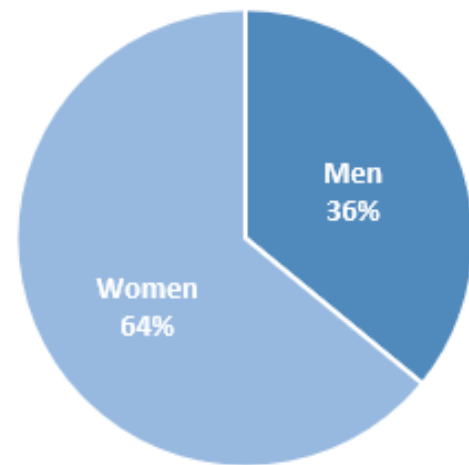


INSIGHTS AND SUGGESTIONS

Kavita Garments
store



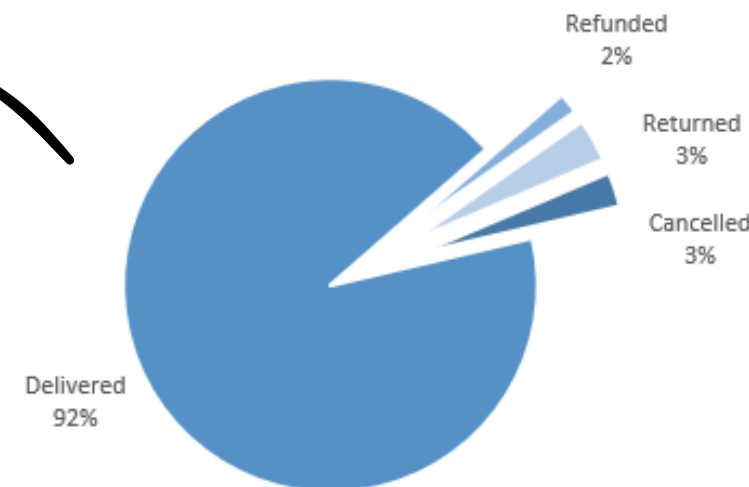
Sales : Men Vs Women



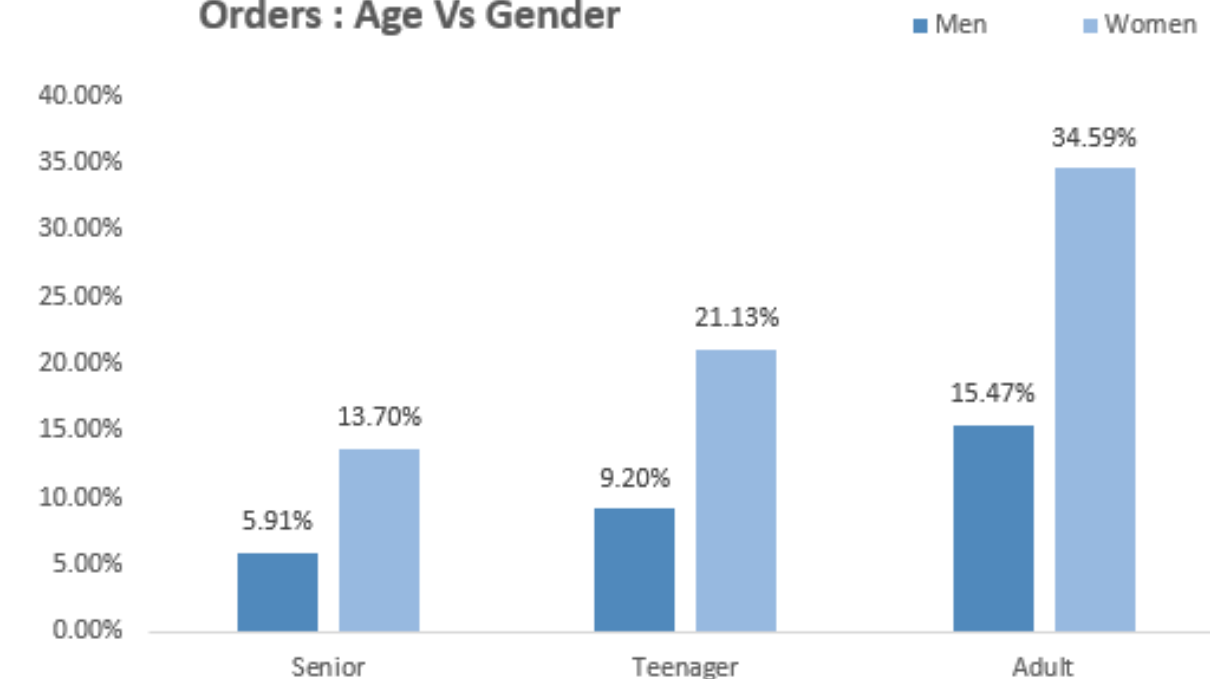
Women shopped more often than men ,women contributed in **64% of the total sales**

92% of the **orders** were delivered with no return back that is a good sign that shop is doing good

