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RESEARCH ARTICLE OPEN ACCESS

A Study on Sales at Sri Sathya Sai Enterprises using Descriptive Analytics

B. Hari Komala, Dr.P.Shirisha,
*MBA, Aurora PG College Hyderabad.
**Professor, Aurora PG College Hyderabad.
visitkoms@gmail.com, drshirisha@myyahoo.com

Abstract:

This study explores the application of descriptive analytics to assess and enhance sales performance at Sri Sathya Sai Enterprises. By analyzing historical sales data, the research identifies key trends, seasonal patterns, and fluctuations in demand. It investigates both internal factors such as inventory levels, pricing strategies, and sales team efforts and external influences like market dynamics, consumer behavior, and economic conditions that impact sales outcomes. The study also evaluates current inventory management and resource allocation strategies, aiming to better align supply with demand. This helps minimize stockouts, reduce excess inventory, and improve overall service efficiency. Through accurate sales forecasting and data-driven insights, the research supports informed decision-making, optimized operations, and improved strategic planning. Ultimately, the findings underscore the value of descriptive analytics in driving business growth and maintaining a competitive edge in a changing marketplace.

Keywords — Descriptive analytics, Sales performance, Historical sales data, inventory management.

1.1 INTRODUCTION

Descriptive analytics represents the first and most fundamental stage in the data analytics process. Its primary focus lies in summarizing historical data to provide a clear picture of past events and trends. Rather than predicting the future or prescribing specific actions, descriptive analytics helps organizations gain a retrospective understanding of what has occurred within a given time frame. By doing so, it empowers decision-makers with evidence-based insights that can improve strategic and operational decision-making.

At its core, descriptive analytics involves the transformation of raw, unstructured data into a structured and meaningful format. This transformation is achieved through the use of statistical tools, data aggregation methods, and visualizations. The goal is to convert large volumes of data into digestible information that can inform business insights and guide further analysis.

Key Components and Techniques of Descriptive analytics

1. Data Aggregation

This technique involves collecting and compiling data from various sources to create a unified dataset. Aggregation helps in reducing data complexity by summarizing it into useful metrics. For example, a retailer might aggregate sales data from multiple store locations to analyze overall performance by region or time period.

2. Data Mining

While often associated with predictive analytics, data mining also plays a role in descriptive analytics by identifying patterns, correlations, or anomalies in datasets. It helps uncover insights such as frequently purchased product combinations or seasonal trends.

3. Statistical Measures

Descriptive statistics form the backbone of descriptive analytics. These include:

- Mean (average): Gives a central value for a data set.
- Median: Shows the middle value, helping to understand data skewness.
- Mode: Identifies the most frequently occurring value.
- Variance and Standard Deviation: Indicate the spread and dispersion of data, helping assess variability in business processes.

4. Data Visualization

Visualization is a powerful aspect of descriptive analytics. Tools such as charts, graphs, histograms, pie charts, and dashboards are used to make data more interpretable. Visual representations simplify complex datasets and help stakeholders quickly grasp trends, distributions, and outliers.

Common Tools Used in Descriptive Analytics

Numerous tools are available to support descriptive analytics. These include:

- Microsoft Excel: Widely used for basic data analysis and visualization.
- Tableau and Power BI: Powerful tools for interactive dashboards and real-time visual analytics.
- Google Analytics: Commonly used in web and digital marketing to track visitor behavior and campaign performance.
- SQL (Structured Query Language): Essential for querying and manipulating data stored in relational databases.

What is Descriptive Analytics in Sales?

Descriptive analytics in sales involves collecting, summarizing, and visualizing past sales data to reveal patterns, trends, and key performance indicators (KPIs). It helps answer fundamental questions such as:

- What were the total sales last quarter?
- Which regions or products performed best?
- Which sales channels generated the most revenue?
- What are the seasonal trends in customer buying behaviour?

By providing a clear picture of past performance, descriptive analytics enables businesses to evaluate effectiveness, identify strengths and weaknesses, and optimize operations.

1.2 NEED OF THE STUDY

The need for this study is to provide valuable insights into past sales performance, enabling businesses to understand trends, patterns. By examining historical data, companies can identify and compare monthly sales, and peak demand periods. This knowledge helps businesses optimize inventory, allocate resources effectively, and forecast future sales with greater accuracy. Descriptive analytics also allows for monitoring sales team performance, tracking progress toward goals, and refining strategies based on past successes.

1.3 SCOPE OF THE STUDY

The scope of the study focuses on analyzing and comparing historical sales data to identify patterns and trends that can help predict future sales performance. By examining past sales over different time periods, the study aims to uncover key insights about what products or categories performed best during specific months or seasons.

1.4 OBJECTIVES OF THE STUDY

- To analyze Descriptive sales data to uncover trends.
- To identify how different variables affect sales performance
- To compare sales and their progress over the time.

1.5 RESEARCH METHDOLOGY

This study will use a quantitative approach by analyzing both historical and real-time sales data to track sales performance over several months. By

examining trends and fluctuations in sales numbers, the study will identify patterns and correlations with different variables such as promotions and seasonality. The goal is to provide data-driven insights that can help predict future sales.

Nature of the study:

The nature of research is both descriptive and quantitative focusing on comparison of sales over the time.

Data collection methods:

The data collection methods used was both primary and secondary collection methods.

- Primary Data collection methods: Data has been collected through interviewing sales managers and observing the sales of the firm.
- Secondary data collection methods: Data collection for this study will involve gathering historical sales records from the store's POS system, along with real time sales data for up-to-date insights and data from articles, journals and relevant books were collected for reference.

Tools and techniques used:

- Measures of central tendency (mean, median, mode) and measures of dispersion (standard deviation, variance, range, quartile)
- Data Visualization tools such as pie charts, bar graphs etc.

2.1 THEORTICAL FRAMEWORK OF THE STUDY

Information processing theory is used in the study in order to understand how information is collected, interpreted, and used by individuals and organizations. In the retail environment, vast amounts of sales data can be overwhelming without proper tools and techniques. Descriptive analytics helps process this data into meaningful summaries, visualizations, and performance metrics, enabling retail managers to quickly grasp complex sales patterns.

