

Sales Overview

Category

Blazzer

Perfume

Shirt

Shoes

Socks

Trousers

T-shirt

Wallet

Watch

Total Sales

78.59M

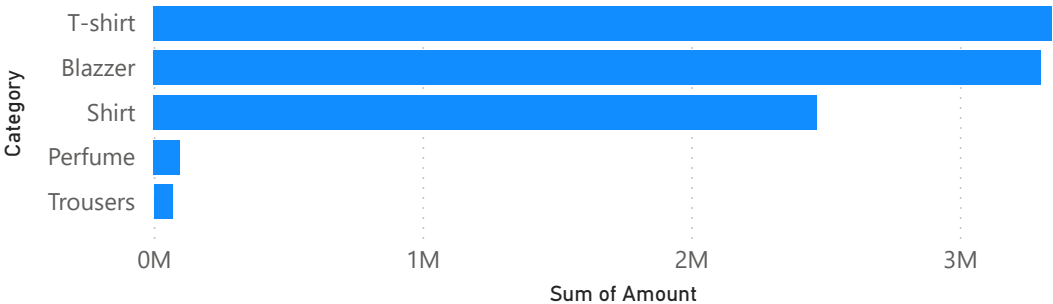
Total Orders

129K

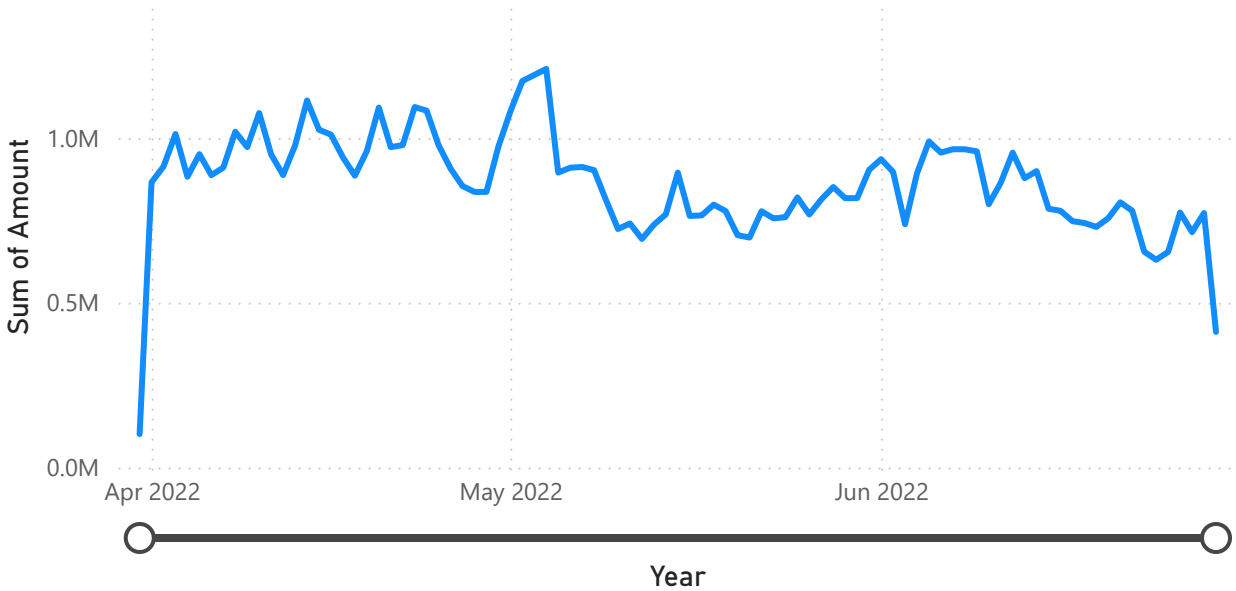
Average Order Value

