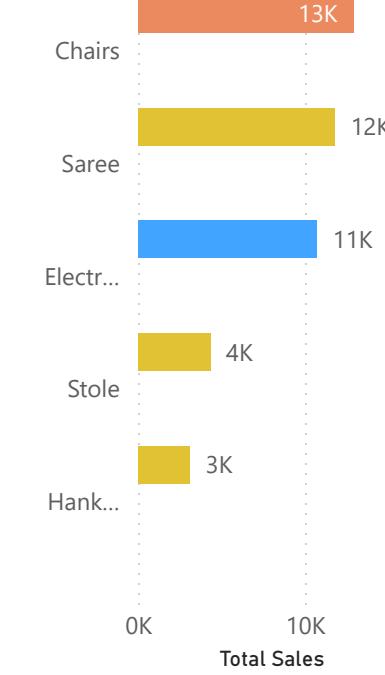


Sub-Category

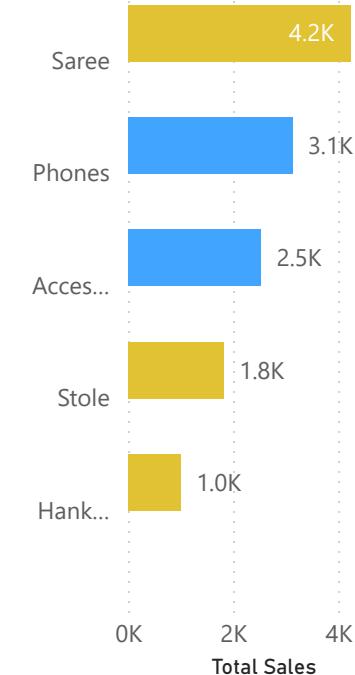
Top 5 Sub Category



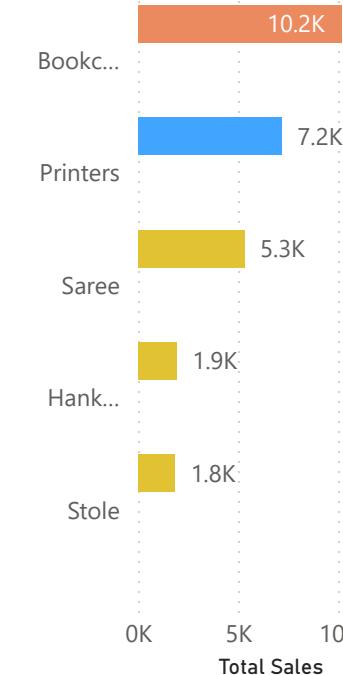
Top 5 Sub Category



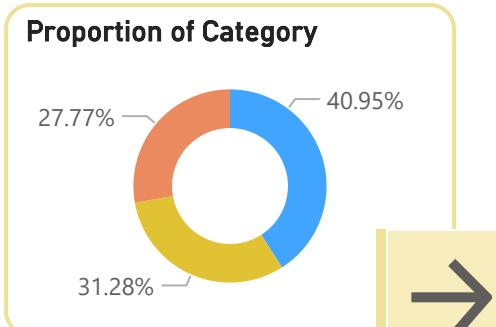
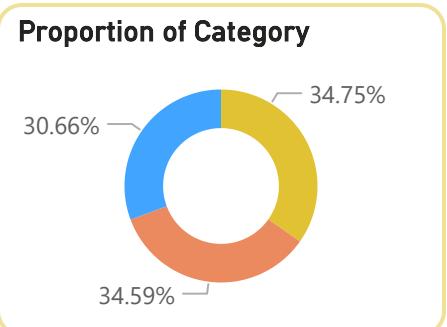
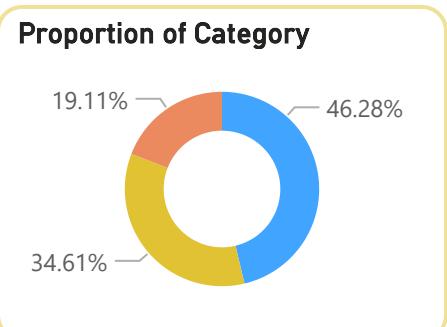
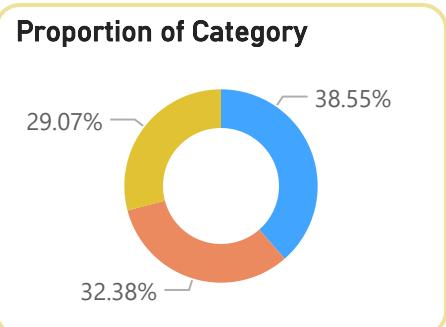
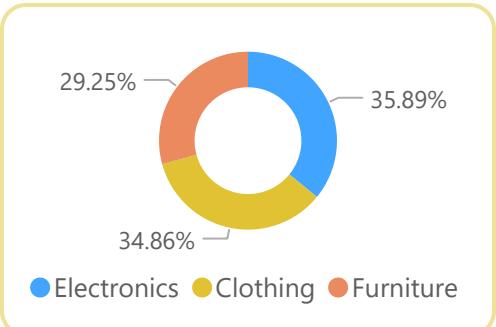
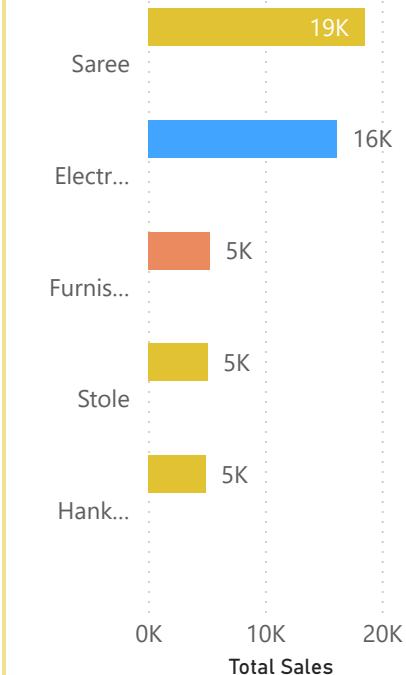
Top 5 Sub Category



