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JOHN CLOTHING'S ANNUAL SALES 2022 DATA ANALYSIS

- Month**
- Jan
 - Feb
 - Mar
 - Apr
 - May
 - Jun
 - Jul
 - Aug
 - Sep
 - Oct
 - Nov
 - Dec

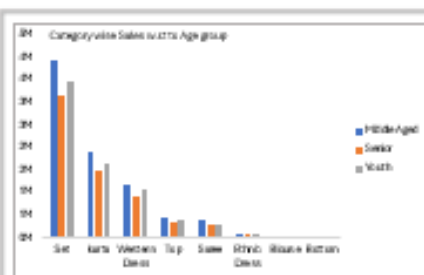
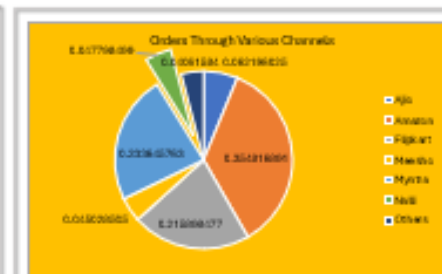
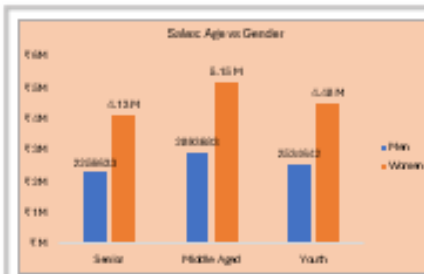
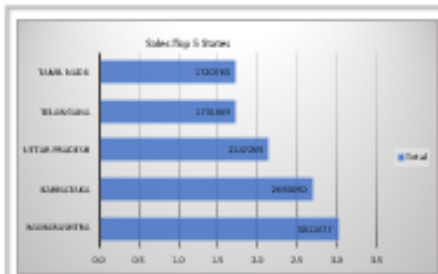
- Channel**
- Rite
 - Amazon
 - Flipkart
 - Myntra
 - Mezlo
 - Halli
 - Others

- Category**
- Dress
 - Blouse
 - Elkha Dress
 - Saree
 - Sari
 - Top
 - Western Dress

Total Orders
31047

Total Sales
₹ 21.44M

Average Order Value
₹691



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DATA ANALYSIS
◦ YOU SLOGAN GOES HERE ◦