The Theory of Performance is used which states that performance improves when individuals or organizations gain access to better knowledge and operate under conducive conditions. Descriptive analytics enhances this process in retail by revealing performance gaps, highlighting top-performing products or stores, and helping identify best practices. Retailers can use sales data to benchmark performance across stores and implement strategies to elevate underperforming branches

3.1 INDUSTRY PROFILE AND COMPANY PROFILE

Industry Profile:

The retail industry is a critical component of the global economy, encompassing the sale of goods and services directly to end consumers through various channels, including brick-and-mortar stores, e-commerce platforms, and omnichannel models. Characterized by rapid innovation and intense competition, the sector is highly responsive to evolving consumer preferences, market dynamics, and technological advancements. Effective retail operations require strategic inventory management, competitive pricing, customer engagement, and seamless supply chain coordination. The increasing integration of digital technologies and data analytics has transformed traditional retail models, enabling more personalized and efficient customer experiences. As a result, the industry continues to play a pivotal role in economic development and consumer satisfaction.

Company Overview:

SSS Men's Fashion Store was founded on 5th December 2020 under the firm name Sri Sathya Sai Enterprises. It is a dedicated retail outlet specializing in premium men's clothing, offering a blend of quality, style, and affordability. The store's mission is to make high-quality fashion accessible to a broader audience through well-curated collections and customer-centric service.

The business is led by Mr. K. Ankamma Roa, with financial backing and strategic support from Mrs. B. Nalini Kiranmai. Launched during the COVID-19 pandemic, the store not only survived but thrived,

expanding to five branches in a short period. These branches were later sold based on goodwill, reflecting strong brand loyalty. The founders then focused their efforts on launching a large-scale exclusive showroom, marking a major milestone in the brand's growth.

SSS Men's Fashion Store integrates corporate social responsibility into its operations by allocating 5% of profits to social initiatives. The company also promotes sustainability by reusing plastic packaging materials for community and household purposes. With a long-term vision to expand into broader apparel segments, including women's and kids' wear, the brand continues to grow steadily. It stands today as a symbol of resilience, quality, and ethical entrepreneurship in India's retail landscape.
technical reliability.

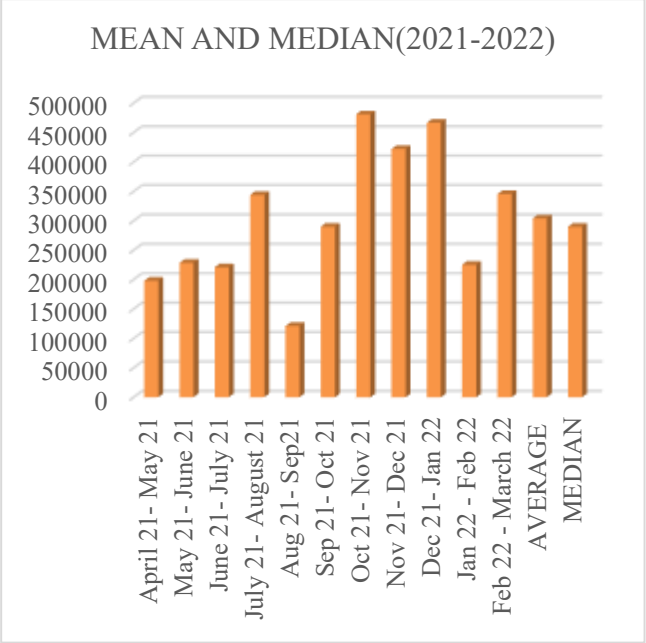
4.1 DATA ANALYSIS AND INTERPRTATION

Table 4.1: Table showing the mean, median, standard deviation, variance, range and IQR of the sales data for the year 2021 April- 2022 march.

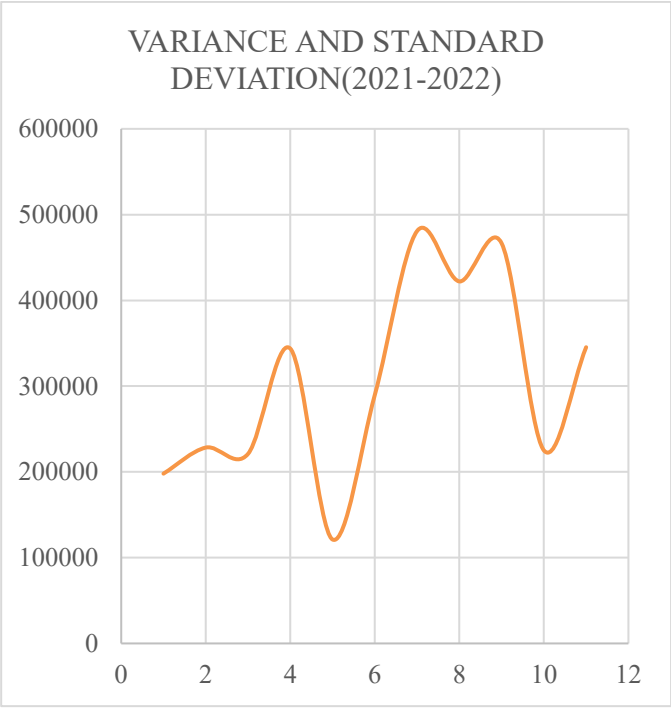
TABLE 4.1(A)

MONTHS	**SALES**
April 21- May 21	197987
May 21- June 21	228362
June 21- July 21	221007
July 21- August 21	343783
Aug 21- Sep21	121183
Sep 21- Oct 21	289807
Oct 21- Nov 21	480828
Nov 21- Dec 21	422096
Dec 21- Jan 22	466592
Jan 22 - Feb 22	225098
Feb 22 - March 22	345363
TOTAL	3342106
AVERAGE	303827.28
MEDIAN	289807
VARIANCE	13684094761
SD	117745
Q1	223052.5
Q3	383729.5
IQR	160677
RANGE	359645

