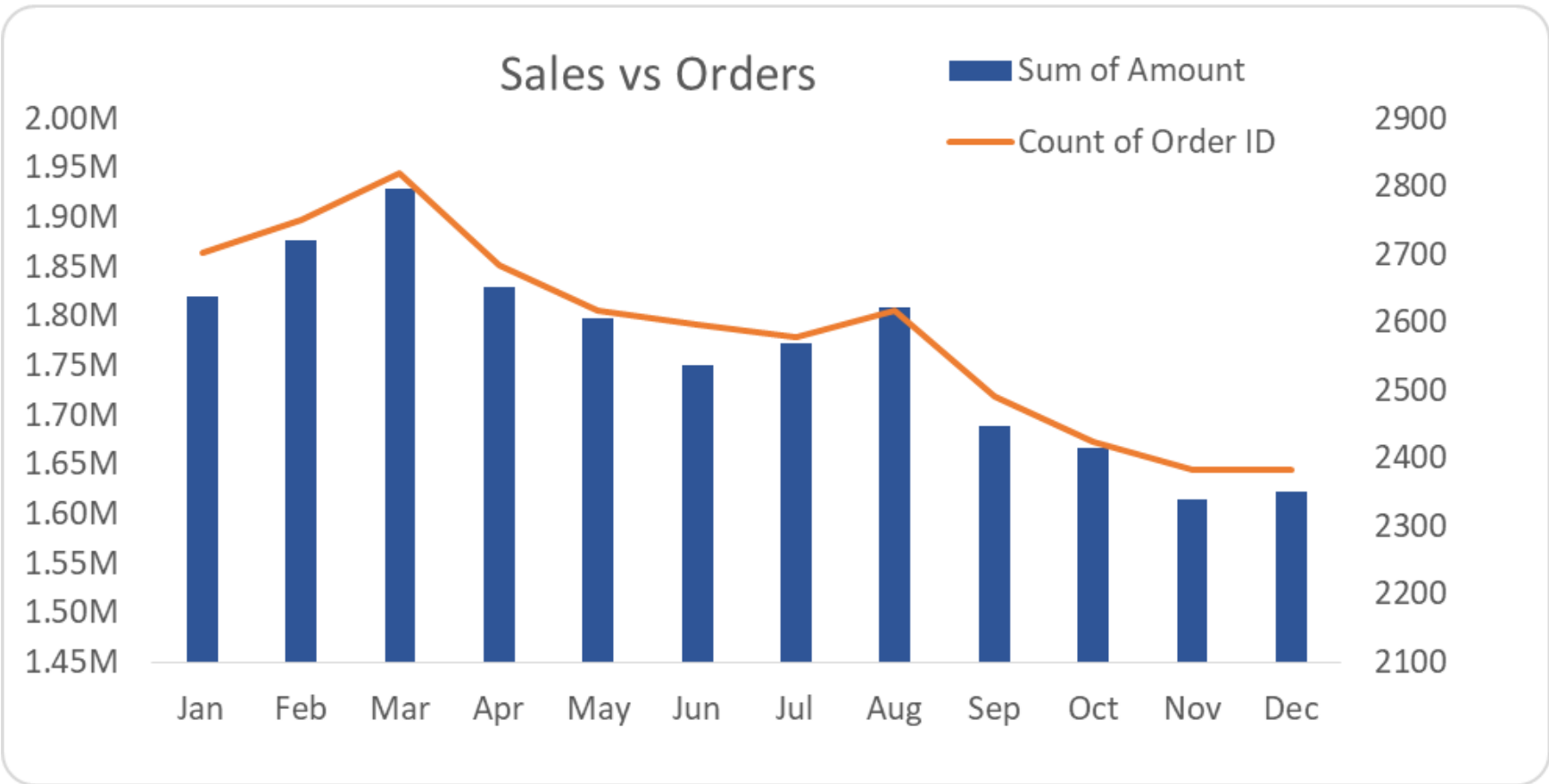


E-commerce Sales Insights



Q1. Compare the sales and orders using single charts

Row Labels	Sum of Amount	Count of Order ID
Jan	1820601	2702
Feb	1875932	2750
Mar	1928066	2819
Apr	1829263	2685
May	1797822	2617
Jun	1750966	2597
Jul	1772300	2579
Aug	1808505	2617
Sep	1688871	2490
Oct	1666662	2424
Nov	1615356	2383
Dec	1622033	2384



Insight :

Despite a slight dip in September and October, overall, the year showcased a consistent monthly increase in sales revenue and order count, peaking in March with the highest total amount and order IDs.

