# INSIGHTS FROM THE DASHBOARD

**1.** **Sales and Orders vs. Month**

* Peak Month: Sales peaked in March.
* Implication: This might suggest seasonal demand, possibly driven by festivals or promotions early in the year.

**2**. **Sales: Men vs. Women**

* Women dominate sales with 64%, while men contribute 36%.
* Implication: Marketing and product strategy should likely focus more on women, as they are the key buyers.

**3. Order Status**

Delivered Orders: A strong 92% of orders are delivered successfully.

* Returns & Issues:
  + Returned: 3%
  + Cancelled: 3%
  + Refunded: 2%
* Implication: The low return/cancellation rate indicates high customer satisfaction and order fulfillment efficiency.

**4. Sales: Top 5 States**

* Top Contributors:
  + Maharashtra leads in sales, followed by Karnataka, Uttar Pradesh, Telangana, and Tamil Nadu.
* Implication: Marketing and logistics efforts should be focused on these high-performing states for maximum ROI.

**5. Order: Age vs. Gender**

* Adult Women (34.59%) place the highest number of orders.
* Teenage Women (21.13%) are also a strong group.
* Men across all age categories have a significantly lower share.
* Implication: Products and campaigns should be tailored to adult and teenage women primarily.

**6. Orders Per Channel**

Top Channels:

* + Meesho (35.5%)
  + Amazon (23.4%)
  + Flipkart (22.6%)
* Others: Myntra, Ajio, and Nalli have smaller shares.
* Implication: The business relies heavily on Meesho, Amazon, and Flipkart—these channels should be prioritized in inventory and advertising decisions.

# Summary and key Takeaways:

1. Focus marketing on adult and teenage women.
2. Target top-performing states like Maharashtra and Karnataka.
3. Prioritize Meesho, Amazon, and Flipkart as sales channels.
4. High delivery rate suggests strong operational efficiency.
5. Investigate Q2–Q4 sales decline and explore strategies to boost them.