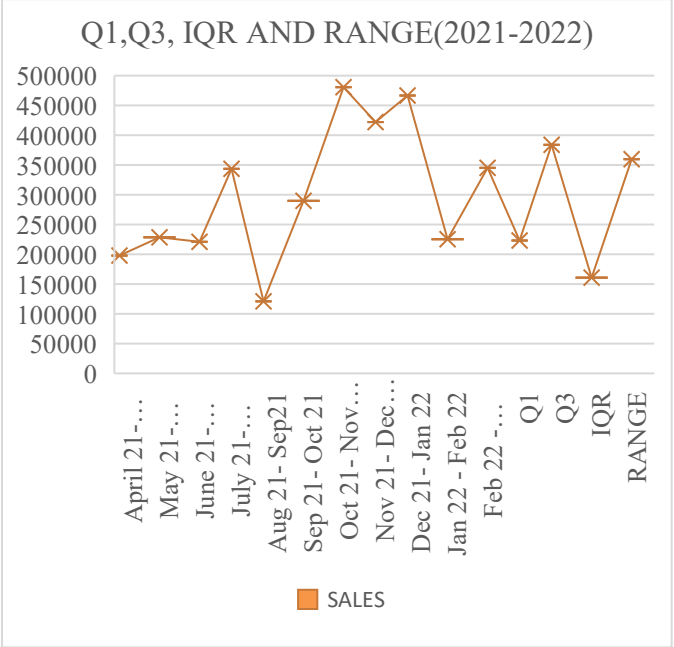
Graph-4.1(a): Bar chart showing mean and median for the year 2021 April -2022 March



Graph 4.1(b): Graph showing variance and standard deviation for the year 2021 April -2022 March



Graph 4.1(c): Box plot showing Q1, Q3, IQR and range for the year 2021April -2022 March.



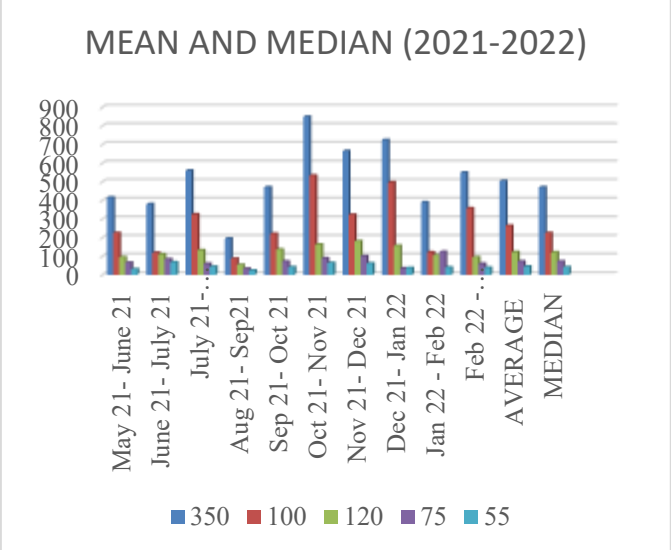
Interpretation: The sales data spans from April 2021 to March 2022, showing notable fluctuations across months. The total sales for the year reached 3,342,106, with a monthly average of 303,827.28, indicating moderately high overall performance. The median of 289,807 suggests that half of the months had sales below this figure, highlighting a few high-performing months that pulled the average up. The standard deviation of 117,745 reflects significant variation in sales, supported by a large variance of over 13 billion. The range of 359,645 between the highest and lowest months further emphasizes this variability. The first quartile (Q1) of 223,052.5 and third quartile (Q3) of 383,729.5 show that 50% of monthly sales fall within this interquartile range (IQR) of 160,677, indicating substantial dispersion. July through December saw notably higher sales spikes, possibly due to seasonal trends or marketing efforts. In contrast, August's sharp drop stands out as an anomaly. Overall, the sales trend suggests strong performance punctuated by seasonal highs and occasional dips.

Table 4.2: Table showing the mean, median, standard deviation, variance, range and IQR of units sold for the year 2021 April- 2022 march.

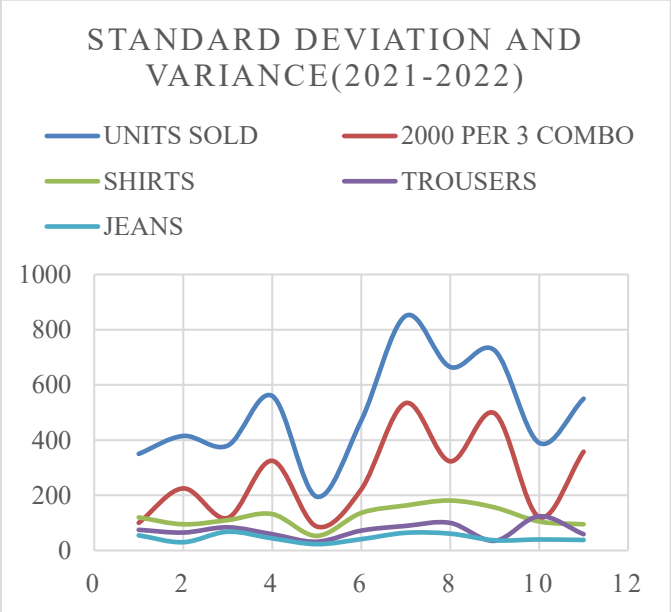
TABLE 4.2(A)

MONTHS	UNITS SOLD	2000 PER 3 COMBO	SHIRTS	TROUSERS	JEANS
April 21- May 21	350	100	120	75	55
May 21- June 21	415	225	95	65	30
June 21- July 21	380	118	110	84	68
July 21- August 21	560	325	132	59	44
Aug 21- Sep21	195	87	53	32	23
Sep 21- Oct 21	470	221	136	72	41
Oct 21- Nov 21	850	534	163	89	64
Nov 21- Dec 21	665	323	181	100	61
Dec 21- Jan 22	725	497	156	35	37
Jan 22 - Feb 22	390	121	105	124	40
Feb 22 - March 22	550	358	95	59	38
TOTAL	5550	2909	1346	794	501
AVERAGE	504	264	122	72	45
MEDIAN	470	225	121	72	41
VARIANCE	35637	24658	1326	728	210
SD	188.77	157.03	36.42	26.99	14.51
Q1	385	119.5	100	59	37.5
Q3	612.5	341.5	146	86.5	58
IQR	227.5	222	46	27.5	20.5
RANGE	655	447	128	92	45

