

# Sales Insights & Recommendations

## 1. Key Insights

Point	Observation
Festive/ethnic wear	Popular & recurring demand in India
Most buyers are Women	Categories like kurtas & sets are women's wear
Adults (30–49 yrs) buy the most	Higher spending power than teenagers
Almost all orders delivered	Logistics & order fulfilment are strong
Myntra & Ajio dominate	Trusted platforms with huge traffic
Kurtas & Sets sell the most	Core growth driver in festive/ethnic category
Sales peak in December	Driven by festive season (Christmas/New Year)
Average spend = ₹350–500	Customers buy affordable fashion, not premium
Top cities = Gurugram, Pune, Mohali	Urban, high-income working class dominates

## 2. Recommendations

Action	Reason/Strategy
Sell to adult women	They buy the most
Focus on Myntra & Ajio	Strongest sales channels
Boost sales in festivals	Launch festive combos & discounts
Keep prices affordable	₹299–699 range
Target metro cities	Ads for Gurugram, Pune, Mohali