**Comprehensive Analysis Report**

**Key Findings:**

1. **Sales Overview**:
   * Sales trends show consistent growth over time, with peaks during holiday seasons.
   * Revenue is dominated by a few high-performing months, indicating potential seasonal spikes.
2. **Product Preferences**:
   * Top-selling categories include T-shirts, shirts, and trousers, contributing to the majority of revenue.
   * Standard sizes (M, L, XL) dominate sales, while extreme sizes (XS, 3XL) cater to niche markets.
   * T-shirts exhibit higher quantities sold per order, suggesting their popularity for bulk purchases.
3. **Customer Behaviour**:
   * B2B customers contribute significantly to revenue through high-value bulk orders, though their frequency is lower than B2C orders.
   * B2C customers drive transaction volume, emphasizing steady demand for smaller-value purchases.
   * Repeat customers, particularly in metropolitan regions, generate substantial revenue.
4. **Geographical Sales Distribution**:
   * States like Maharashtra, Karnataka, and Tamil Nadu lead in sales, with key cities including Mumbai, Bengaluru, and Chennai.
   * Tier-2 cities represent growth opportunities, requiring targeted marketing.
5. **Fulfilment Performance**:
   * Amazon.in’s fulfilment method dominates the sales channel, with expedited shipping preferred by high-value customers.
   * Delays in courier statuses indicate room for improving delivery efficiency.

**Visualizations:**

1. **Monthly Sales Trend**:
   * A line chart depicting revenue trends across months, highlighting peak periods.
2. **Top Categories by Sales**:
   * A bar chart showing revenue contribution from top product categories (T-shirts, shirts, trousers).
3. **Size Distribution**:
   * A bar chart illustrating size preferences, with M, L, and XL leading.
4. **Sales by State**:
   * A bar chart visualizing state-wise sales, emphasizing top-performing regions like Maharashtra and Karnataka.
5. **Repeat Customers**:
   * A table showcasing repeat transactions by city, with metrics like total revenue and order count.

**Insights and Recommendations:**

Insights:

1. **Product Insights**:
   * Focus inventory planning on high-demand categories (T-shirts, shirts) and popular sizes (M, L, XL).
   * Consider diversifying offerings in niche categories with high average order values.
2. **Customer Behavior**:
   * B2B customers require robust bulk-order management and tailored pricing strategies.
   * Implement loyalty programs for B2C repeat buyers to enhance retention.
3. **Geographical Strategy**:
   * Increase marketing in Tier-2 cities to tap into emerging demand.
   * Maintain stock availability in high-performing metropolitan areas.
4. **Fulfillment Optimization**:
   * Invest in streamlining courier operations to improve delivery times.
   * Expand expedited shipping options for premium customers.

Recommendations:

1. **Sales Strategies**:
   * Run seasonal promotions during high-demand periods to maximize revenue.
   * Launch targeted marketing campaigns for Tier-2 cities to unlock growth potential.
2. **Inventory Management**:
   * Focus inventory allocation on top-selling categories and popular sizes.
   * Monitor slow-moving inventory to reduce holding costs.
3. **Customer Service**:
   * Enhance customer experience through loyalty rewards for repeat buyers.
   * Improve real-time tracking of courier statuses to reduce delivery delays.