

Sales Annual Report 2022

Insights

- Maximum sales happen during February and March.
- Women (64%) shop more as compared to men (36%)
- Age group of 25 to 50 yrs shop the most and dominated by women.
- Approx. 80% of total orders come from Amazon, Myntra and Flipkart
- Top 2 States as per sales are Maharashtra and Karnataka.
- 92% of the total orders were delivered successfully.

Suggestions to improve business

- New years sales as sales are maximum during the first 3 months of the year.
- Target customers should be women and specifically between the age of 25-50 from Maharashtra and Karnataka.
- Amazon ,Myntra and Flipkart special coupons and schemes/sales to be introduced.