SET

BOTTOM

KURTA

BLOUSE

WESTERN DRESS

ETHNIC DRESS

TOP

SAREE



DATA ANALYSIS

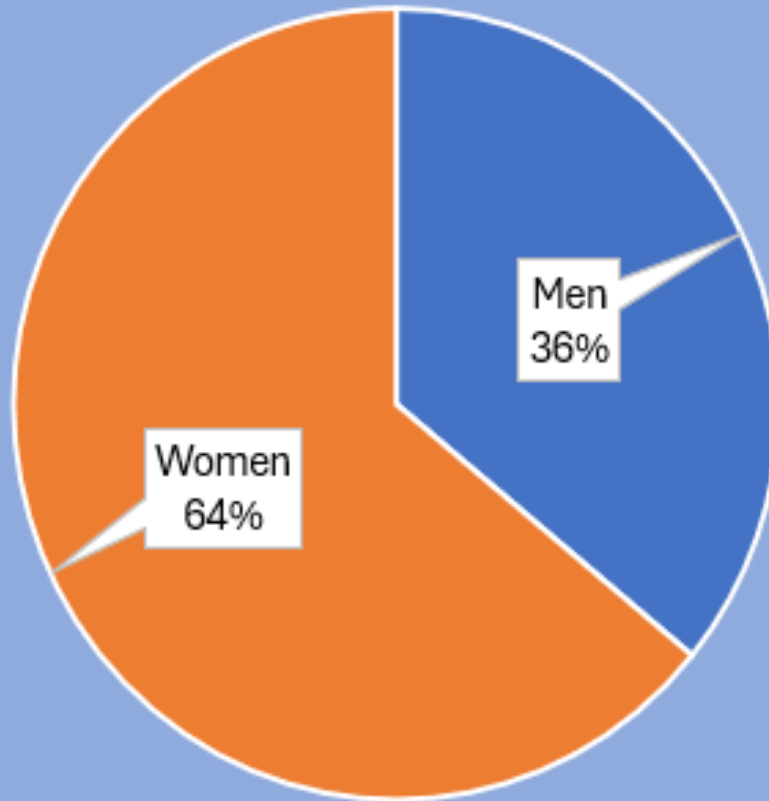