609.34

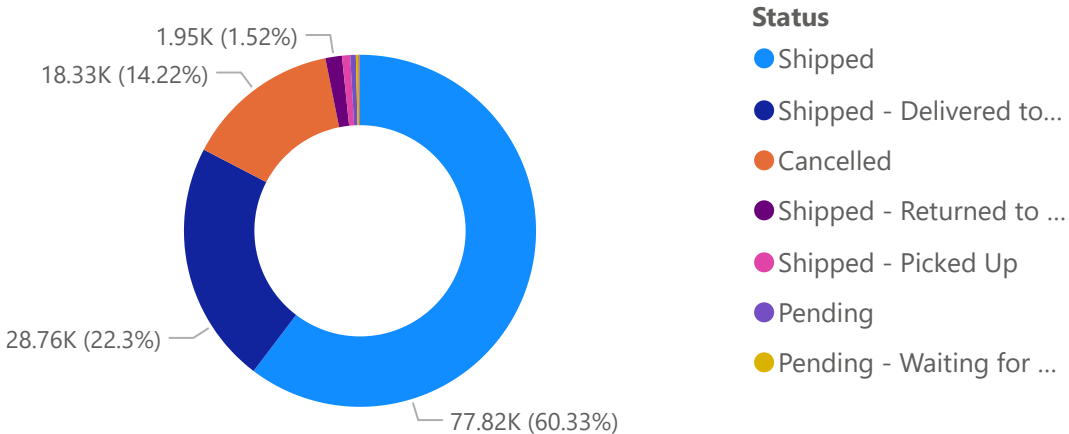
Sum of Amount by Category



Sales Trend over Time



Count of Category by Status



Product Analysis

Category

Blazzer

Perfume

Shirt

Shoes

Socks

Trousers

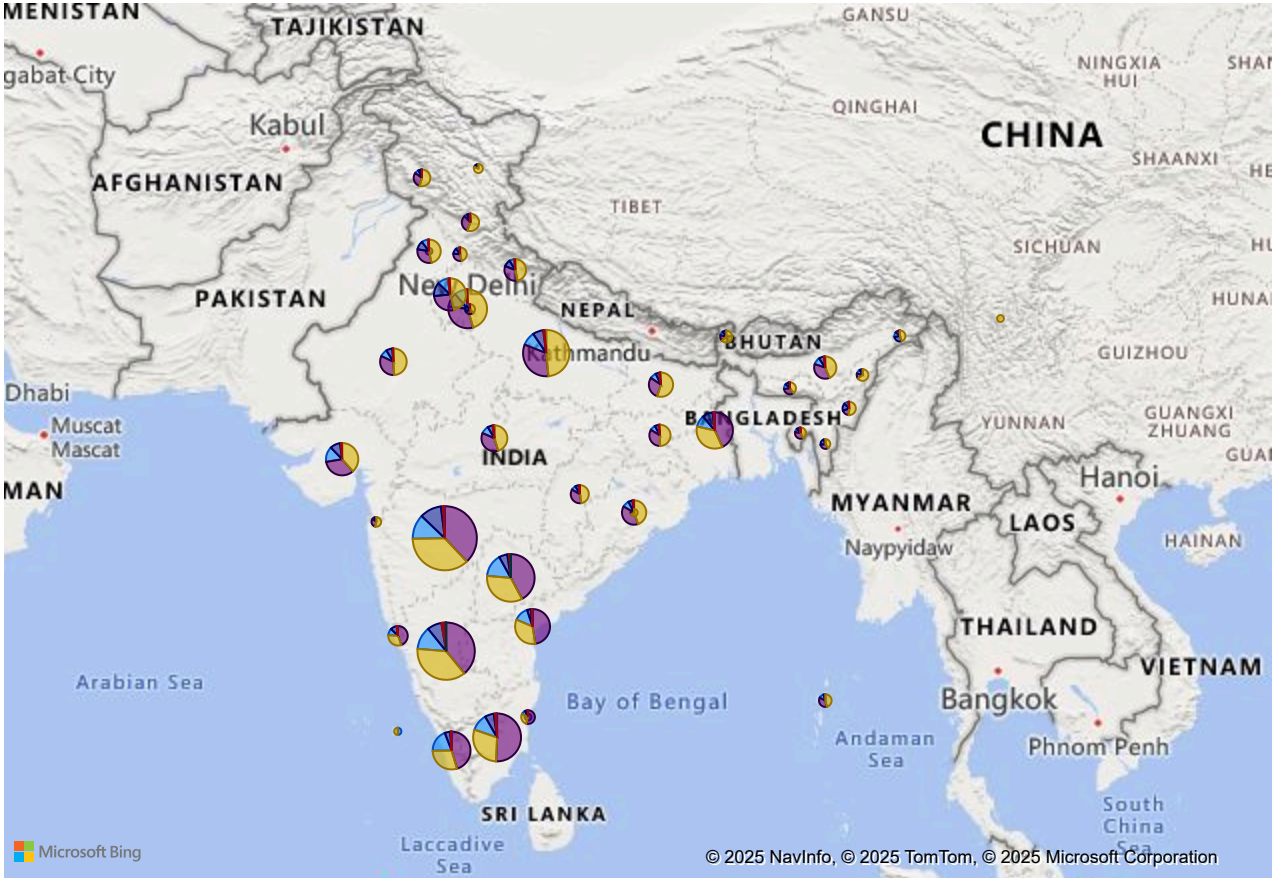