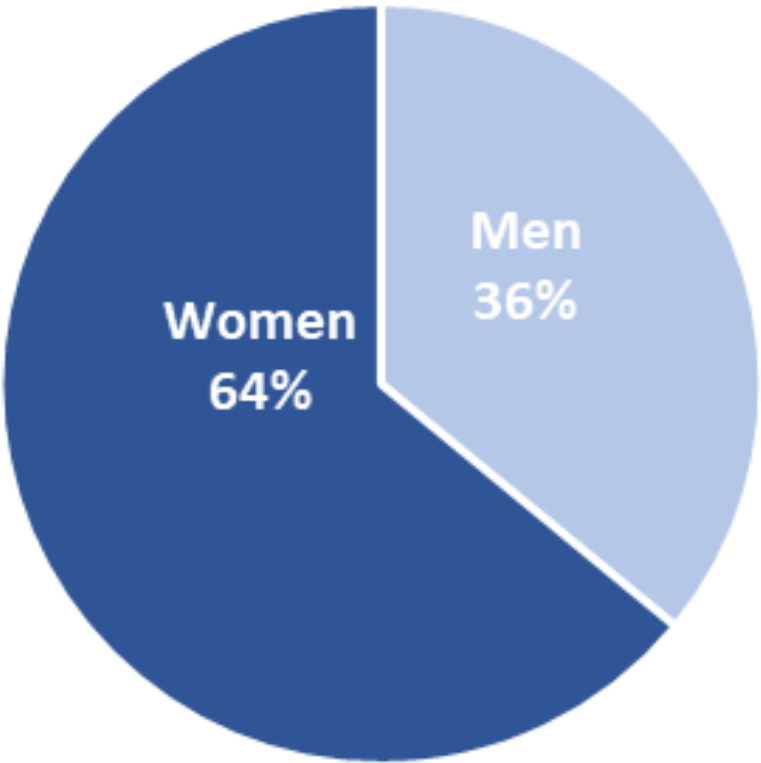
Q2. Who purchased more -men or women in 2022?

Row Labels ▾	Sum of Amount
Men	7613604
Women	13562773

Insight :

Women's category dominates sales, contributing significantly more revenue compared to the Men's category, indicating a strong market demand for women's products.

