

# Clothing Store Annual Report 2023

## Month

Jan  
Feb  
Mar  
Apr  
May  
Jun

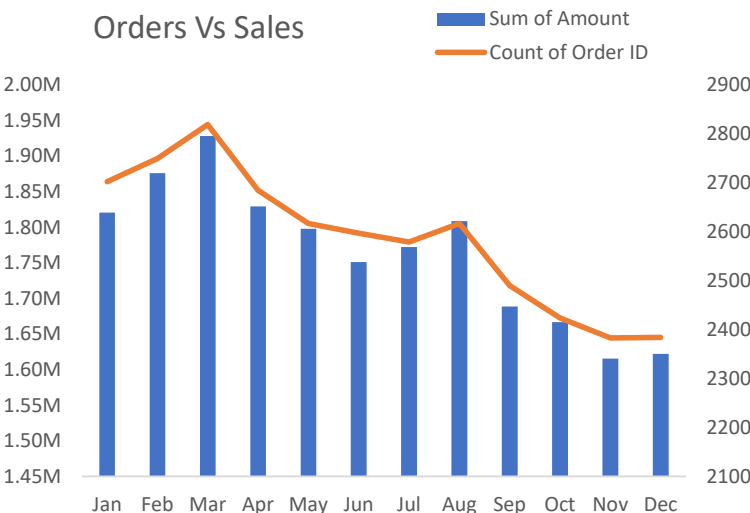
## Channel

Ajio  
Amazon  
Flipkart  
Meesho  
Myntra

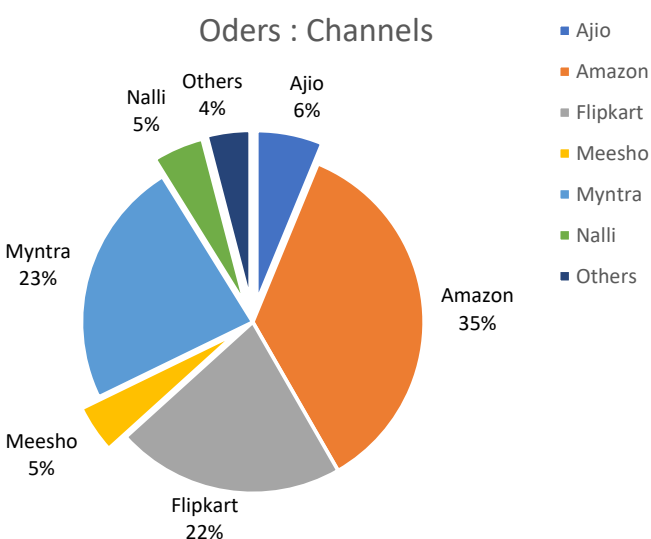
## Category

Blouse  
Bottom  
Ethnic Dress  
kurta  
Saree  
Set

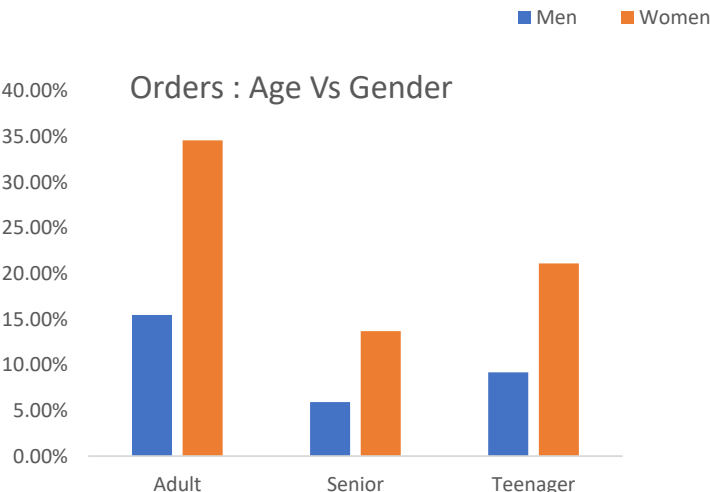
### Orders Vs Sales



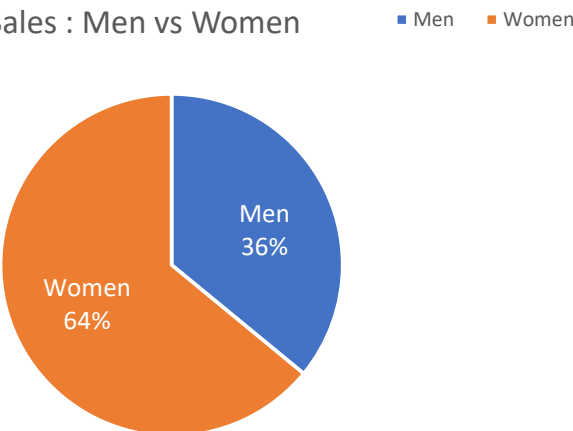
### Oders : Channels



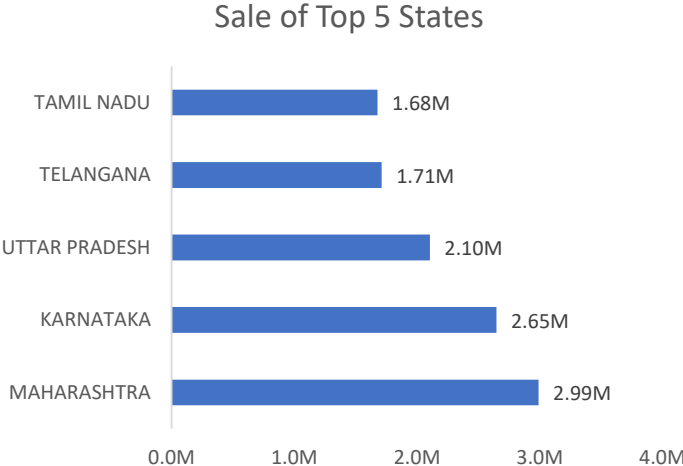
### Orders : Age Vs Gender



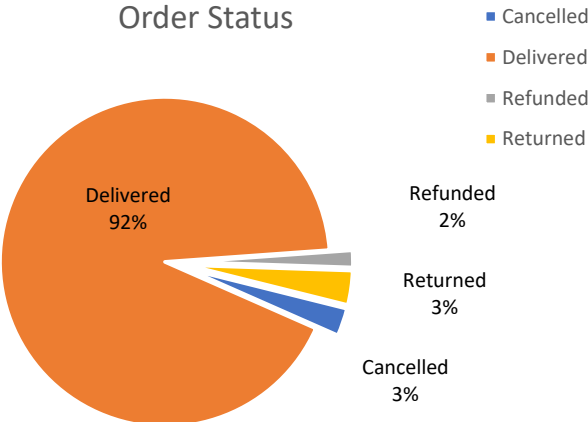
### Sales : Men vs Women



### Sale of Top 5 States



### Order Status



# Insights

1. Sales Trends by Month:
  - Sales seem to fluctuate throughout the year, with March having the highest total sales amount.
  - However, there is a general decrease in sales towards the end of the year, with November and December having lower sales compared to earlier months.
2. Sales by Gender:
  - Women's clothing sales significantly outpace men's clothing sales, with women's clothing contributing to the majority of the total sales amount.
3. Sales by Platform:
  - Amazon and Myntra are the leading platforms for sales, contributing to a significant portion of the total sales amount.
  - Other platforms like Flipkart and Ajio also contribute considerably, albeit to a lesser extent.
4. Sales by Region:
  - Maharashtra and Karnataka are the top-performing regions in terms of total sales amount, followed by Uttar Pradesh and Telangana.
  - This suggests that focusing marketing efforts and inventory management in these regions could be beneficial.
5. Customer Demographics:
  - The majority of customers fall into the adult age group, with women contributing more to this segment compared to men.
  - There is also a significant percentage of teenagers as customers, with women again constituting a larger portion of this segment.
6. Order Status:
  - The vast majority of orders are delivered successfully, with a very low percentage of cancellations and refunds.
  - However, the number of returns is relatively high compared to cancellations and refunds, indicating potential issues with product quality or customer satisfaction.

Based on these insights, the clothing store should consider the following actions:

1. Focus on promoting and stocking women's clothing, as it generates the highest sales.
2. Strengthen partnerships and marketing strategies on platforms like Amazon and Myntra to maximize sales potential.
3. Implement targeted marketing campaigns in regions like Maharashtra and Karnataka to capitalize on high sales potential.
4. Pay attention to customer feedback and product quality to reduce the number of returns and improve overall customer satisfaction.
5. Analyze sales data regularly to identify trends and adjust strategies accordingly to maintain and increase sales.