T-shirt

Wallet

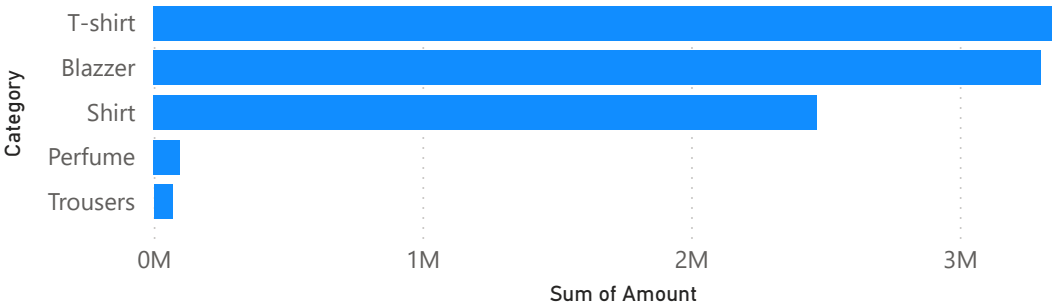
Watch

Count of Category by ship-state and Category

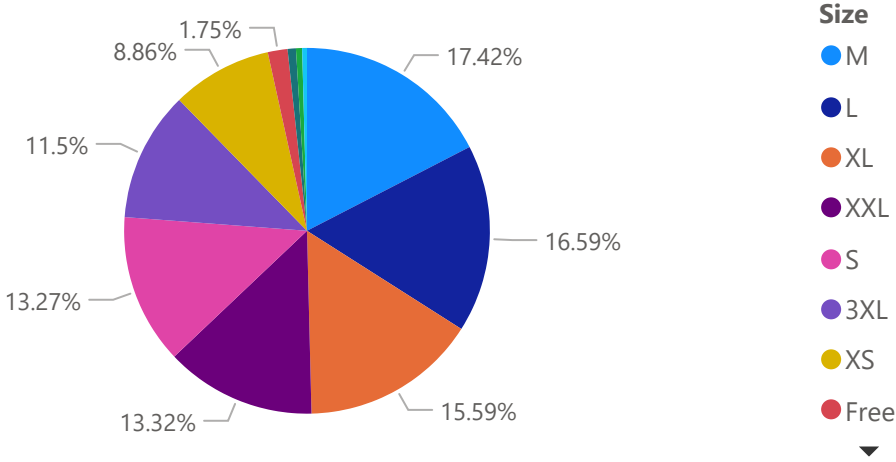
Category ● Blazzer ● Perfume ● Shirt ● Shoes ● Socks ● Trousers ● T-shirt ● Wallet ● Watch