Sales : Men vs Women

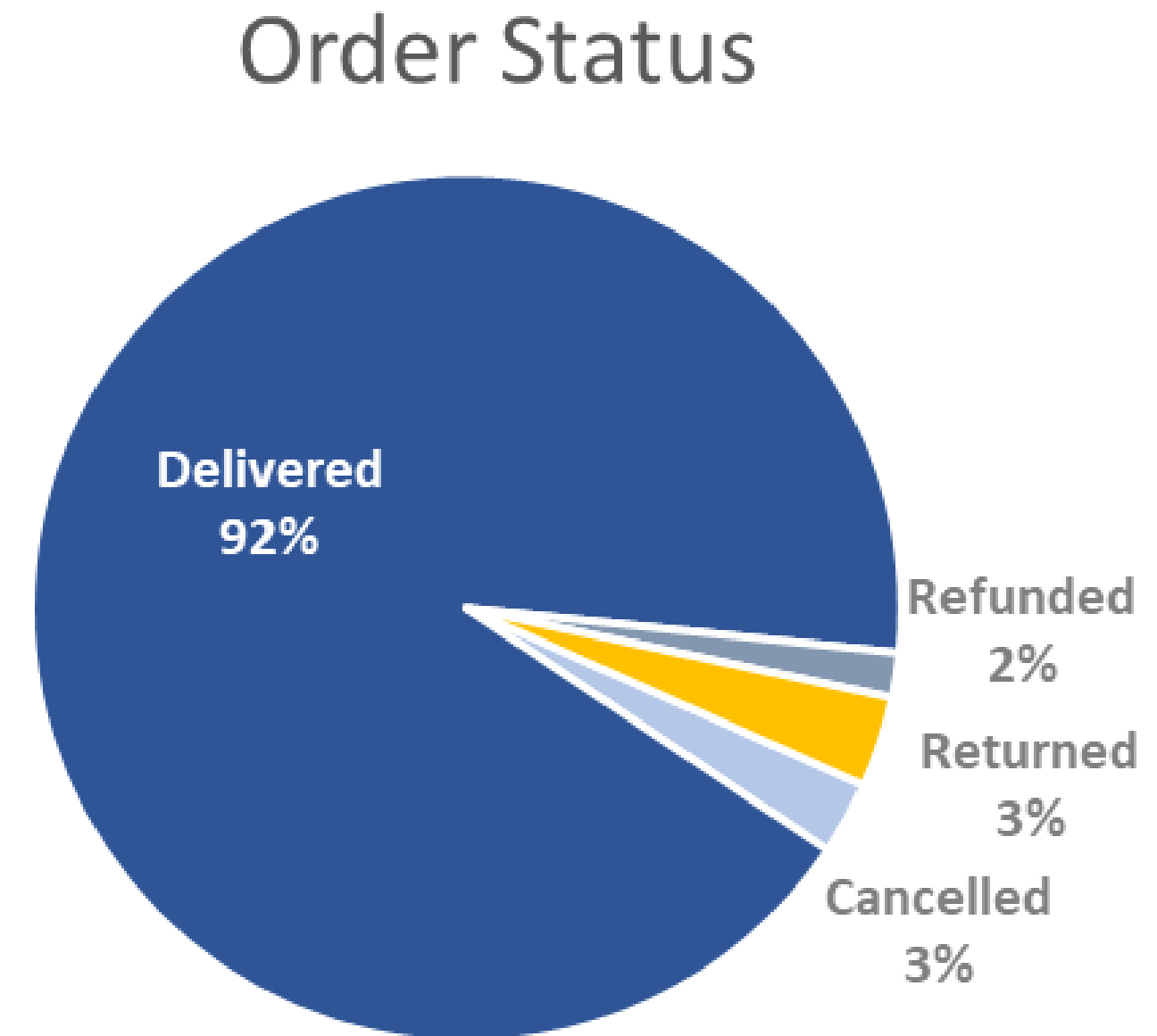


Q3. what are different orders status in 2022?

Row Labels	Count of Order ID
Cancelled	844
Delivered	28641
Refunded	517
Returned	1045

