

# Insights

- Dubai is the city with highest amount sales.
- Silver tier customer perform most of the transactions in comparison with( Gold & Platinum).
- In 2020, majority of registered Indian customers signed up on their app in the month of Dec (385) following in Nov (288).
- In 2021, majority of registered Indian customers signed up on their app in the month of July (434) following in Jan (370).
- UAE & India are top 2 countries with most no of registration for the App.
- (Polo volume program+ basic slim fit) is the most refunded item followed by Polo shirts.
- Sports jacket is the product with highest avg spend.

## Recommendations

- (Polo volume program+ basic slim fit ) is the most refunded item. Brand A need to check its quality , price range , availability of different sizes.
- I have observed that another polo shirts are getting refunded along with polo volume program. In that case Brand A should think about giving some extra discount in this items for people.