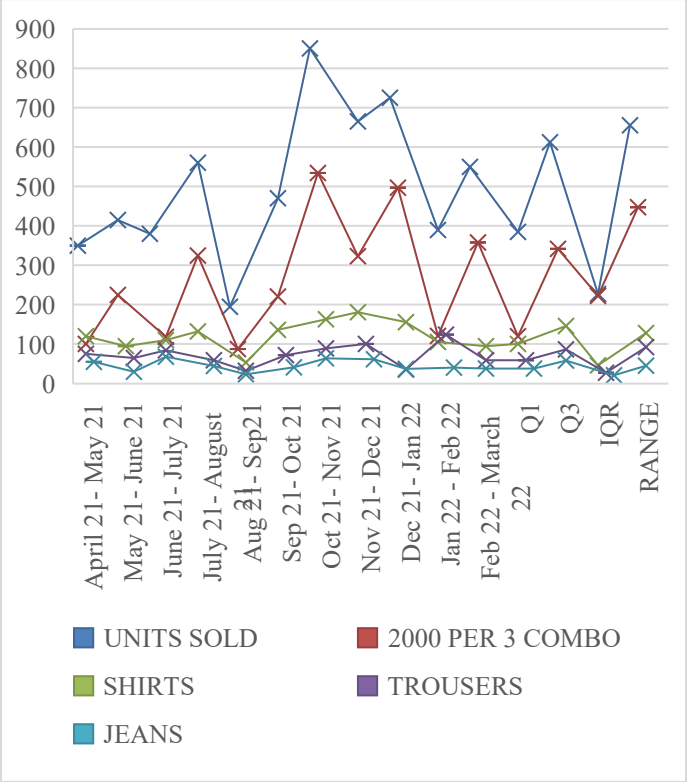
Graph 4.2(a): Bar Graph showing mean and median for no of units sold (2000 per 3 combos, shirts, trousers, jeans) for the year April 2021-March 2022



Graph 4.2(b): Scatter plot showing standard deviation and variance for the year April 2021-March 2022



Graph 4.2(c): Graph showing Q1, Q3, IQR and range for the year 2021-2022



Interpretation: From April 2021 to March 2022, total clothing unit sales peaked in Dec 21 – Jan 22 (725 units) and were lowest in Aug 21 – Sep 21 (195 units). Shirts were the most consistently sold item (avg: 122), followed by trousers (72) and jeans (45). The highest individual category sales occurred in Oct–Nov 21, with strong sales across all product types. The standard deviation of total units (188.77) indicates significant monthly fluctuation. Overall, sales varied month to month, likely influenced by seasonal demand and promotional offers throughout the year compared to shirts and combos. A clear sales surge occurred during the festive months (Oct–Jan), while September 2021 and February 2022 showed significant dips. Overall, combos and shirts were the most popular items, contributing the most to total unit sales.

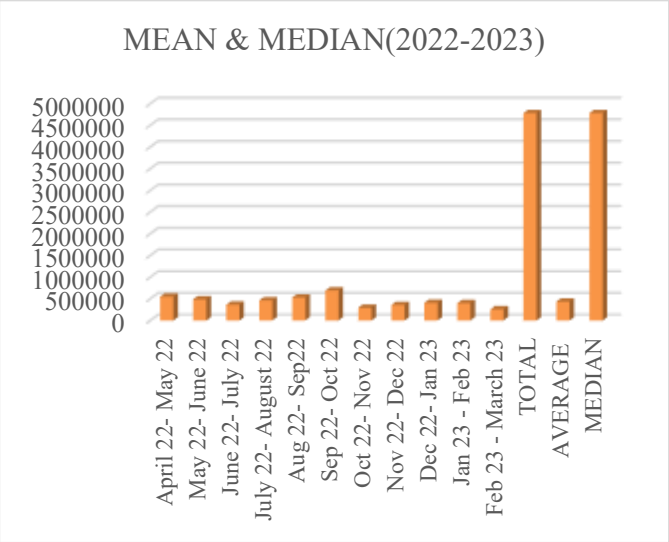
Table 4.3: Table showing the mean, median, standard deviation, variance, range and IQR of the sales data for the year 2022 April- 2023 march

TABLE 4.3(A)

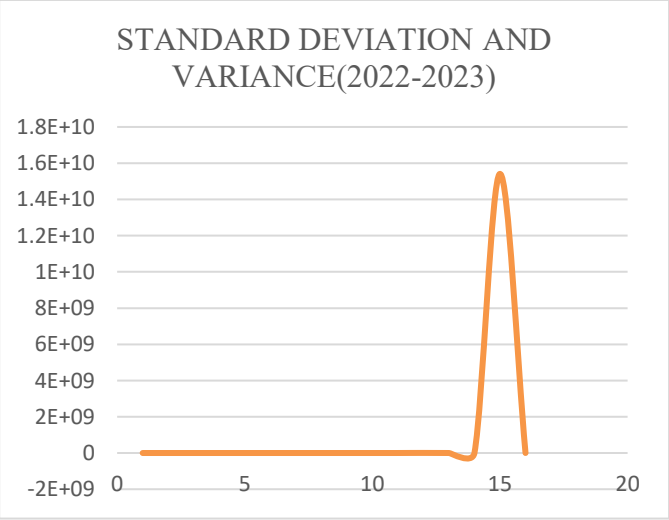
MONTHS	**SALES**
April 22- May 22	545484
May 22- June 22	486935
June 22- July 22	363051
July 22- August 22	460268
Aug 22- Sep22	527713
Sep 22- Oct 22	688488
Oct 22- Nov 22	292643
Nov 22- Dec 22	356532
Dec 22- Jan 23	403231
Jan 23 - Feb 23	399497
Feb 23 - March 23	256519
TOTAL	4780361
AVERAGE	434578.2727
MEDIAN	4780361
VARIANCE	15411694123

SD	124143.84
Q1	359791.5
Q3	507324
IQR	147532.5
RANGE	431969

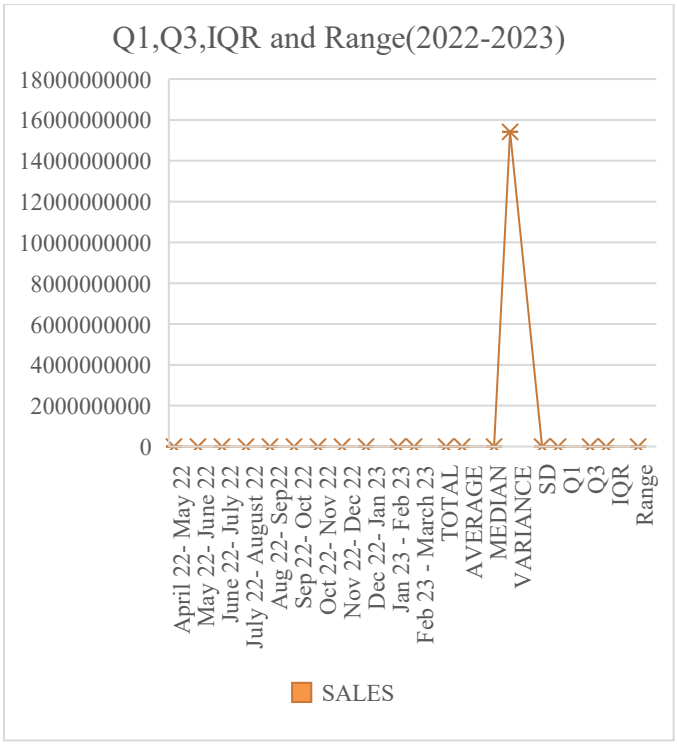
Graph 4.3(a): Bar chart showing median and mean of the year 2022 April -2023 March



Graph 4.3(b): Graph showing standard deviation and variance of the year 2022 April -2023 March.