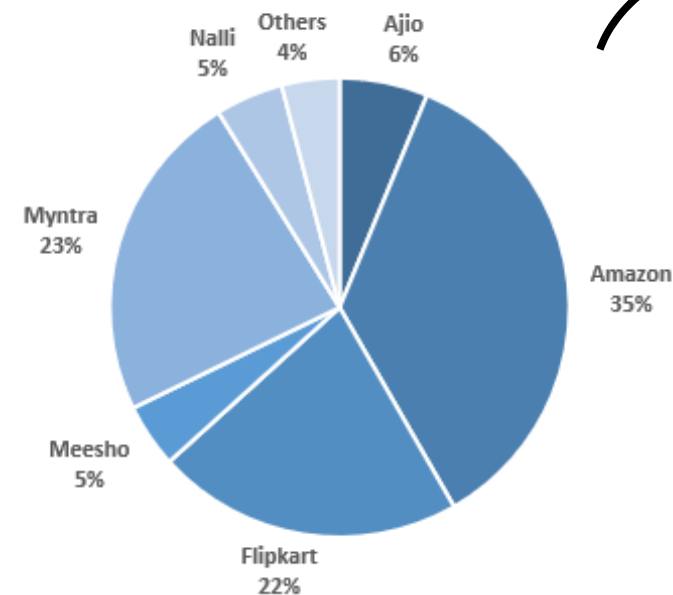
Order Status



Orders : Age Vs Gender

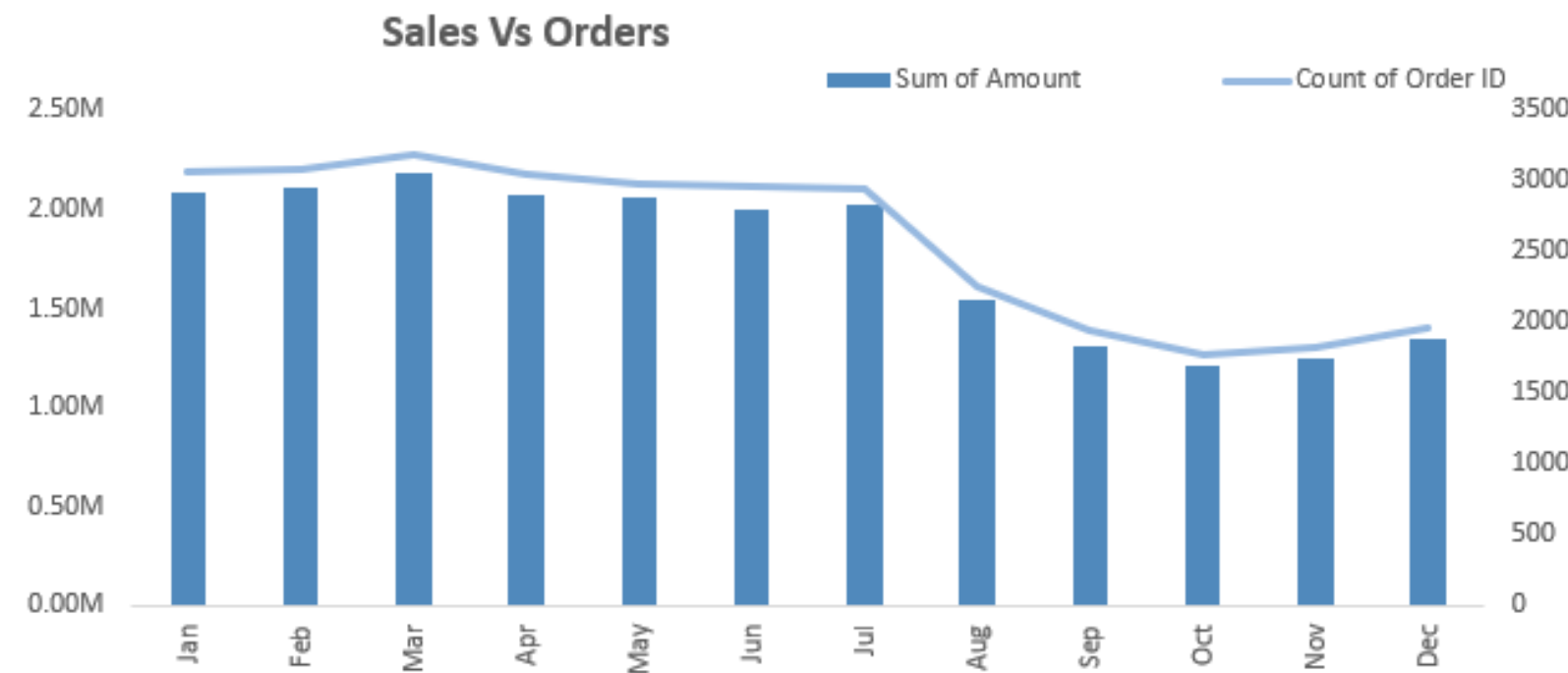


Orders Vs Channel



Most of the orders from online channels are coming from **Amazon** (35%) , **Flipkart** (22%) and **Myntra** (23%) all of them combined are responsible for **80%** of the orders

50% of the orders are coming from customers in **age group 30 to 50** that we considered as adults ,in that also **34.59%** of total orders are placed by **women** in that age group



March is the month of highest sales and highest orders followed by **February** and **January**, these three months accounted a total sale of **6.3 Million**

Maharashtra contributed the most in orders with 26.9% of total sales, followed by **Karnataka** (23.8%) and **Uttar Pradesh** (18.9%),

Suggestions:

Here we need to see that store's sale did not perform good in **Telangana** and **Tamilnadu** may be because of the cultural differences, try to make a different section of clothing for customers from these states