Sales by Product Category

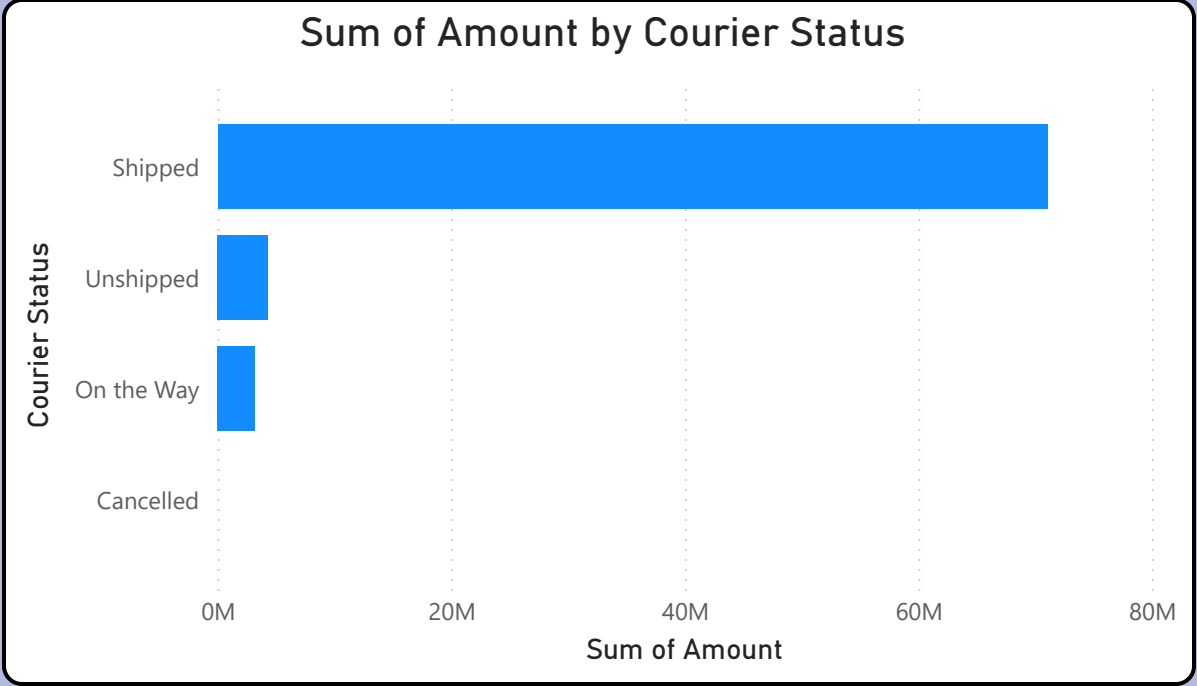
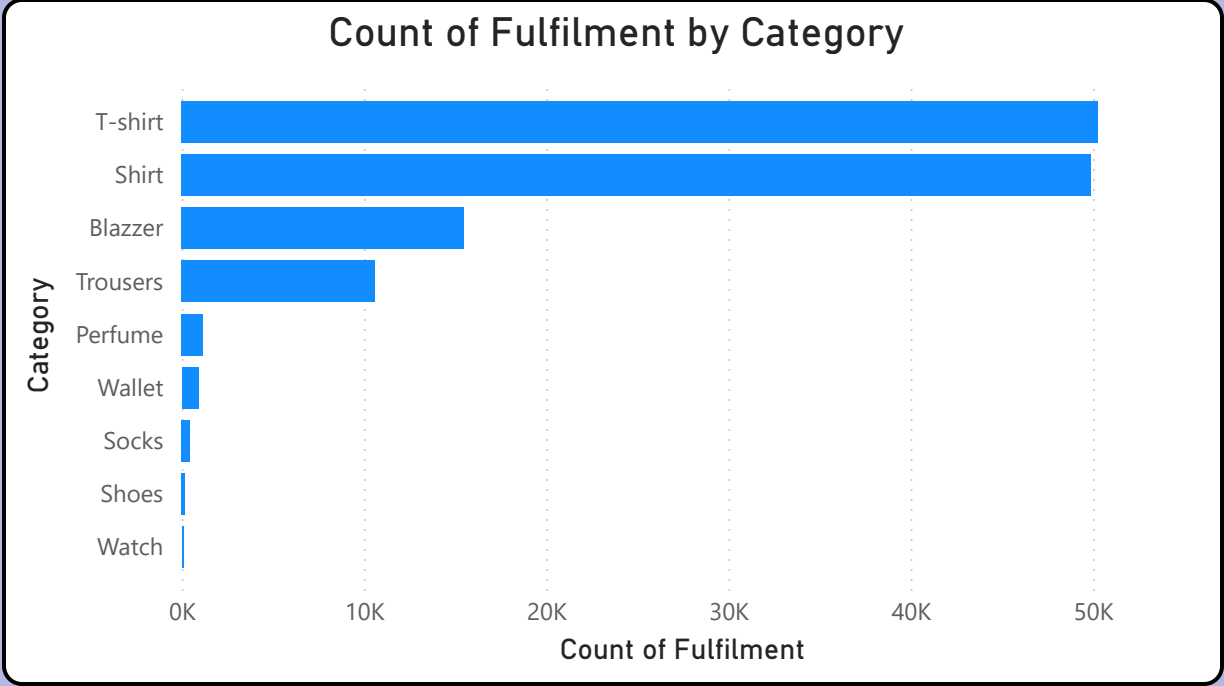