Graph 4.3(c): Graph showing Q1, Q3, IQR and range for the year April 2022-March 2023



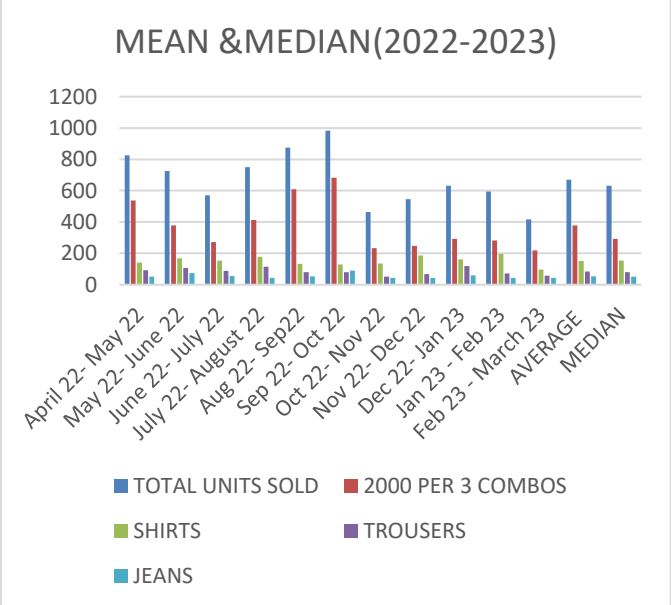
Interpretation: The sales data from April 2022 to March 2023 shows consistent high performance with a total sales figure of 4,780,361 and a monthly average of 434,578.27, indicating growth compared to the previous year. However, the median value appears incorrectly listed as the total; the correct median should be recalculated for accurate insight. The standard deviation of 124,143.84 and variance over 15 billion suggest significant variability across months. The range of 431,969 between the lowest and highest months highlights wide fluctuations in performance. The first quartile (Q1) is 359,791.5 and the third quartile (Q3) is 507,324, resulting in an interquartile range (IQR) of 147,532.5, suggesting that middle 50% of sales varied widely but were more tightly grouped than the extremes. Peak sales occurred in September and April, possibly due to seasonal demand or promotions. The drop in February sales marks the lowest point, which could reflect a post-holiday slump. Overall, sales showed improvement year-over-year but with considerable month to month variation.

Table 4.4: Table showing the mean, median, standard deviation, variance, range and IQR of the units sold for the year 2022 April- 2023 march

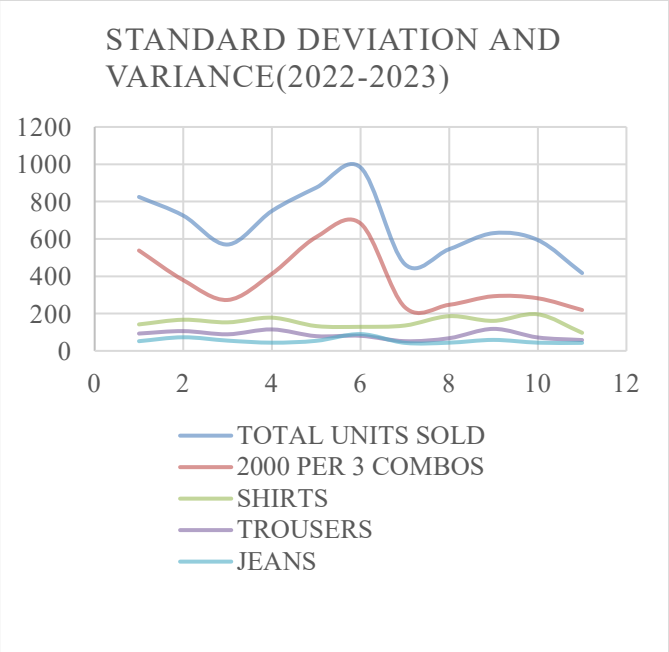
TABLE 4.4(A)

MONTHS	TOTAL UNITS SOLD	2000 PER 3 COMBOS	SHIRTS	TROUSERS	JEANS
April 22- May 22	825	538	142	93	52
May 22- June 22	725	379	167	106	73
June 22- July 22	570	273	153	89	55
July 22- August 22	750	413	178	115	44
Aug 22- Sep22	875	610	133	79	54
Sep 22- Oct 22	983	683	129	81	90
Oct 22- Nov 22	465	234	136	52	43
Nov 22- Dec 22	545	247	186	68	44
Dec 22- Jan 23	631	293	161	118	59
Jan 23 - Feb 23	594	282	196	72	44
Feb 23 - March 23	417	219	97	58	43
TOTAL	7380	4171	1678	931	601
AVERAGE	670	379	152	84	54
MEDIAN	631	293	153	81	52
VARIANCE	31239.09	26430.36	834.27	483.65	222.45
SD	176.74	162.57	28.88	21.99	14.91
QI	557.5	260	134.5	70	44
Q3	825	538	142	93	52
IQR	267.5	278	7.5	23	8
RANGE	566	464	99	66	47

