

# Retail Insights Dashboard: Who's Buying, What's Selling & Where?

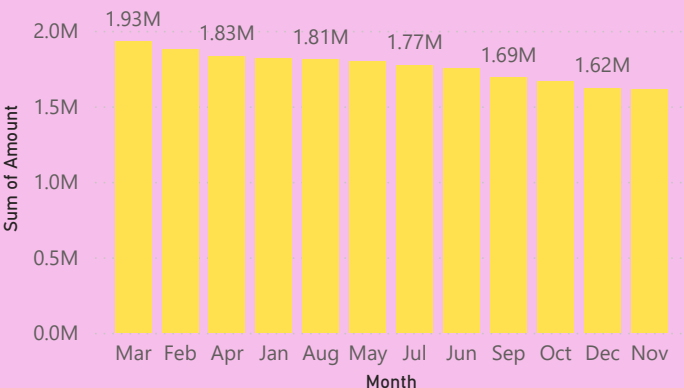
Sales

21M

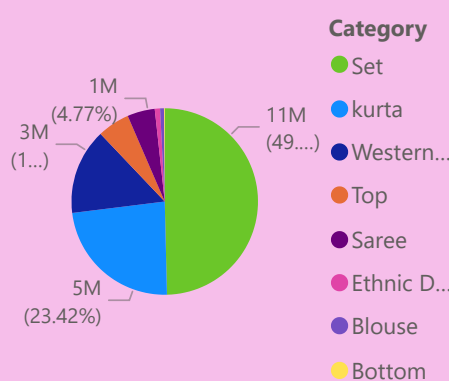
Total Orders

31.05K

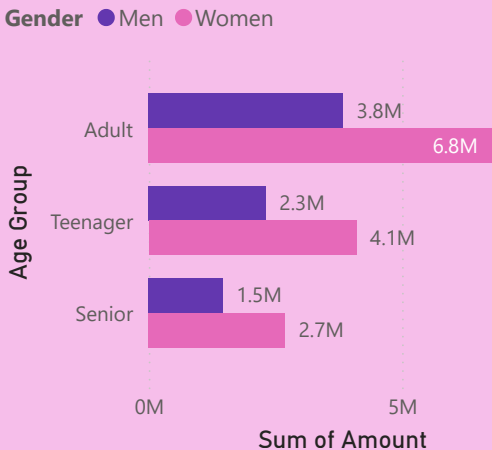
Total Sales by Month



Product Category Performance

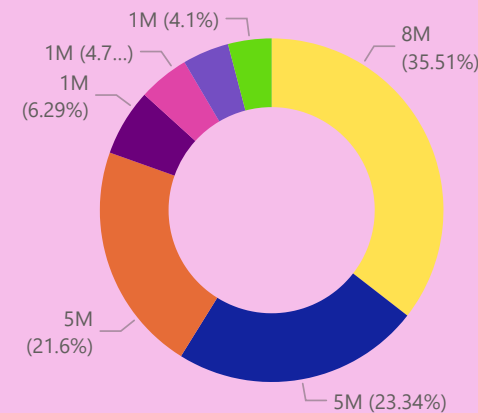


Sales by Age Group & Gender

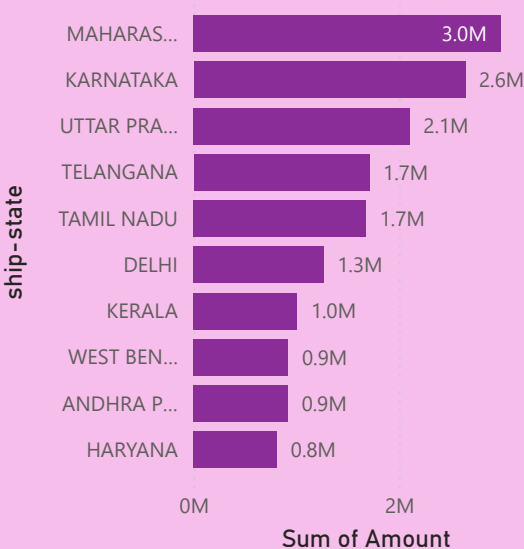


Sales by Channel

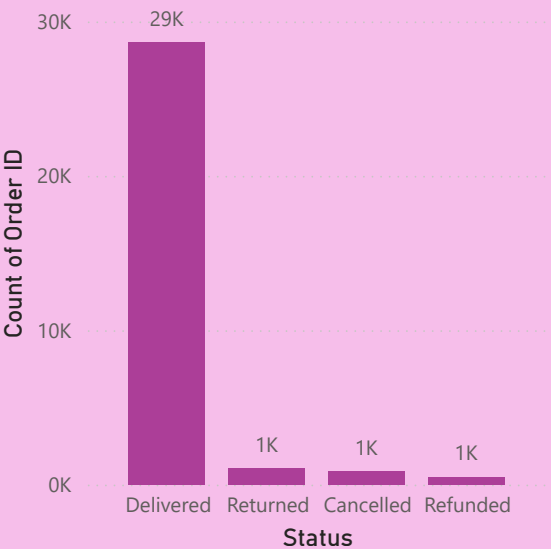
Channel Amazon Myntra Flipkart Ajio



Top 10 ship-state by Amount



Order Status Breakdown



- ✓ **March is the top-performing month**, indicating a strong holiday season.
- ✓ **Adults (25-44)** contribute the most to revenue, with **Women** being the primary buyers.
- ✓ **Amazon & Myntra** dominate sales channels, **Amazon** trails behind.
- ✓ **Top-selling product category is 'Set'**, followed by **Kurta**.
- ✓ **Maharashtra & Karnataka** emerge as key states with higher revenue.