◦ YOU SLOGAN GOES HERE ◦

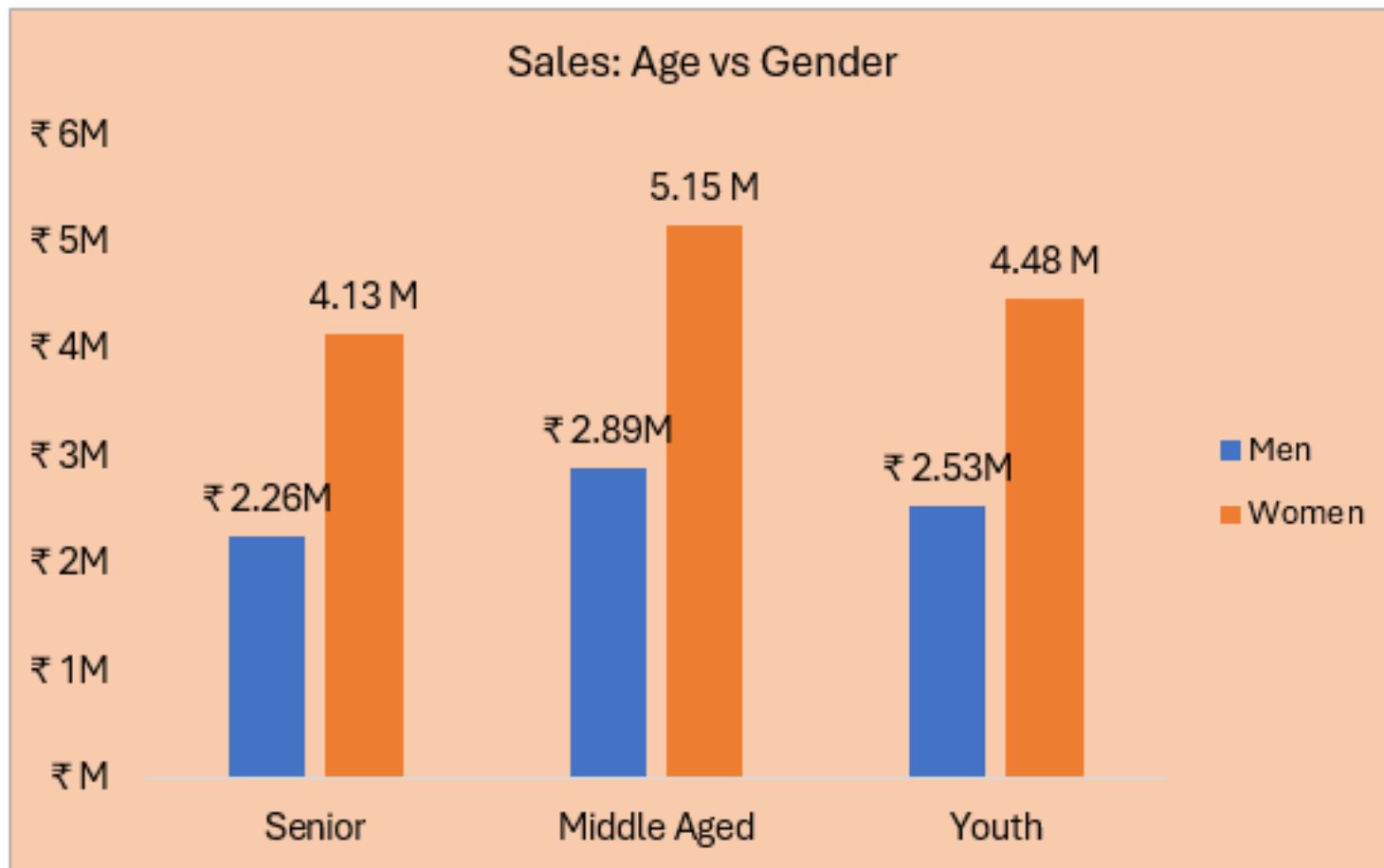
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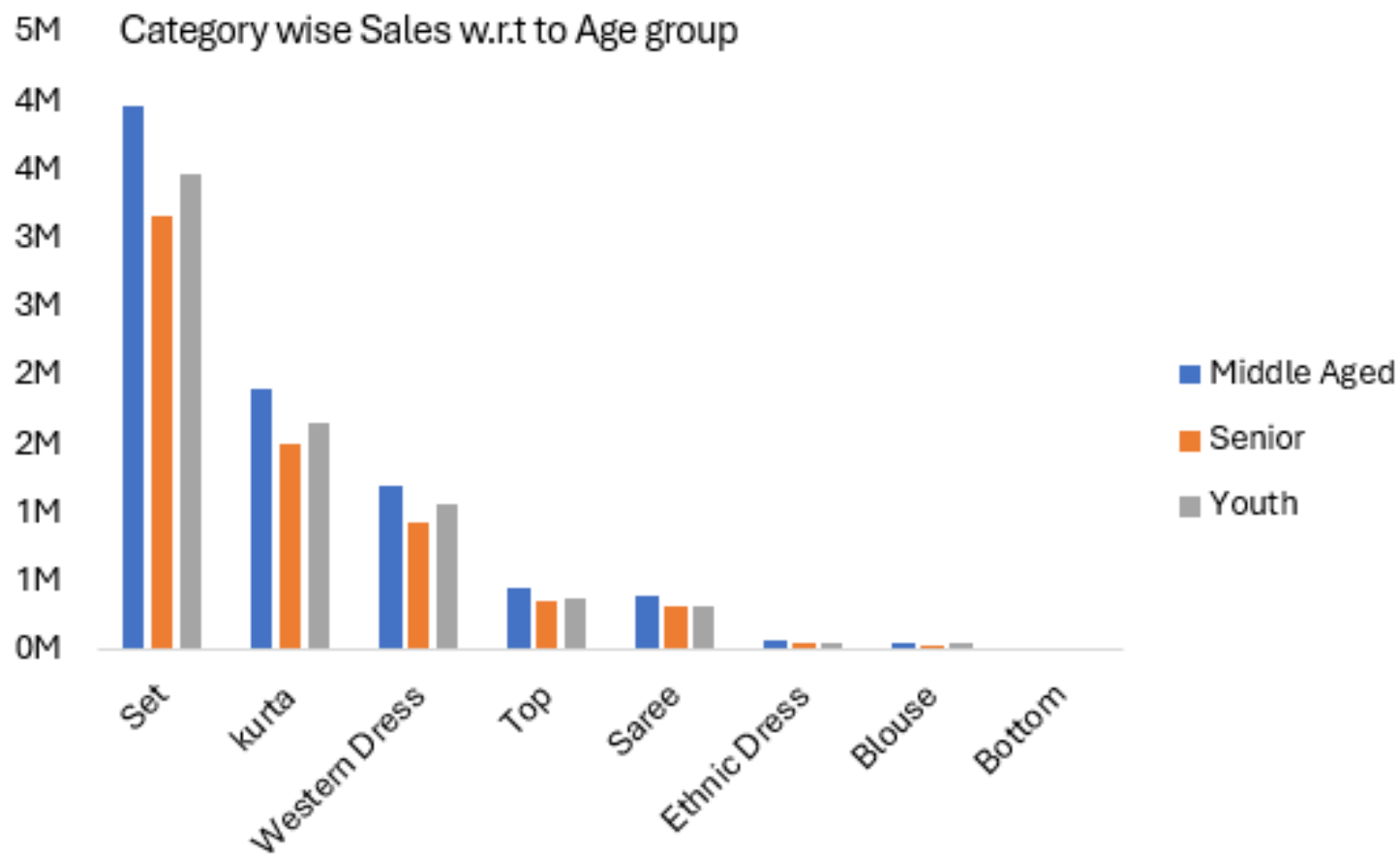
