**Report Insights**

1. **Highest Sales and Orders**
   * March witnessed a remarkable surge in both sales volume and order count compared to other months. This robust performance indicates strong market demand during that period.
2. **Gender Comparison**
   * When analysing purchasing behaviour, women emerge as the dominant buyers. Approximately **64%** of the total purchases are made by women, surpassing men. Refer to the pie chart for a visual representation.
3. **State Contributions to Sales**
   * The top five states significantly contributing to overall sales are as follows:
     + **Maharashtra**
     + **Karnataka**
     + **Uttar Pradesh**
     + **Telangana**
     + **Tamil Nadu** These regions play a pivotal role in driving revenue for the company.
4. **Age Group Contributions to Order Volume**
   * We’ve categorized customers into three age groups:
     + **Teenagers** (Age below 30 years)
     + **Adults** (Age above 30 years)
     + **Seniors** (Age above 50 years)
   * Among these, the **adult age group** stands out, contributing a substantial **50%** of the total orders. Their purchasing power significantly impacts the company’s success.
5. **Channel-wise Sales Distribution**
   * The following channels play a crucial role in driving sales:
     + **Amazon**: Leading the way with a **35%** share.
     + **Flipkart**: Contributing **22%** to the overall sales.
     + **Myntra**: Holding a **23%** share. These platforms serve as key avenues for reaching customers and boosting revenue.