

Month Number	Month	SUM of Amount	COUNTA of Order	
1	January	1820601	2702	
2	February	1875932	2750	
3	March	1928066	2819	
4	April	1829263	2685	
5	May	1797822	2617	
6	June	1750966	2597	
7	July	1772300	2579	
8	August	1808505	2617	
9	September	1688871	2490	
10	October	1666662	2424	
11	November	1615356	2383	
12	December	1622033	2384	

<i>Gender</i>	SUM of Amount
Men	7613604
Women	13562773

<i>Status</i>	COUNTA of Orde
Cancelled	844
Delivered	28641
Refunded	517
Returned	1045

<i>COUNTA of Order</i>	<i>Gender</i>	
<i>Age Group</i>	Men	Women
Adult	15.47%	34.59%
Senior	5.91%	13.70%
Teenager	9.20%	21.13%

Channel	COUNTA of Orde	
Ajio	6.2%	
Amazon	35.5%	
Flipkart	21.6%	
Meesho	4.5%	
Myntra	23.4%	
Nalli	4.8%	
Others	4.1%	

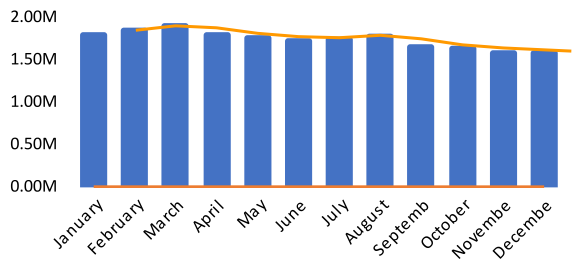
Spice 4 Life 2021 Annual Report

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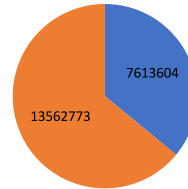
Orders vs Sales

SUM of Amount COUNT of Order ID

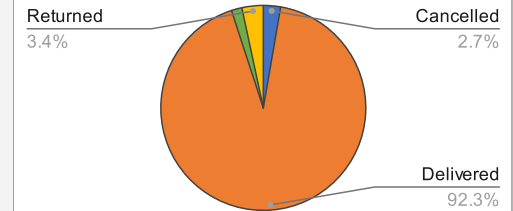


Sales Men vs women

Men Women

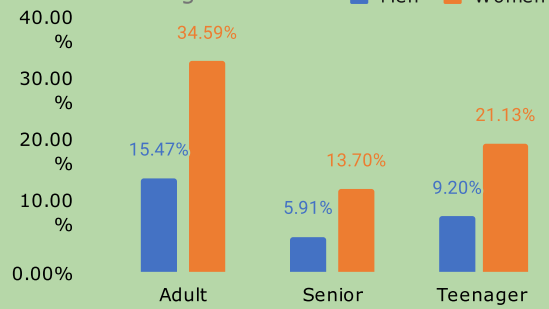


Order Status

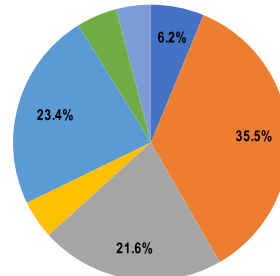


Orders: Age vs Gender

Men Women



Orders: Channels



Sample insights

1. Women are more likely to buy compared to men (65%)
2. Yokohama, Tokyo and Wadai are the top 3 areas (30%)
3. Adult age group (30-49) is maximum contributing in sales (50%)
4. Amazon, Rakuten and Yahoo channels are maximum contributing (35%)

Conclusion to improve Spice4Life sales

Target Women customers of age (30-49) lives in Yokohama, Tokyo and Wadai by showing ads/offers/coupons available on Amazon, Rakuten and Yahoo channels