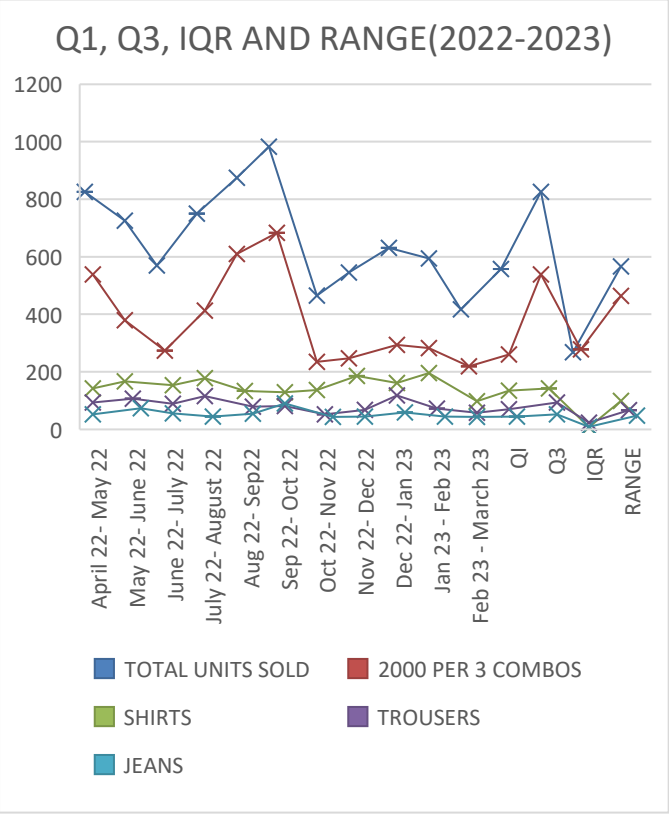
Graph 4.4(a): Bar Graph showing mean and median of units sold for the year April2022-March 2023 (2000 per 3 combos, shirts, trousers, jeans)



Graph 4.4(b): Graph showing standard deviation and variance of units sold for the year April 2022-March2023



Graph 4.4(c): Box plot showing Q1, Q3, IQR and range for the sold for the year April 2022-March2023



Interpretation: The dataset reflects monthly sales performance across various apparel categories, totalling 7,380 units, with an average of 670 units per month. Combo sales at 2,000 per 3 combos made up the majority, averaging 379 units monthly, indicating strong preference for value packs. Among individual items, shirts were the highest-selling (avg. 152 units), followed by trousers (84), and jeans (54). The median values closely align with the averages, suggesting relatively balanced distribution, though September and August peaked with notably high sales. The standard deviation is highest for total units and combos, showing more variability in these categories. The interquartile range (IQR) is especially narrow for shirts, trousers, and jeans, suggesting consistent month-to-month sales for individual items. October and February showed the lowest sales, indicating possible seasonality or external factors. Overall, sales were stable, with combos driving volume and individual apparel sales remaining steady but less variable.

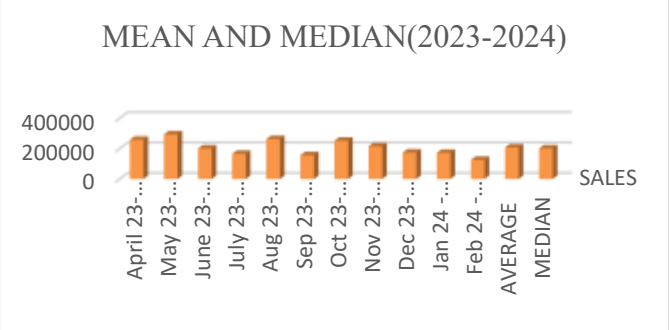
Table 4.5: Table showing the mean, median, standard deviation, variance, range and IQR of the sales data for the year 2023 April- 2024 march

TABLE 4.5(A)

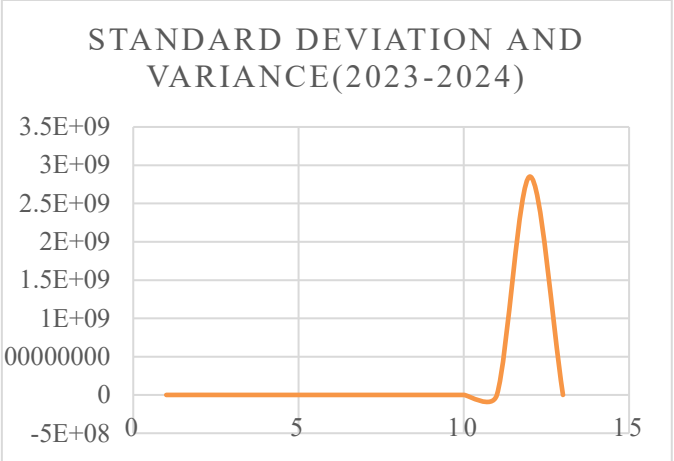
MONTHS	**SALES**
April 23- May 23	258441
May 23- June 23	293995
June 23- July 23	201692
July 23- August 23	165781
Aug 23- Sep23	262970
Sep 23- Oct 23	157171

Oct 23- Nov 23	252321
Nov 23- Dec 23	215354
Dec 23- Jan 24	174252
Jan 24 - Feb 24	172442
Feb 24 - March 24	125891
TOTAL	2280310
AVERAGE	207300
MEDIAN	201692
VARIANCE	2852520057
SD	53408.9
Q1	169111.5
Q3	255381
IQR	86269.5
RANGE	168104

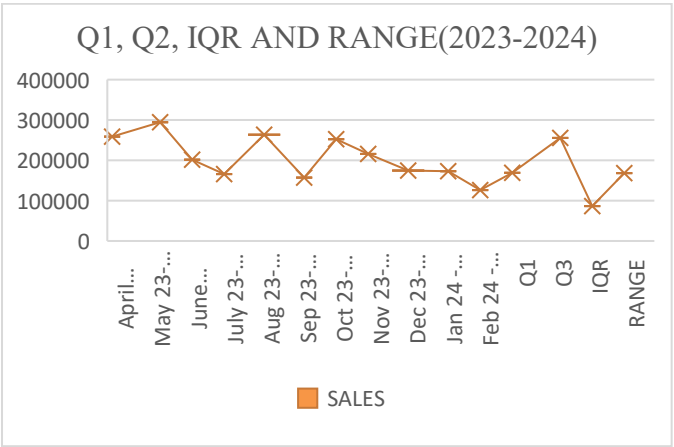
Graph 4.5(a): Bar chart showing average and median of sales for the year 2023 April -2024 March



Graph 4.5(b): Graph showing standard deviation and variance of sales for the year 2023 April -2024 March



Graph 4.5(c): Box plot showing Q1, Q3, IQR and range of sales of the year 2023 April -2024 March



