

1. Order vs Sales Trends (Monthly):

- The report shows the monthly trends in both **number of orders** and **sales amount** throughout the year.
- **Sales** remained fairly consistent throughout the year, with **amount ranging between 1.5M to 2.0M**.
- **Order count** was steady, though at a much lower scale compared to the sales amount.
- There appears to be a slight downward trend towards the end of the year in terms of sales.

2. Sales Distribution: Men vs Women:

- **Women** dominated the purchasing demographic, accounting for **64%** of the total sales.
- **Men** contributed **36%**, reflecting a significantly lower proportion of the overall sales.
- This indicates that **women are the primary shoppers** for Rajdhani Store.

3. Order Status:

- **92% of orders were successfully delivered**, showing strong operational efficiency.
- **Cancellations** accounted for **3%** of total orders, while **returns** also contributed **3%**.
- Only **2%** of the orders were refunded, suggesting high customer satisfaction or product acceptance.

4. Top 5 States by Sales:

The store had significant sales in multiple states across India. The top 5 states with their respective sales volumes are:

- **Maharashtra:** ₹2,990,221 – the highest contributor.
- **Karnataka:** ₹2,646,358
- **Uttar Pradesh:** ₹2,104,659
- **Telangana:** ₹1,712,439
- **Tamil Nadu:** ₹1,678,877
- These five states represent the largest market for Rajdhani Store.

5. Order by Age & Gender:

- **Adults (Men)** placed the most orders, with a total of **14,993** orders.
- **Teenage (Women)** placed **6,560** orders, showing a relatively high participation from younger customers.
- **Adult women** and **teenage men** had lower order counts compared to their counterparts, with **6,639** and **2,855** orders, respectively.

- Overall, **men** seem to dominate in adult age groups, while **women** show higher order counts in teenage groups.

6. Order Channel Distribution:

- **Amazon** was the most popular shopping platform, accounting for **35%** of all orders.
- **Flipkart** came in second with **22%**, followed by **Myntra** at **23%**.
- Other notable platforms include **Ajio** with **6%**, **Meesho** and **Nalli** both contributing **5%**.
- **4%** of orders came through **other channels**, which indicates a well-diversified multi-channel strategy.

Conclusion:

The report highlights strong sales performance with a dominant presence in **Maharashtra** and **Karnataka**, and a substantial customer base primarily consisting of **women shoppers**. Rajdhani Store effectively manages its order fulfillment process, with **92% of orders successfully delivered**. The store also sees significant success through **online platforms**, especially **Amazon** and **Flipkart**.

This data can be used for further strategic decisions in terms of marketing, stock management, and improving customer service to maintain high customer satisfaction and grow the store's reach.