**SALES ANNUAL REPORT 2022-23: INSIGHTS**

* **Maximum sales were observed in the month of March.** The Orders versus Sales graph gradually increased from January onwards to maximum in March and then gradually decreased to June followed by a gradual increase till August after which the values declined. Hence, the months of **January, February and** **March** observed maximum sales and orders in an increasing order.
* **Majority of the customers are Women (64%).** Hence, introducing more variety of commodities for women customers will help in improving the sales.
* **Majority of the goods were delivered successfully (92%)** while 3% of the orders were cancelled, 3% were returned and the remaining 2% were refunded. Although, 92% is a good percentage but attention should be paid to improve the product information to reduce the percentage of returned, refunded, and cancelled goods.
* **Maharashtra topped the overall sales followed by Karnataka, Uttar Pradesh, Telangana and Tamil Nadu.** Considering the high sales in these states, measures should be taken to reduce the delivery time in these states and the reasons behind comparatively lower sales in the other states should be determined.
* **Adults are the major customers** followed by Youth and Teenagers and Senior Citizens. Amongst each age group, women are the major customers. Adding more commodities for adults and youth and teenager age groups will help in improving sales.
* **Majority of the orders are placed via Amazon (35%) followed by Myntra (23%) and Flipkart (22%).** Product information on these channels should be kept updated to enhance sales and more advertisements and offers should be added.

**FINAL CONCLUSION:**

In order to improve the sales, **Women customers** of **adult age group** from the states of **Maharashtra, Karnataka and Uttar Pradesh** should be targeted by showing advertisements and offers on **Amazon, Flipkart and Myntra**.