Top 5 Sub Category



Top 5 Sub Category





Total Orders

500

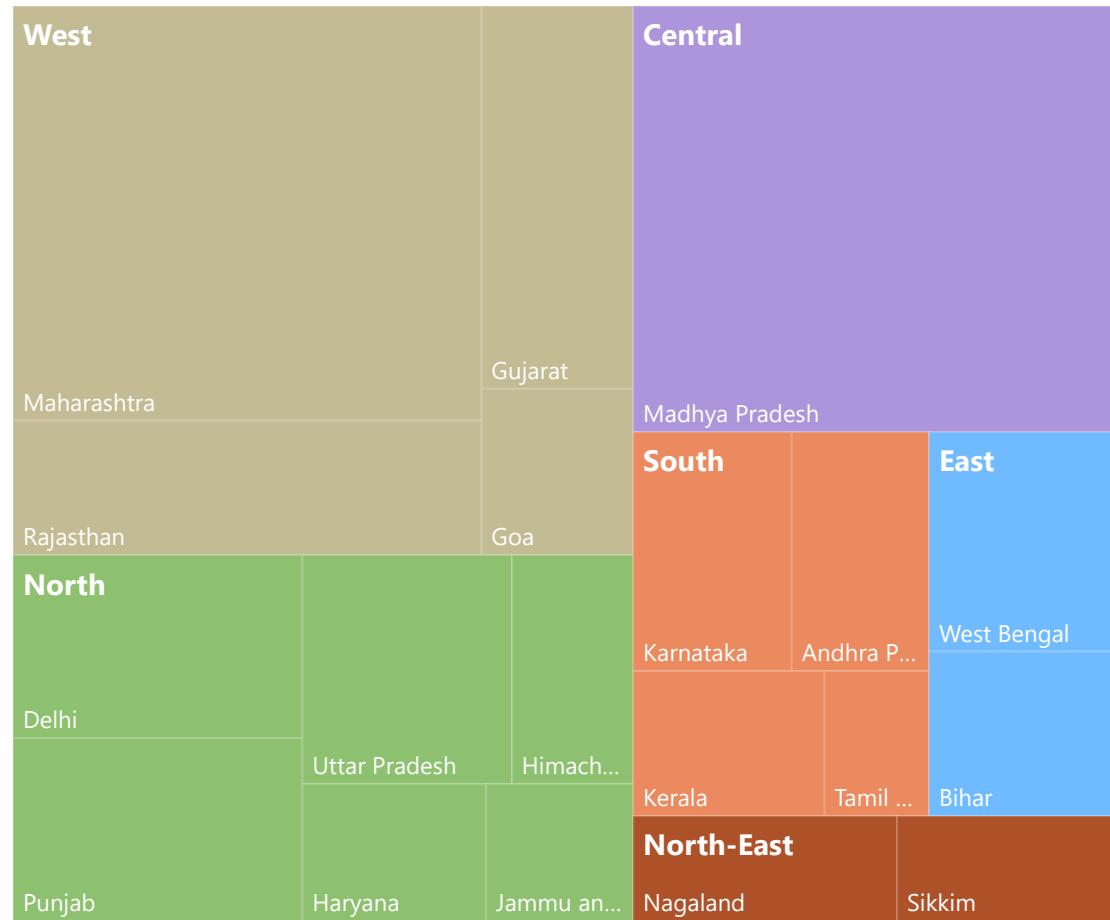
Cities Count

24

Top Customer

Yaanvi

Number of Customers by region and state



Number of orders per month and increment of orders by months

● OrderCount by Month ● Cumulative Order Count



Customers Ranking by spending

CustomerName	Total Amount	State	No. of Items	No. of Orders
Yaanvi	9177	Madhya Pradesh	13	2
Surabhi	6611	Maharashtra	10	2
Soumya	6339	Maharashtra	9	1
Pooja	5809	Uttar Pradesh	6	1
Abhishek	2866	Rajasthan	8	1
Pooja	2542	Himachal Pradesh	3	1
Abhishek	2538	Karnataka	4	1
Abhishek	2393	Goa	9	1
Soumya	510	Rajasthan	1	1

