Laxmi Suppliers Annual Data Analysis Report - 2025

Objective:
The objective of this analysis is to evaluate Laxmi Suppliers' sales performance across key demographics, product categories, and sales channels in 2025. This report aims to provide insights into customer distribution by gender and age group, order fulfillment status, state-wise contributions, and channel-wise performance.

Description:
The dataset includes details on customer demographics (gender, age, age group), order details (order ID, order status), and sales channels (Amazon, Flipkart, Meesho, Myntra, Tatacliq, Ajio, Nalli, etc.). It also covers sales categories such as clothing, jewelry, cosmetics, bags, wallets, and perfumes. Key KPIs analyzed include revenue, order counts, gender distribution, state contributions, and delivery success ratios.

Summary of Findings:
- **Gender Distribution:** Women account for 70% of total orders, while men account for 30%. - **Age Groups:** Adults form the largest customer base, followed by seniors and teenagers. - **Order Status:** The majority of orders were successfully delivered, with smaller portions being cancelled, refunded, or returned. - **Top States:** Certain states contribute disproportionately higher sales volume, highlighting concentrated demand regions. - **Sales Channels:** Amazon, Flipkart, and Myntra are leading platforms, while Ajio, Meesho, Tatacliq, and others also contribute significantly. - **Categories:** Clothing and jewelry dominate sales, followed by cosmetics, bags, wallets, and perfumes.

Conclusion:
The analysis highlights that Laxmi Suppliers' key strengths lie in its strong women customer base and adult demographic, with e-commerce channels such as Amazon and Flipkart driving significant sales. Expanding focus on underperforming channels, diversifying into fast-growing categories like cosmetics, and addressing refund/return rates can further enhance performance. State-wise demand concentration also provides opportunities for targeted regional marketing and expansion.