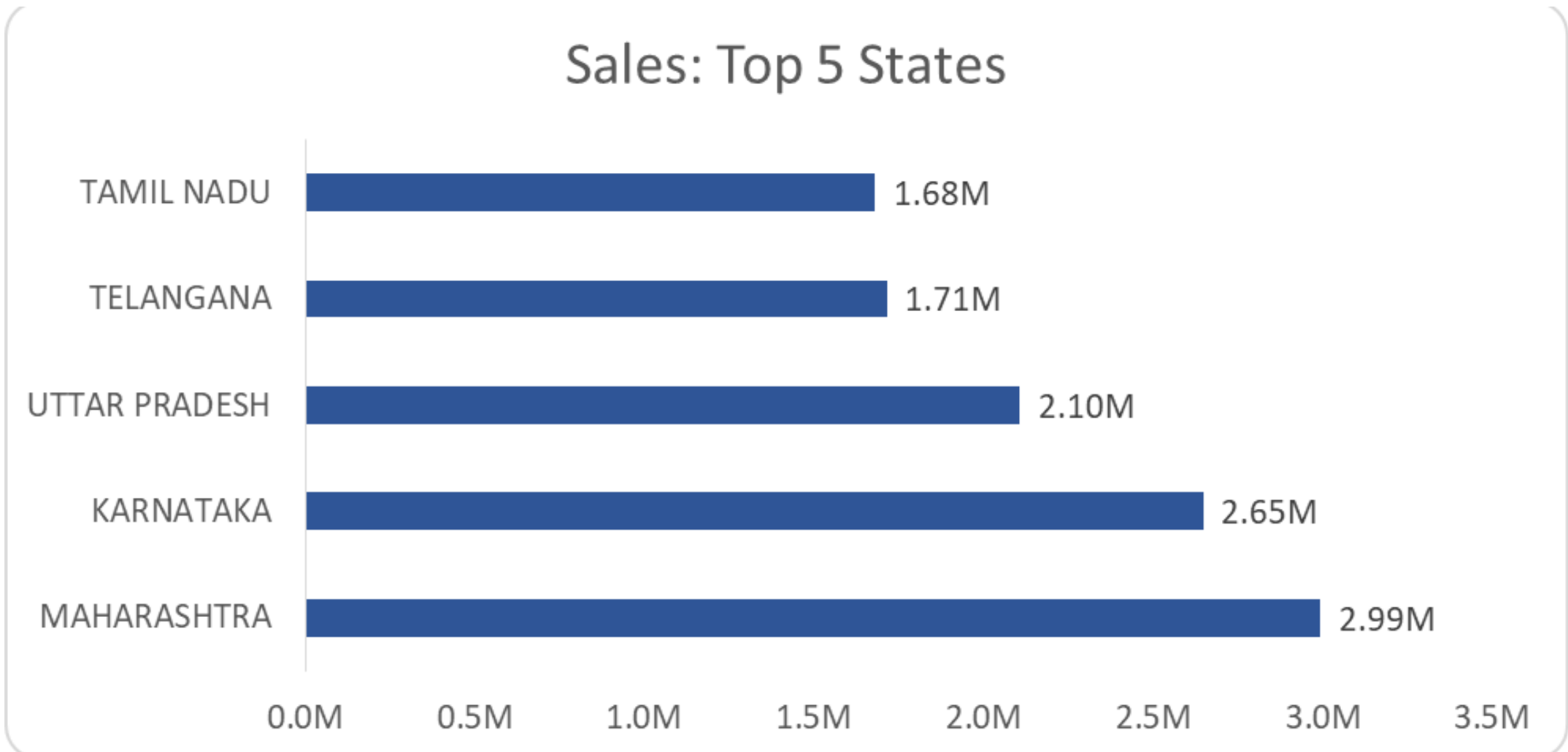
Insight :

Out of the total orders, a significant majority have been successfully delivered, while a smaller percentage are either cancelled, refunded, or returned, indicating a generally reliable fulfillment process with some instances of customer dissatisfaction or order adjustments.



Q4. List the Top 5 States contributing to the sales ?

Row Labels	Sum of Amount
MAHARASHTRA	2990221
KARNATAKA	2646358
UTTAR PRADESH	2104659
TELANGANA	1712439
TAMIL NADU	1678877



Insight :