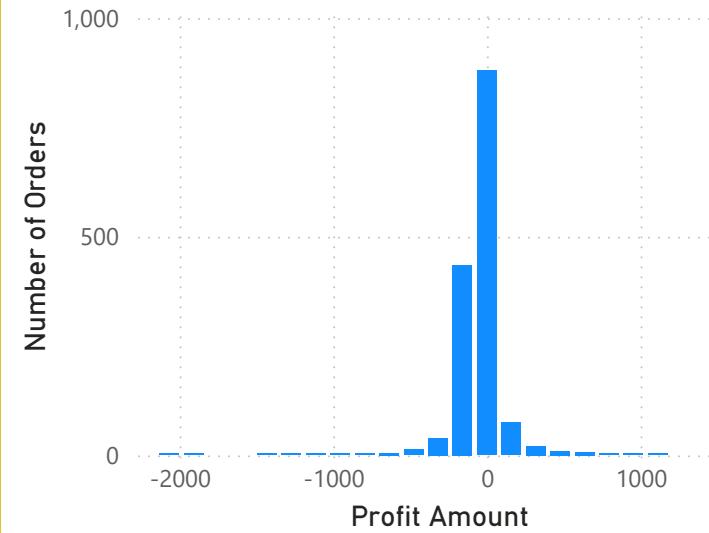
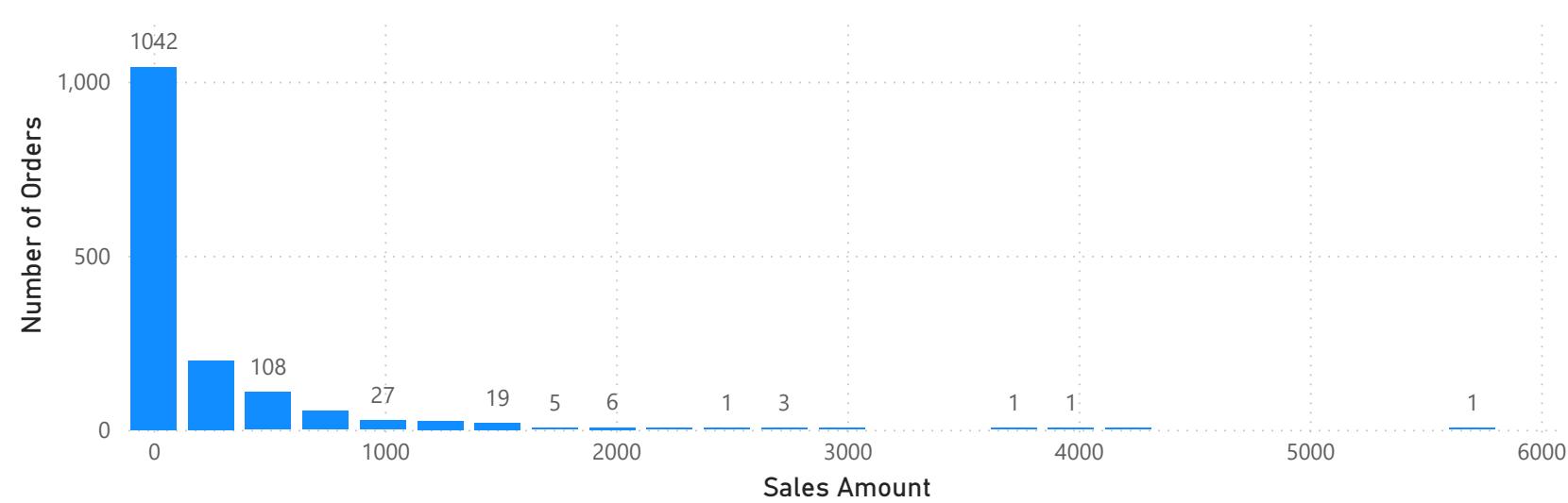
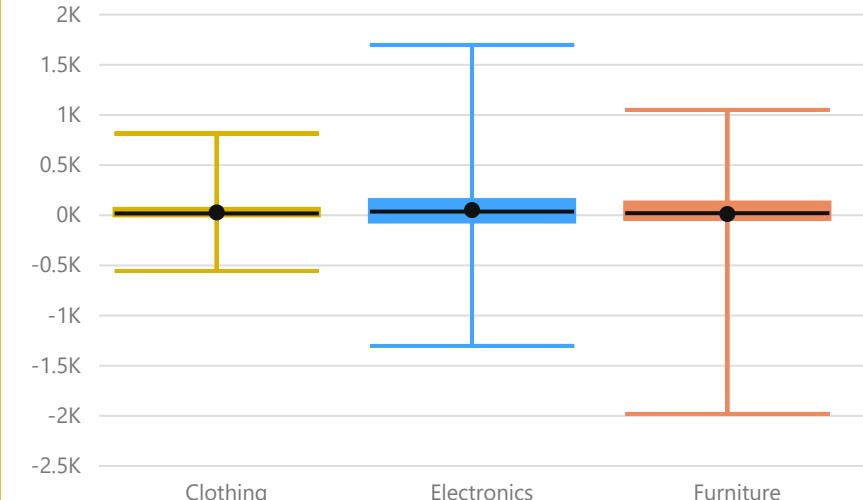
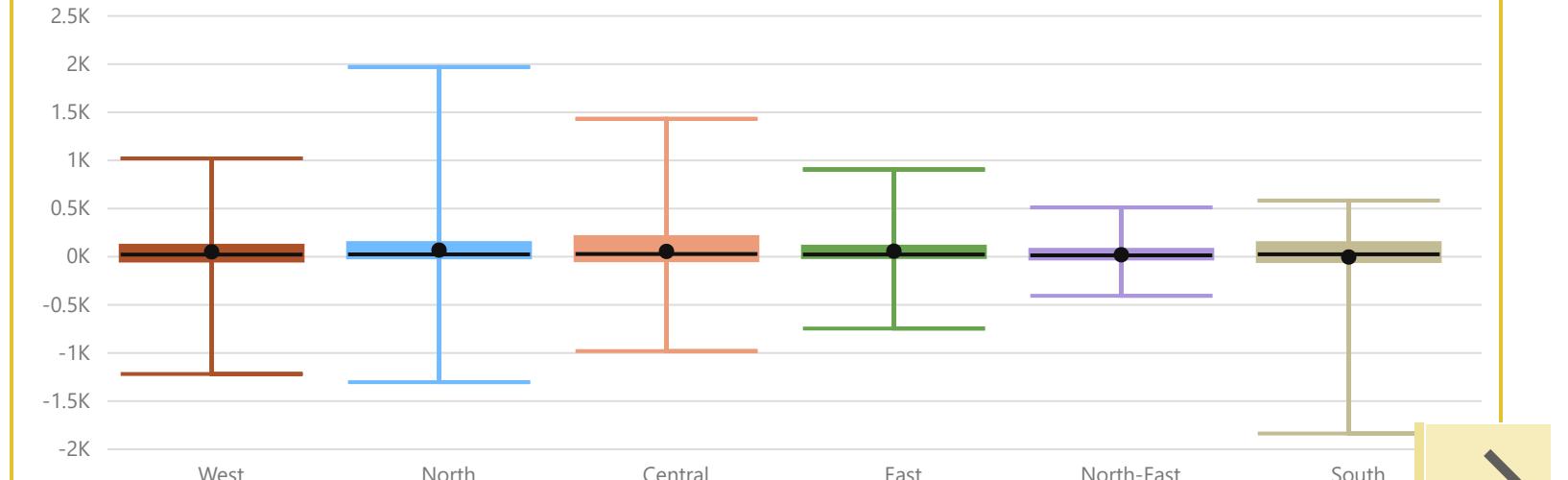


Further Analysis

To conduct a **detailed analysis of sales and profit data** across **different product categories and locations**, with the goals of **uncovering key trends and patterns**, identifying **distinct customer segments**, and **forecasting future sales** to inform strategic business decisions.



