

# Insights

- The Maximum Sales and orders were Received in the month of March in the Year 2022.
- Women in the Age group of 20-60 Contribute Alone to 52.7% of the total Revenue in the Year 2022.
- States Maharashtra, Karnataka and Uttar Pradesh are the Top 3 Performing States.
- 3% of the total orders were Returned, 3% were cancelled and 2% were Refunded.
- For categories like Blouse and Bottoms Mytra was the Leading Channel.
- Whereas for Categories like Western Dress, Top, Set, Saree, Kurta and Ethnic Dress Amazon was the Leading Channel.