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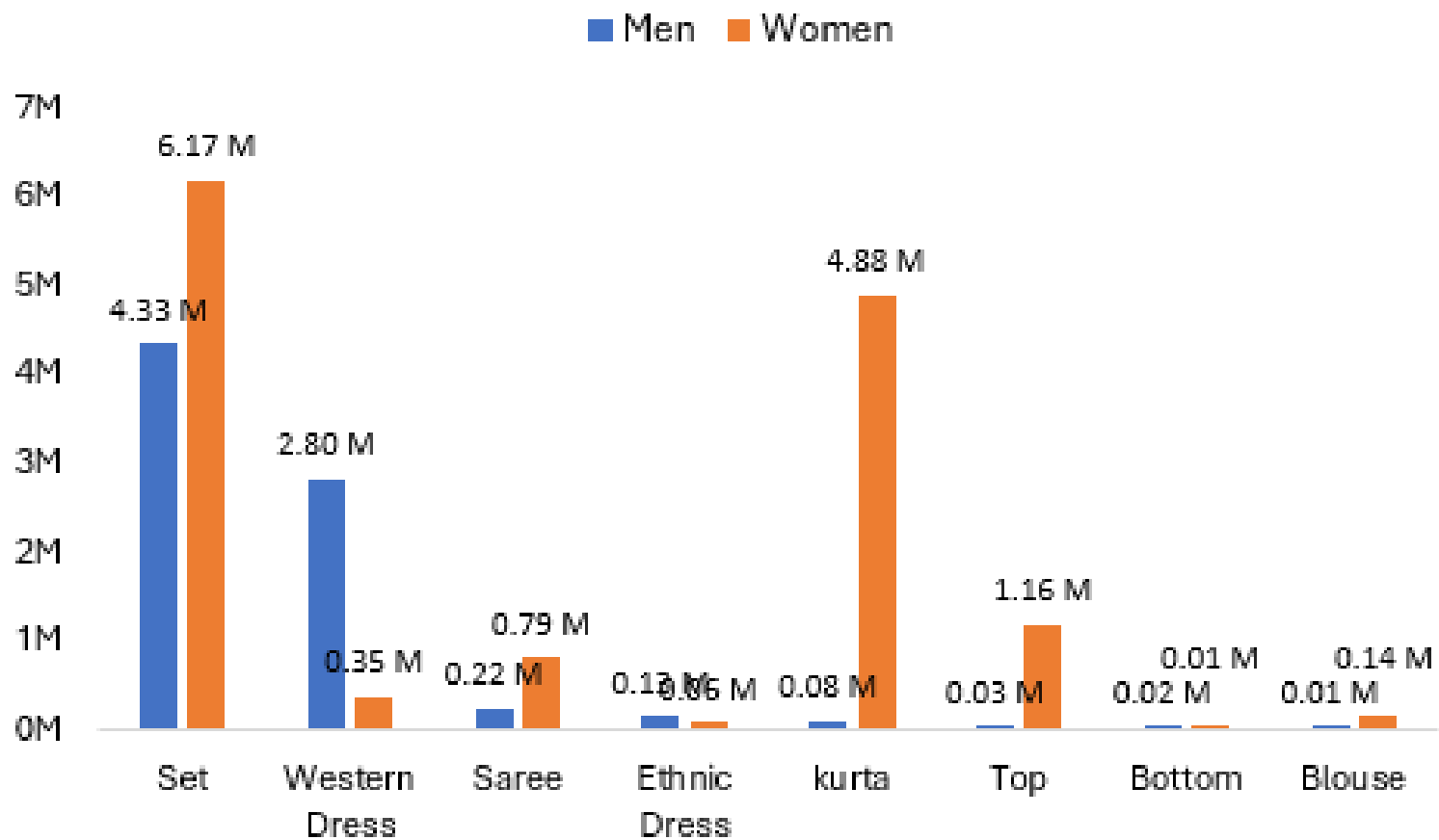
Average Order Value
₹691

