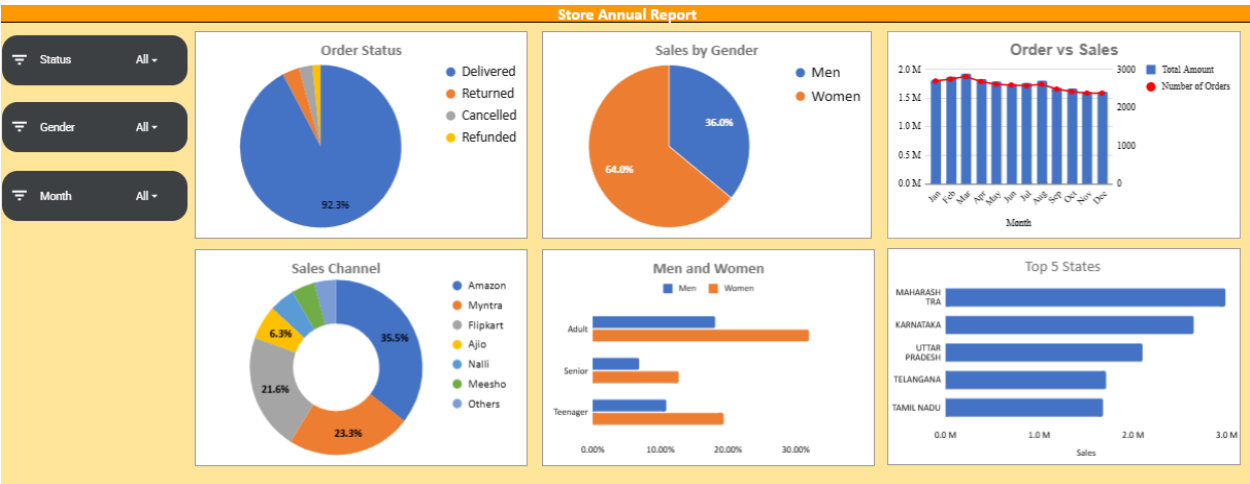


Store Annual Report - Analysis Summary



Overview

The Store Annual Report dashboard provides an analytical summary of sales performance, order distribution, and customer demographics throughout the year. It offers an integrated view across order status, sales channels, gender-based performance, and state-wise contributions.

Order Insights

The majority of orders (92.3%) were successfully delivered, showing strong operational efficiency. A small fraction of orders were returned, cancelled, or refunded, indicating minimal post-sales issues.

Sales Performance

The 'Order vs Sales' trend shows steady performance throughout the year, with total monthly sales averaging around 1.5M to 2.0M. The number of orders followed a consistent trend with slight fluctuations, reflecting stable customer demand.

Customer Demographics

Women contributed to 64% of total sales, indicating a strong female customer base. Men accounted for 36% of total sales, suggesting potential growth opportunities in male-focused marketing or product strategies.

Sales Channels

Amazon led the sales channels with 35.5% share, followed by Myntra (23.3%) and Flipkart (21.6%). These top three platforms collectively accounted for over 80% of total sales, showing strong marketplace dominance.

Regional Insights

Maharashtra generated the highest sales, followed by Karnataka, Uttar Pradesh, Telangana, and Tamil Nadu. These top five states collectively represent the brand's key regional markets and can guide future regional marketing strategies.

Gender & Age Group Analysis

Across all age groups, women consistently accounted for a higher proportion of sales. Adult women represented the largest segment, followed by teenagers, suggesting a strong fashion and lifestyle-oriented customer base.

Conclusion

Overall, the store demonstrated consistent performance throughout the year with high delivery efficiency and strong engagement from female customers. The insights highlight key growth opportunities in regional targeting, male customer engagement, and diversification of sales channels.