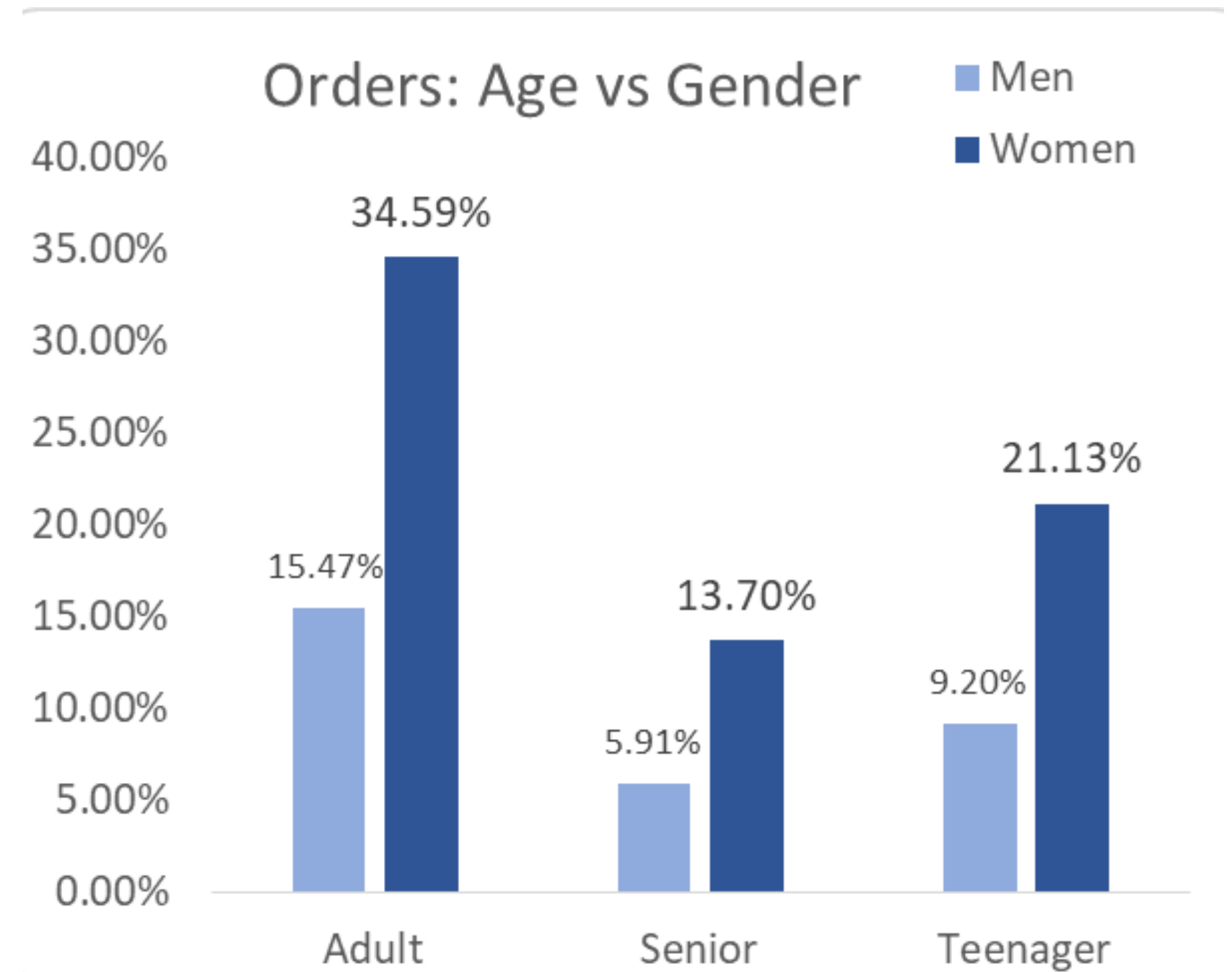
The top 5 contributing states to sales are Maharashtra, Karnataka, Uttar Pradesh, Telangana, and Tamil Nadu, with Maharashtra leading the way with the highest sales amount.

Q5. Relation between age and gender based on number of orders

Count of Order ID	Column Labels ▼	
Row Labels ▼	Men	Women
Adult	15.47%	34.59%
Senior	5.91%	13.70%
Teenager	9.20%	21.13%

Insight :

The analysis of order distribution by age groups reveals that Women dominate across all age categories, with higher percentages compared to Men, emphasizing a strong market preference for women's products regardless of age.

