### ****Business Overview & Key Insights****

✅ **Total Orders & Sales:** 120.38K orders, ₹78.59 Cr total sales, with **Amazon fulfillment (₹54.32 Cr, 69%)** dominating over **Merchant (₹24.27 Cr, 31%)**.

✅ **Top Categories & Products:** **Kurta, Set, and Western Wear** drive the highest revenue. Sarees, Bottoms, and Blouses contribute the least.

✅ **Regional Performance:** **Maharashtra (₹4.57 Cr), Karnataka (₹3.77 Cr), and Uttar Pradesh (₹2.76 Cr)** lead in sales. **Ladakh sees high-value orders, while Bihar & Rajasthan buy higher-priced items but in lower quantities.**

✅ **Sales Trends:** **Q4 2021 peaked at ₹99K revenue, but Q1 2022 fell to ₹8K.** Month 4 saw the highest sales (₹28.84M), then declined.

✅ **Pricing & Promotions:** **Mid-range products (₹500-₹1,500) have the most promotions.** High-priced items (₹2K+) get fewer discounts, limiting their sales.

✅ **B2B vs. B2C:** **B2C dominates (99.32%), B2B contributes only 0.68%.**

✅ **Order Forecast:** Orders peaked in **May 2022 (~1,754), then dropped to 606**. Forecast predicts further decline, requiring intervention.

### ****Actionable Recommendations****

✔️ **Boost marketing for high-priced items** (Sarees, Ethnic Dresses).  
✔️ **Target top-selling states** (Maharashtra, Karnataka, UP) with more stock & promotions.  
✔️ **Analyze month 4 peak trends** to replicate success.  
✔️ **Improve merchant fulfillment efficiency** to balance demand.  
✔️ **Investigate order decline after May 2022**—check for seasonality, competition, or stock issues.