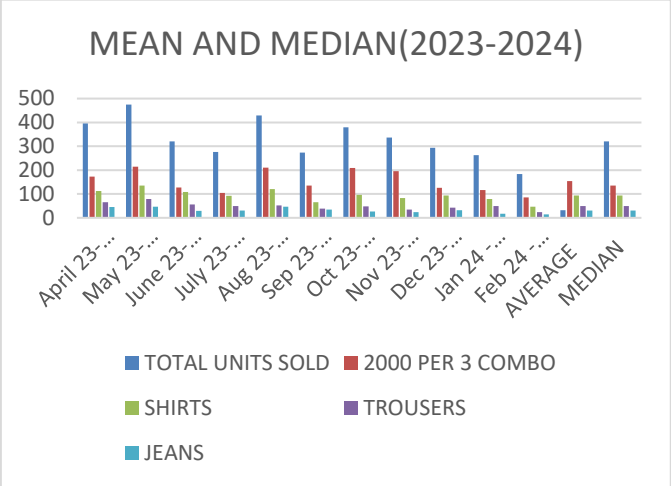
Interpretation: The median sales of 201,692 suggests that overall performance was fairly balanced, with half the months above and below this level. Sales peaked in May and August, while February saw the lowest figures at just 125,891. The standard deviation of 53,408.9 and variance of over 2.85 billion indicate moderate variability in monthly sales. The range of 168,104 further confirms a wide difference between the best and worst performing months. The interquartile range (IQR) of 86,269.5, shows that the middle 50% of the data is relatively clustered but still reflects fluctuations. Overall, sales were consistent but leaned slightly lower than previous periods, requiring strategic review to stabilize growth.

Table 4.6: Table showing the mean, median, variance, standard deviation, IQR, and range of units sold in the year April 2023-March 2024.

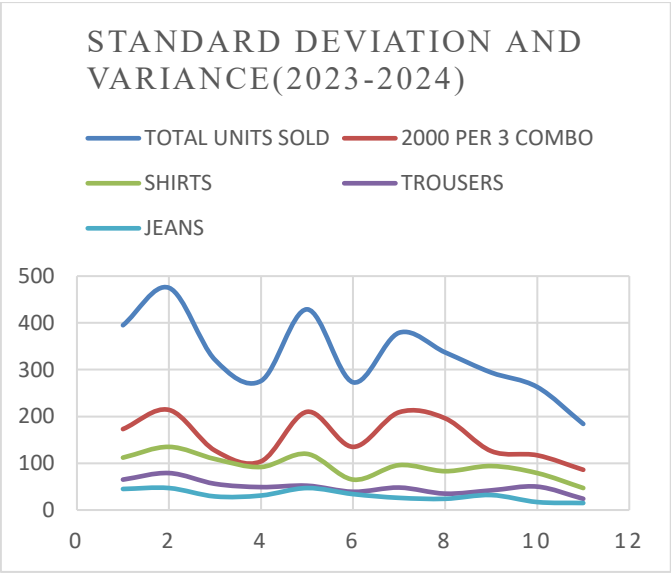
TABLE 4.6(A)

MONTHS	TOTAL UNITS SOLD	2000 PER 3 COMBO	SHIRTS	TROUSERS	JEANS
April 23- May 23	395	173	112	65	45
May 23- June 23	475	214	135	79	47
June 23- July 23	321	127	109	56	29
July 23- August 23	276	104	92	49	31
Aug 23- Sep23	429	210	120	52	47
Sep 23- Oct 23	273	135	65	39	34
Oct 23- Nov 23	379	209	96	48	26
Nov 23- Dec 23	337	196	83	35	24
Dec 23- Jan 24	294	126	94	42	32
Jan 24 - Feb 24	263	117	79	50	17
Feb 24 - March 24	184	86	47	24	15
TOTAL	3626	1697	1032	539	347
AVERAGE	302	154	93	49	31
MEDIAN	321	135	94	49	31
VARIANCE	7084	2225	630	218	124
SD	84	47	25	14	11
Q1	274.5	121.5	81	40.5	25
Q3	387	202.5	110.5	54	39.5
RANGE	291	128	88	55	32
IQR	112.5	81	29.5	13.5	14.5

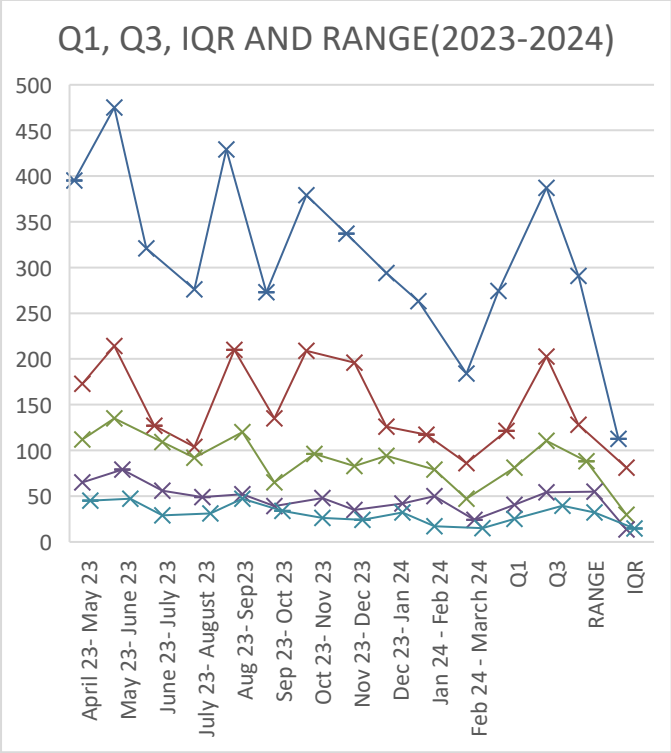
Graph 4.6(a): Bar Graph showing average and median of the no. of units sold for year the April 2023-March 2024 (2000 per 3 combos, shirts, trousers, jeans)



Graph 4.6(b): Scatter plot showing standard deviation and median of no. of units sold for year the April 2023-March 2024 (2000 per 3 combos, shirts, trousers, jeans).



Graph 4.6(c): Box plot showing Q1, Q3, IQR and range of no. of units sold for year the 2023-2024 (2000 per 3 combos, shirts, trousers, jeans).