Univariate Analysis (Numerical)

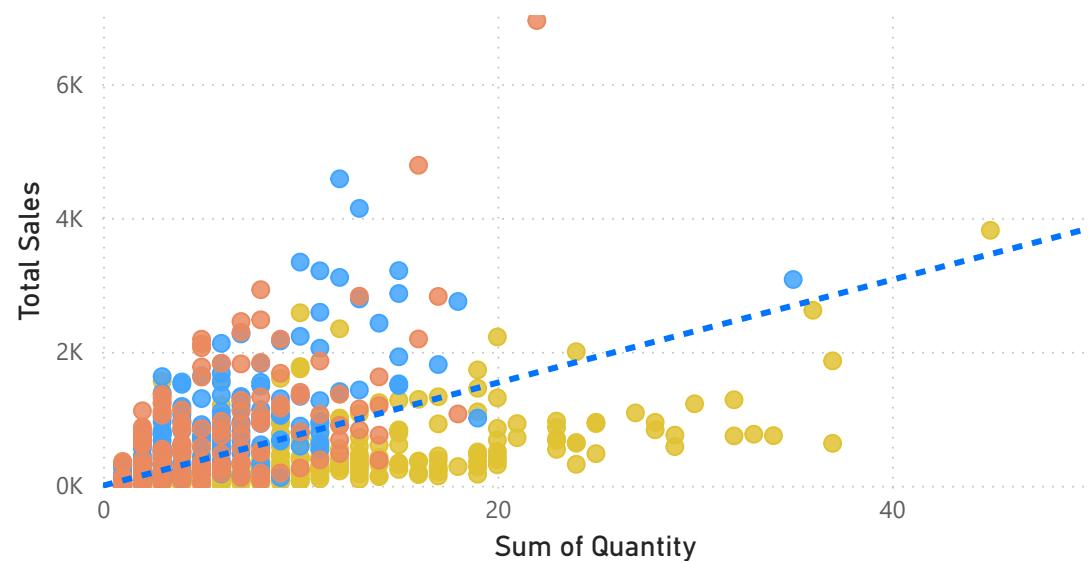
Profit distribution**Sales distribution****Distribution of Profit by Product Categories****Distribution of Profit by Regions**

Bi-Variate Analysis

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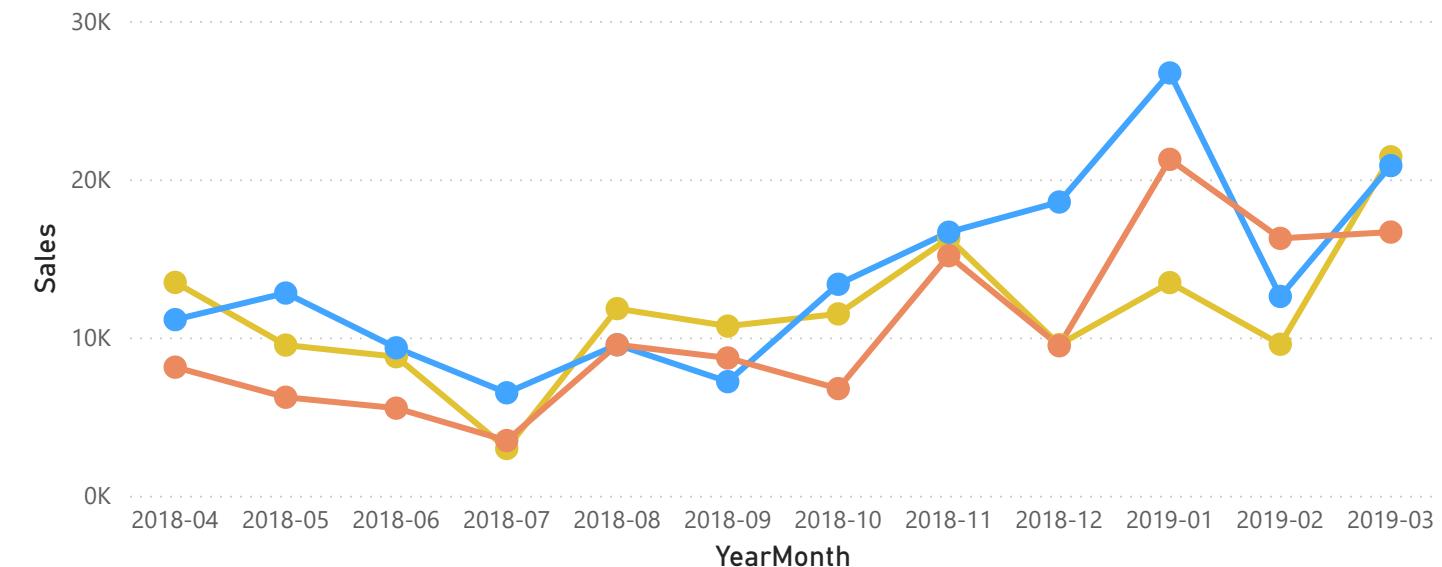
Sales vs Quantity