Sales: Men vs Women









INSIGHTS:

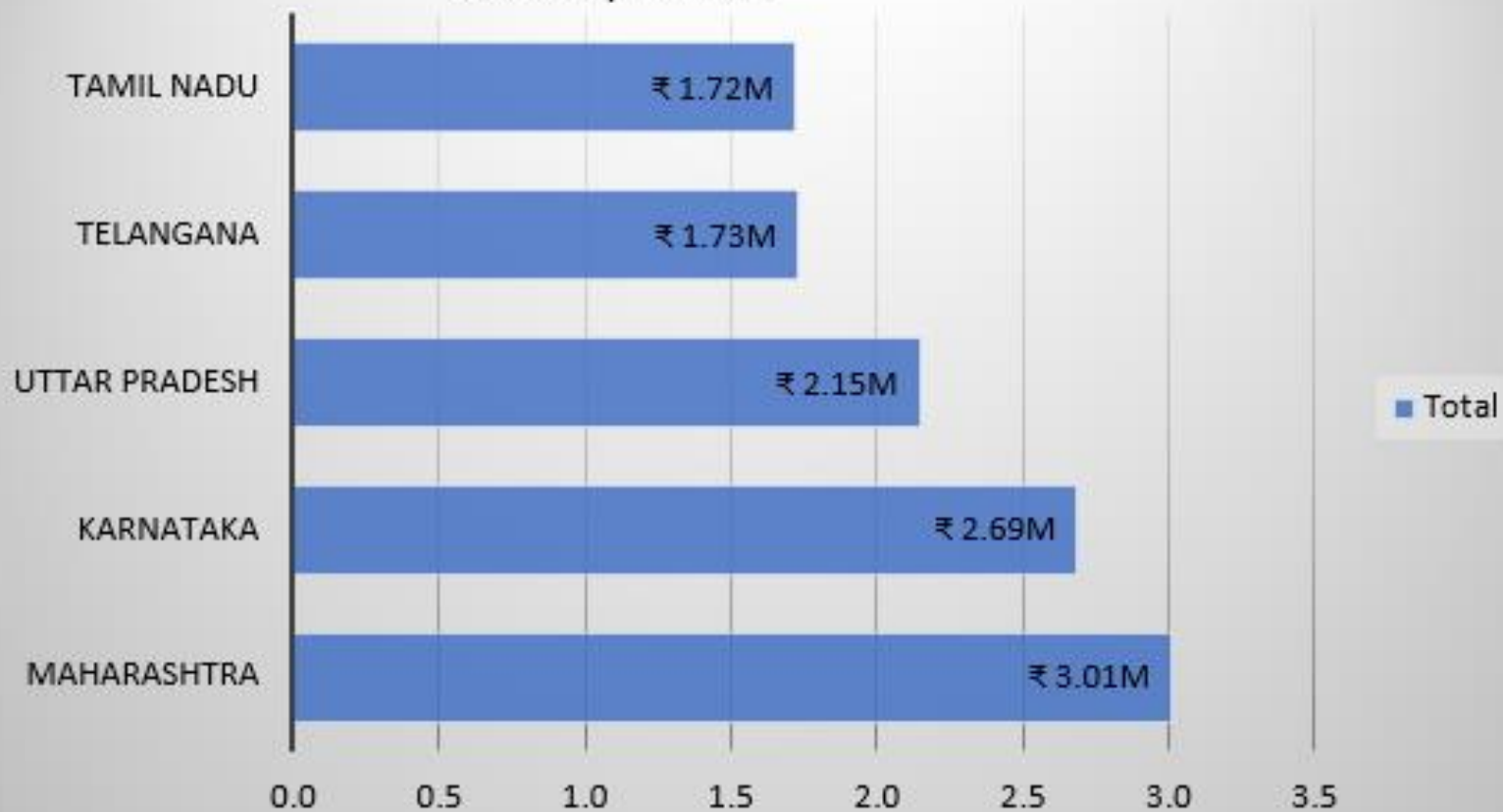
- **Focus on Traditional Outfits:**
 - Middle-aged customers(Women: 5.15M, Men:2.89M), especially women are the highest contributors. Thus, Marketing for traditional outfits should target this demographic using middle-aged models.
- **Youth-Oriented Western Outfits:**
 - Youth(Women:4.48M, Men:2.53) are catching up with middle-aged customers in western outfits, Diversifying western styles can attract more youth.