Interpretation: The data shows monthly unit sales across various clothing categories, totalling 3,626 units with an average of 329 units/month. The highest-selling category is the "2000 per 3 combo" with 1,697 units, followed by shirts. The standard deviation (SD) values show that sales of the combo and shirts vary more than trousers and jeans, indicating less consistency. Variance and SD are highest in combo deals, suggesting wide monthly fluctuations. The median values closely align with the average for most categories, suggesting a relatively balanced distribution with few extreme outliers. Range and IQR (not filled in) would further clarify spread and consistency.

YEARLY SALES ANALYSIS

Table 4.7: Total and Average Sales Performance

TABLE 4.7(A)

Year	Total Sales (₹)	Avg. Monthly Sales (₹)
2021–2022	Rs 3.96 million	₹330,000
2022–2023	Rs 4.78 million	₹434,578
2023–2024	Rs 2.28 million	₹207,301

Interpretation: 2022–2023 had the highest total and average monthly sales and 2023–2024 saw a drop of over 50% in revenue from the previous year which indicates an alarming decline in performance.

Table 4.8: Sales Volatility (Standard Deviation & IQR)

TABLE 4.8(A)

Year	Std. Deviation (₹)	IQR (₹)	Observation
2021–2022	₹117,745	₹66,754	High fluctuations
2022–2023	₹124143	₹147,532.5	Highest volatility
2023–2024	₹53,409	₹86,270	Reduced fluctuation

Interpretation: Volatility decreased significantly in 2023–2024, suggesting more consistent but lower sales. The 2022–2023 year was most volatile, especially due to high combo sales spikes during festivals.

Table 4.9: Unit Sales and Category Popularity

TABLE 4.9(A)

Year	Average Monthly Units	Top-Selling Category	Jeans Sales
2021–2022	504 units	Combos (2909 units)	501 units
2022–2023	670 units	Combos (4,171 units)	601 units
2023–2024	330 units	Combos (1,697 units)	347 units

Interpretation: Combo offers were consistently the most popular**,** appealing to value driven customers. Jeans had the lowest sales across all years but were stable indicating a small but steady demand.

Table 4.10: Seasonal Trends and Monthly Peaks

TABLE 4.10(A)

Year	Peak Sales Period	Low Sales Period	Pattern
2021–2022	Oct–Jan	Sept, Feb	Festive boost, consistent dips
2022–2023	Sept–Oct & Apr–May	Feb–Mar	Strong festive and summer spikes
2023–2024	May–June, Sept–Nov	Jan–Mar	Decline post-festive season

Interpretation: Festive and post-summer periods (Oct - Jan, Apr - Jun) were consistently the strongest. Feb - Mar consistently underperformed, suggesting a need for targeted promotions in these months.

5.1 FINDINGS

- Sales rose from 3.34M in 2021-2022 to a peak of 4.78M in 2022-2023, before dropping sharply to 2.28M in 2023-2024.
- The monthly average increased from 303,827 in 2021-2022 to 434,578 in 2022-2023, then declined to 207,300 in 2023-2024.
- The median stayed relatively close to the average each year 289,807, then (corrected) ~434,000, and 201,692 showing symmetry but decreasing overall.
- Variability peaked in 2022-2023 (124,144), was slightly lower in 2021-2022 (117,745), and dropped significantly in 2023-2024 (53,409).
- The sales range widened from 359,645 (2021-2022) to 431,969 (2022-2023), then narrowed to 168,104 (2023-2024), showing reduced extremes.
- IQR decreased across the years: 160,677 → 147,532.5 → 86,269.5, indicating tighter middle-50% clustering over time.
- 2021-2022 peaked in Dec-Jan, 2022-2023 in Sept and April, and 2023-2024 in May and August, showing shifting seasonal strengths.
- August 2021, February 2023, and February 2024 were the respective low points, with February consistently underperforming.

- Unit sales grew from ~4,725 in 2021-2022 to 7,380 in 2022-2023, then halved to 3,626 in 2023-2024.
- Combos and shirts led in all years, with combo packs seeing the most volume but also the highest variability.
- Shirt, trouser, and jeans sales were relatively stable in all years, with combos showing large monthly swings, especially in 2022–2023.
- Strong festive spikes were seen in Oct–Jan (2021-2023), but this effect weakened in 2023-2024, suggesting declining festive impact.
- Year 1 (2021–2022) showed moderate performance, Year 2 (2022-2023) saw peak growth, and Year 3 (2023-2024) marked a notable decline.

5.2 SUGGESTIONS

- Focus on strengthening combo pack promotions, as they consistently drive the highest sales volume across all years.
- Launch targeted marketing campaigns during low-performing months like February–March to smooth out seasonal dips.
- Reintroduce successful festive season strategies from 2021–2023 to boost year-end performance.
- Improve digital visibility and promotions for shirts and trousers, which show stable performance but untapped growth potential.
- Explore discounts or limited-time offers on jeans to generate interest in this low-performing yet stable category.
- Use the more stable sales pattern in 2023–2024 as a base to build predictable revenue models and reduce overstocking.
- Expand the combo offer variety (e.g., mix of trousers, jeans, shirts) to attract broader customer segments.
- Invest in data-driven forecasting tools to better align inventory and marketing with high-demand months.
- Consider bundling lower-selling products like jeans with high-selling ones to increase overall basket size.
- Maintain consistent customer engagement via loyalty programs to sustain demand beyond festive peaks.

5.3 CONCLUSION

The sales data from 2021–2024 highlights shifting performance trends, with a strong surge in 2022–2023 followed by a sharp decline in 2023–2024. In 2021–2022, the company saw moderate success, with an average monthly revenue of ₹330,000 and strong festive season sales, particularly for combo packs and shirts. The following year, 2022–2023, marked peak performance, reaching ₹4.78 million in total sales, driven largely by the ₹2,000 combo offer, which accounted for over half of unit sales. While revenue spiked, volatility also increased, reflecting heavy reliance on seasonal demand. However, in 2023–2024, total sales fell to ₹2.28 million, with monthly averages dropping to ₹207,301. Despite reduced volatility, the downturn indicated a drop in demand across all categories. Combo sales declined, though they remained the top-performing product. The festive momentum failed to sustain post December, pointing to weak retention strategies. Overall, the data underscores the effectiveness of value bundles and festive marketing, but also highlights the need for consistent engagement across all months. To recover, the company must revamp promotions during low-demand periods, refine product bundling, and apply data-driven strategies from past successes to stabilize future growth.

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