Category ● Clothing ● Electronics ● Furniture



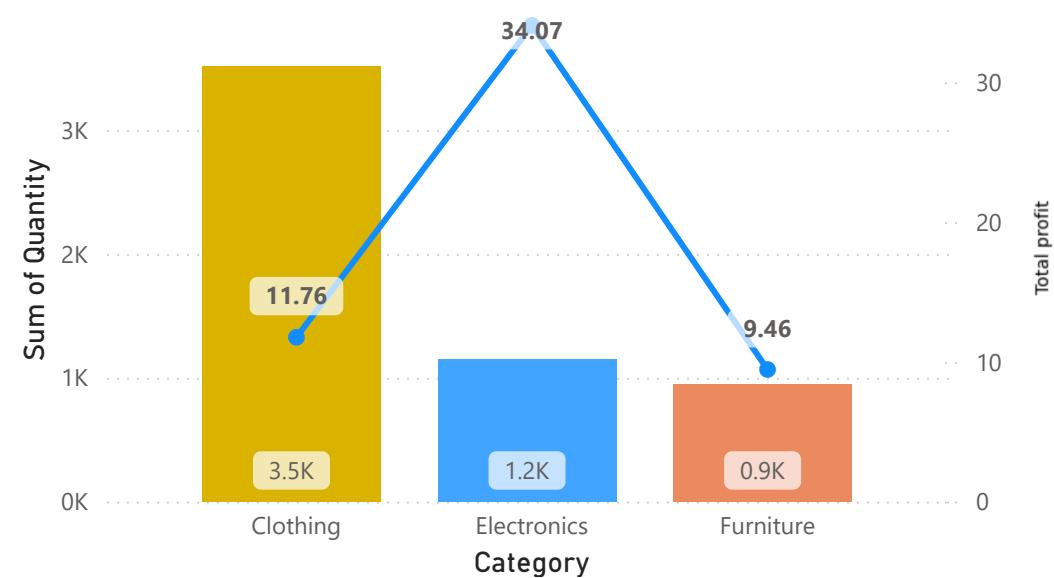
Sales by category overtime

Category ● Clothing ● Electronics ● Furniture

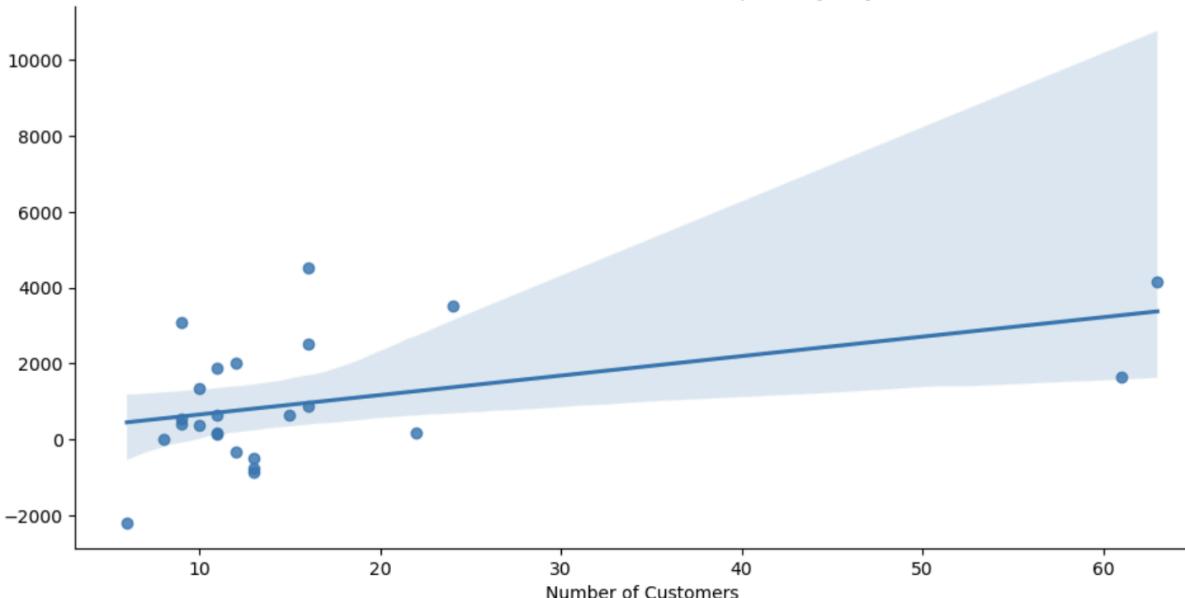