Sum of Amount by Size



Fulfilment and Sales Channel

Sales Channel	Amazon	Merchant	Total
Amazon.in	83930	32549	116479
Non-Amazon	167		167
Total	84097	32549	116646



Summary Report

Total Orders

129K

Total Sales

79M

Average Order Value

609

Top 5 Ship-State

MAHARASHTRA

13.34M

KARNATAKA

10.48M

TELANGANA

6.92M

UTTAR PRADESH

6.82M

TAMIL NADU

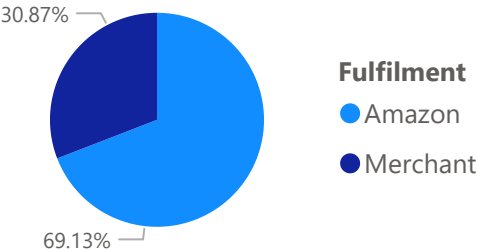
6.52M

Category

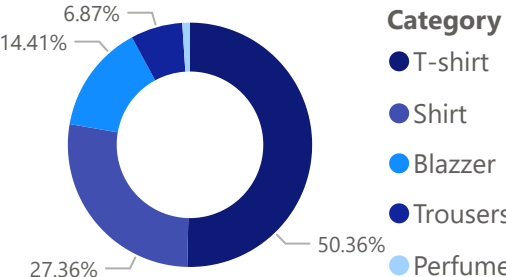
All



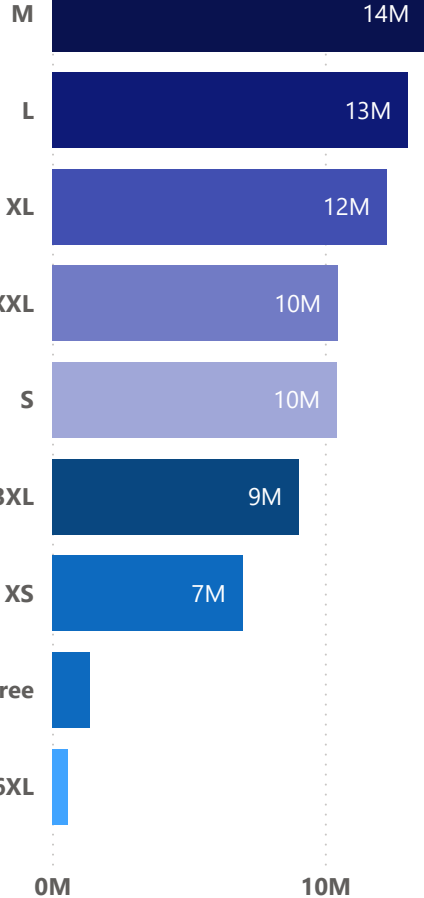
Fulfilment By



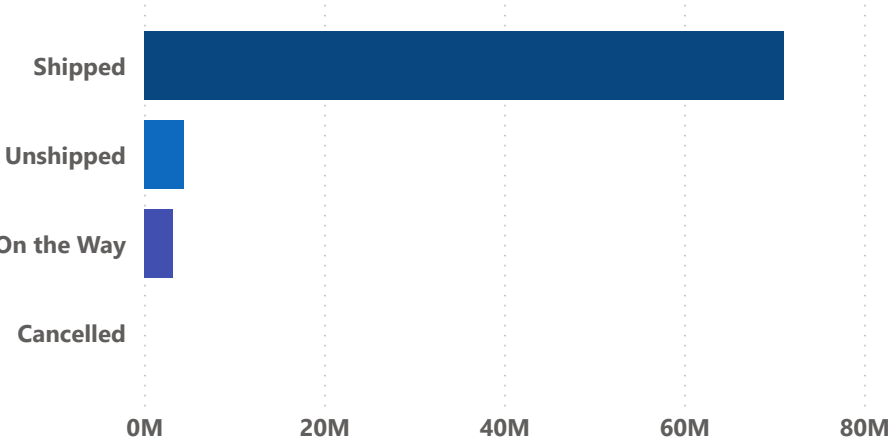
Top 5 Category



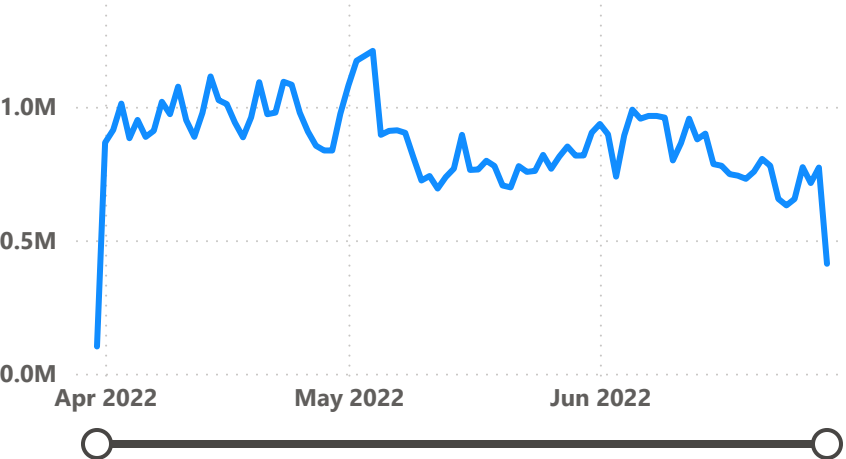
Top 9 Size



Sum of Amount by Courier Status



Sales Trend over Time



Insights

- 1.Total Sales crossed **₹79M** within just **3–4 months (Apr–Jun 2022)**, showing strong volume for a short timeframe.
- 2.**129K** total orders indicates a healthy transaction count, but average order size is relatively low.
- 3.**T-shirts** dominate with **50%+** of revenue (₹39M+), showing they are the hero product.
- 4.Shirts and Blazers contribute another **40%+** (₹21M + ₹11M), meaning just 3 apparel categories make up ~90% of sales.
- 5.Categories like Perfumes, Wallets, Shoes, Socks, Watches are negligible – under 5% combined, suggesting focus should remain on apparel.
- 6.**69%** of sales are fulfilled by Amazon, showing customers prefer Prime/FBA shipping for trust and speed.
- 7.Maharashtra alone contributes **17%** of total revenue, making it the biggest single market.
- 8.Cancellations + Returns cost the business ~**₹8M** (≈10% of revenue) – this is a critical leakage point.

Recommendations

- 1.Double down on T-shirts/Shirts with M–XL sizes.
- 2.Improve returns & cancellations management.
- 3.Push marketing in South & West India where demand is strong.
- 4.Explore North India expansion where share is weaker.