



Annual report



Sales and Orders Overview

- Comparison Chart: A visual representation of sales and orders across months highlights trends and seasonal variations.
- Highest Sales & Orders: March recorded the highest sales (₹1,928,066) and orders (2,819).

Customer Insights

Who Purchased More? Women accounted for 64% of total purchases, significantly outpacing men.

Age & Gender Breakdown:

- Adult women (34.59%) are the most active buyers.
- Below 30 segment (21.13% women, 9.20% men) also shows strong purchasing behavior.
- Senior buyers contribute the least, but women still lead (13.70%).

Order Status Breakdown

- Delivered: 92%
- Refunded: 2%
- Returned: 3%
- Cancelled: 3%

Top 5 States by Sales Contribution

- Maharashtra - ₹2,990,221
- Karnataka - ₹2,646,358
- Uttar Pradesh - ₹2,104,659
- Telangana - ₹1,712,439
- Tamil Nadu - ₹1,678,877

Sales by Platform

- Amazon leads with 35.48% of total sales.
- Myntra follows at 23.36%, while Flipkart contributes 21.59%.
- Other platforms like Ajio, Meesho, Nalli, and Others make up the rest.

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Conclusion: How to Boost Sales?



Based on the analysis, here are the best strategies to improve sales:

Targeted Marketing for Adult Women

- The majority of buyers are adult women, so marketing campaigns should focus on products and promotions that appeal to this demographic.

Regional Focus on High-Sales States

- The top-selling states (Maharashtra, Karnataka, Uttar Pradesh, Telangana, and Tamil Nadu) should be the primary focus for ad spending and promotions.
- Localized offers, festival discounts, and language-based marketing in these regions can drive more conversions.

Optimize Amazon & Myntra Presence

Since Amazon (35.48%) and Myntra (23.36%) drive the most sales, optimizing product listings, running PPC ads, and participating in platform-specific promotions can enhance visibility and conversions.

Reduce Order Cancellations & Returns

- While 92% of orders are delivered successfully, 5% (returns + cancellations) is still a significant loss.
- Improving product descriptions, adding better size guides, and ensuring smoother logistics can help minimize order issues.