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REGIONAL DISTRIBUTION OF SALES

Sales:Top 5 States



Sales:Bottom 5 States



INSIGHTS:

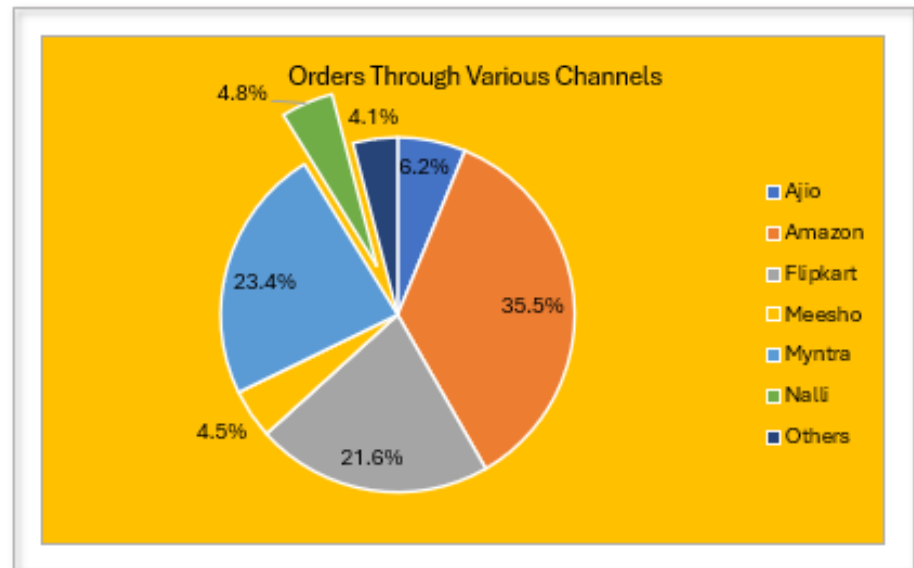
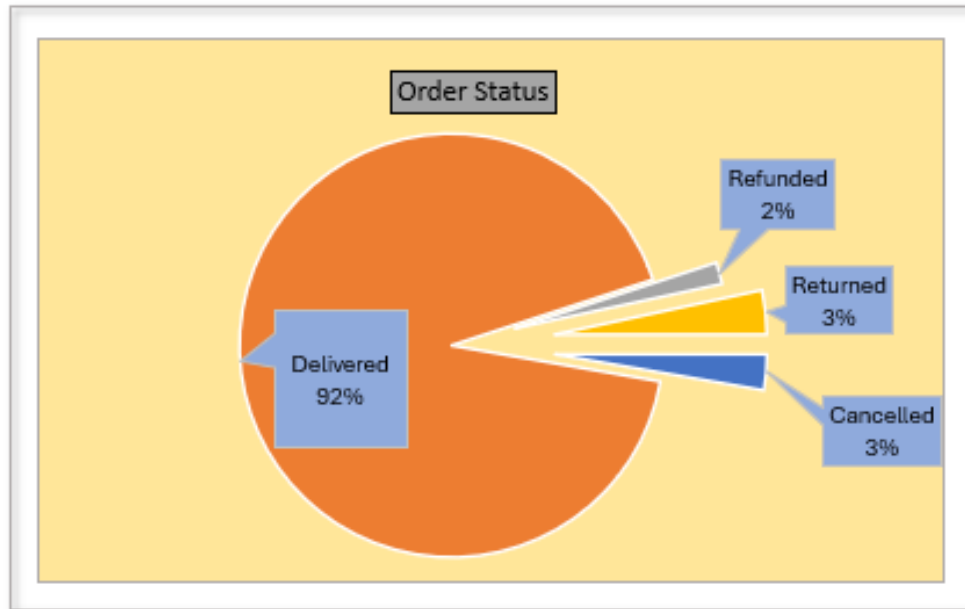
- **In case of top 5 states:**
 - Strengthen distribution networks and Inventory Management.
- **In case of bottom 5 states:**
 - Hilly Areas, Difficulty in delivery, thus Physical store establishment with the essential products that the areas demand is a better option.

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ORDER STATUS AND DELIVERY CHANNELS

Order Status and Delivery Channels



INSIGHTS:

- **Delivery Channels:**
 - Amazon, Myntra and Flipkart are our top 3 delivery partners thus having good relation with them ensure smooth transaction of business.
- **Order Status:**
 - 92% of orders are delivered where as 8% of orders either returned, cancelled or refunded and the issue lies in delivering wrong products, size issues.

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THANK YOU