Quantity vs Average profit by Category

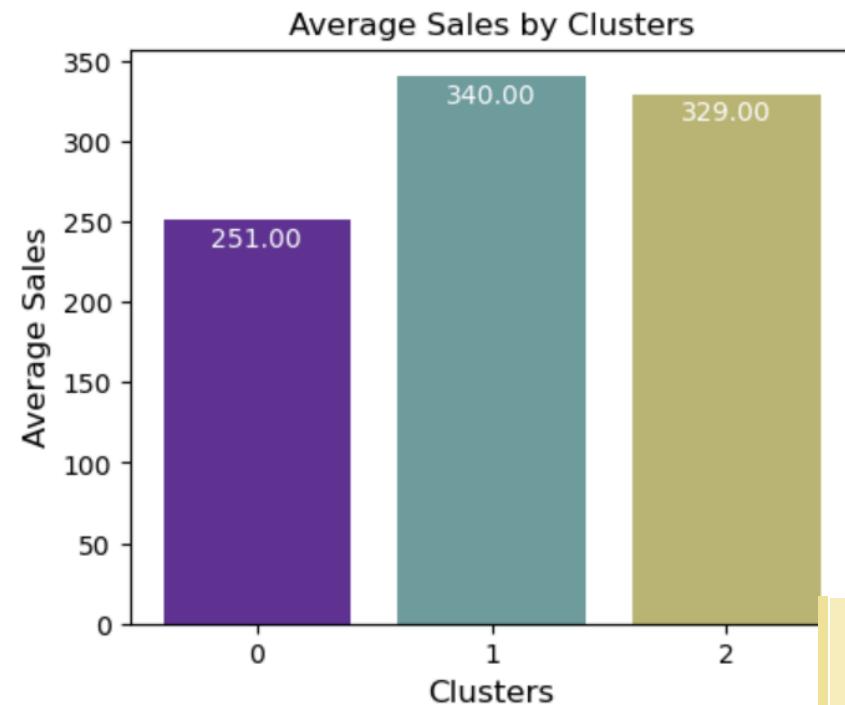
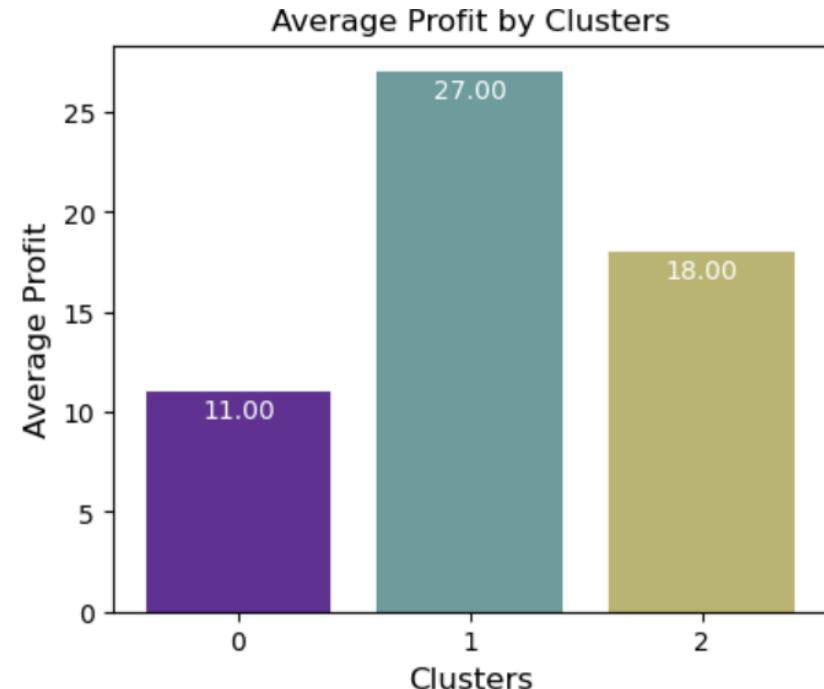
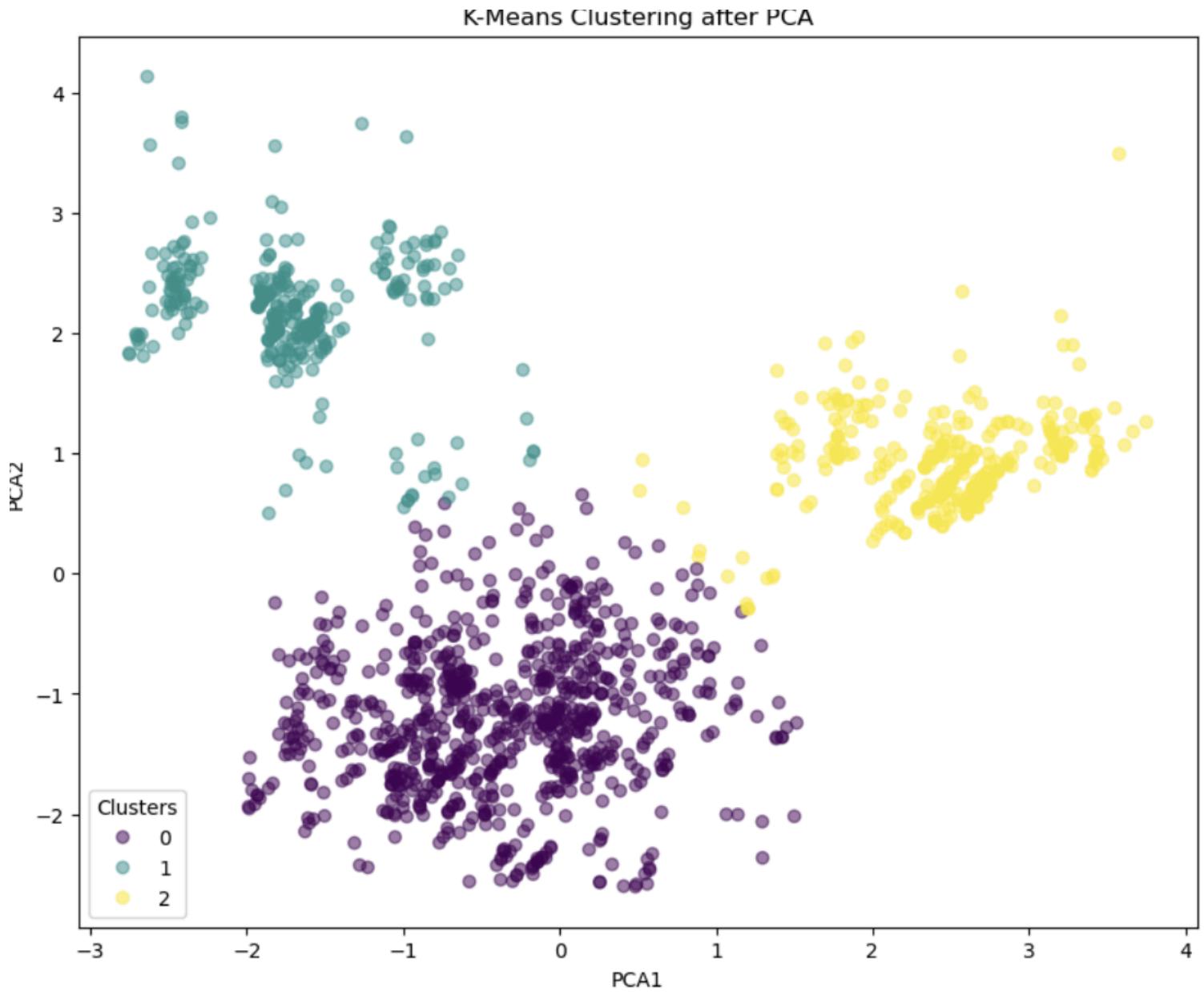
● Sum of Quantity ● Average of Profit



Number of Customers vs. Total profit by City



Multi-Variate Analysis - PCA + k-Means Clustering



Clustering Analysis

Data Mining

Time Series Analysis

Flipkart 