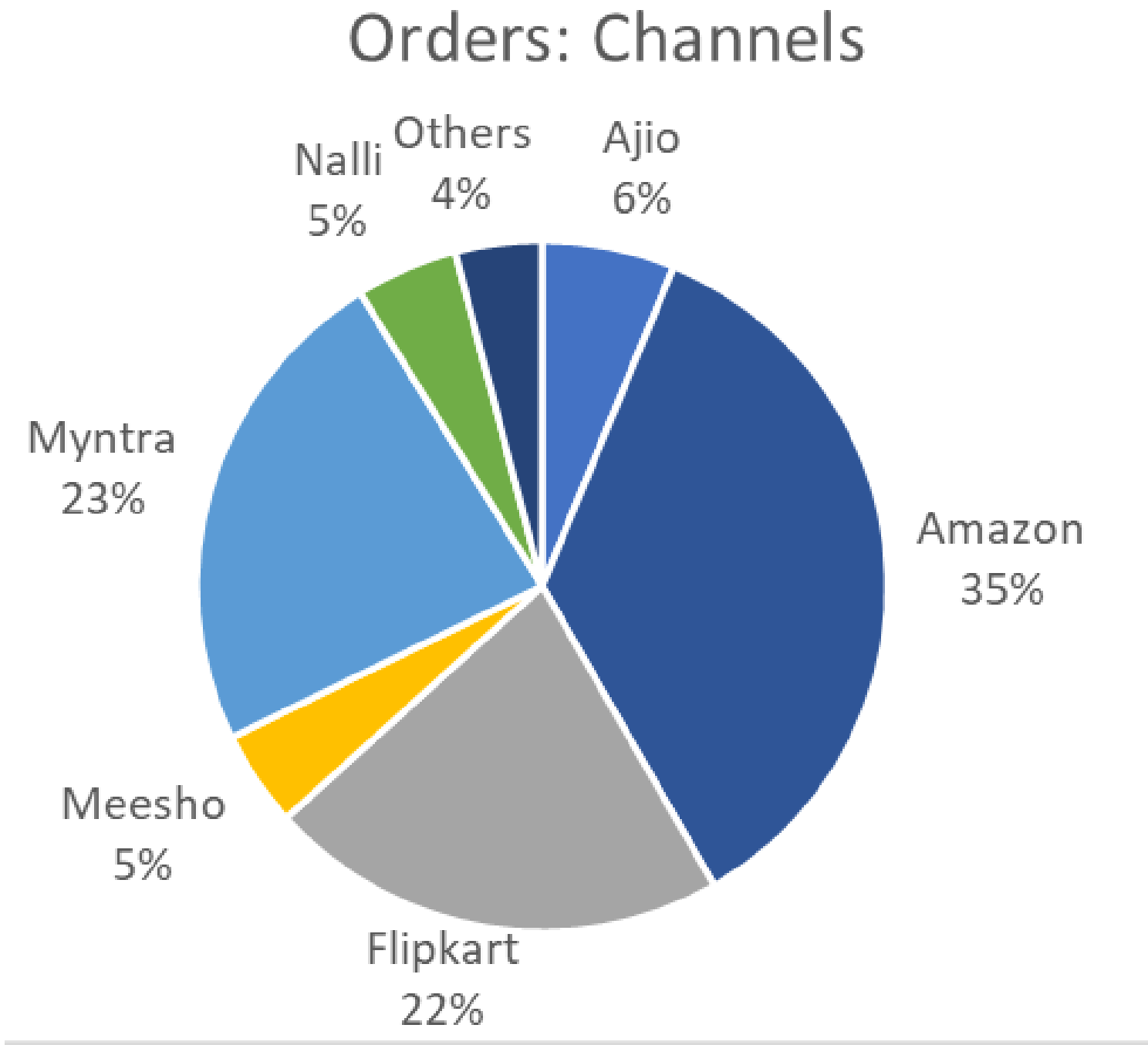


Q6. Which channel is contributing to maximum sales ?

Row Labels	Count of Order ID
Ajio	6.2%
Amazon	35.5%
Flipkart	21.6%
Meesho	4.5%
Myntra	23.4%
Nalli	4.8%
Others	4.1%

Insight :

Among the various online platforms, Amazon stands out with the highest share of orders at 35.5%, followed by Myntra and Flipkart, contributing significantly to the overall distribution, while other platforms collectively contribute a notable 16.6%.





Thank you !
