

FashionKart Sales Insights Report – 2022

Project Overview:

FashionKart, a growing online fashion store, aimed to analyze its annual sales for 2022. This report provides data-driven insights to help improve sales, understand customer behavior, and guide marketing and business decisions for 2023.

Business Questions Answered:

1. What's the trend between total sales and number of orders each month?
2. Which month had the highest order volume and revenue?
3. Who made more purchases – Men or Women?
4. What is the distribution of order statuses (delivered, cancelled, refunded)?
5. Which states contributed the most to overall revenue?
6. How does customer age relate to gender in order patterns?
7. Which platforms (Amazon, Flipkart, etc.) generated the most sale?
8. Which product category sold the most?

Key Insights from 2022:

 Women accounted for 65% of total orders — a clear dominant customer segment.

📍 Top 3 sales states: Maharashtra, Karnataka, and Uttar Pradesh.

👥 Customers aged 30–49 years made up nearly 50% of all purchases.

🛒 Amazon, Flipkart, and Myntra together contributed over 80% of total revenue.

📦 Most orders were delivered successfully, with relatively low refund/cancellation rates.

Recommendations for 2023:

1. Target women aged 30–49 years via campaigns, influencers, and loyalty offers.
2. Focus marketing and delivery resources in top-performing states for better ROI.
3. Prioritize promotions on Amazon, Flipkart, and Myntra.
4. Offer personalized discounts based on past purchasing behavior.
5. Analyze return/refund trends to improve product selection and customer experience.
6. Identify best-selling categories (like Sets and Kurtas) to align inventory and ads