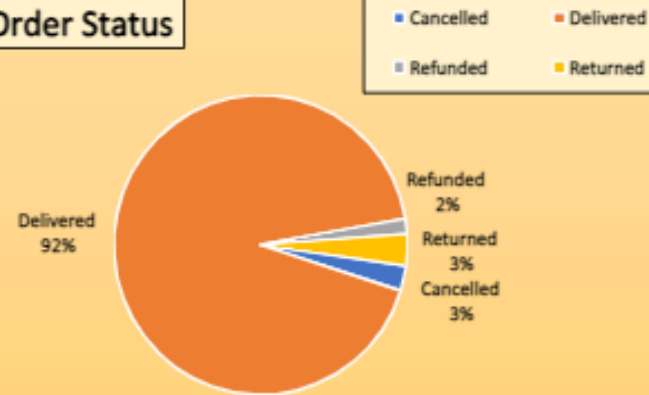


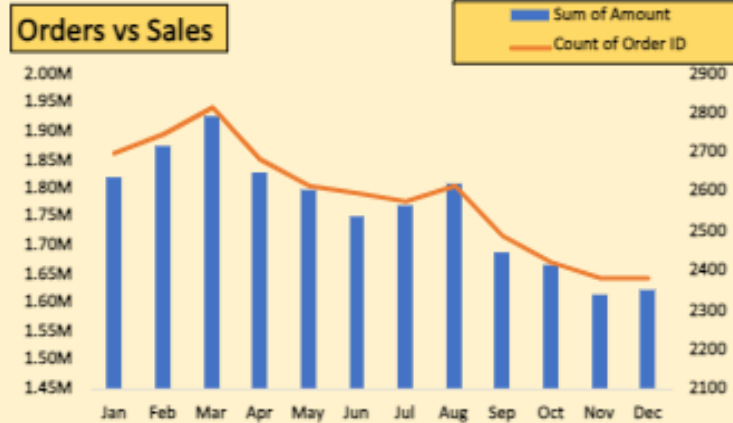
# SALES ANALYTICS REPORT

# Sales Report

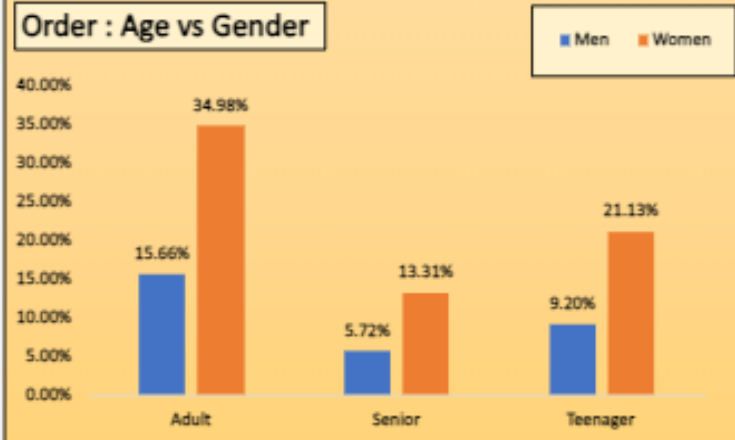
## Order Status



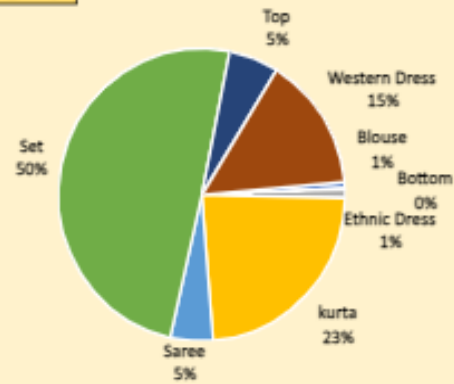
## Orders vs Sales



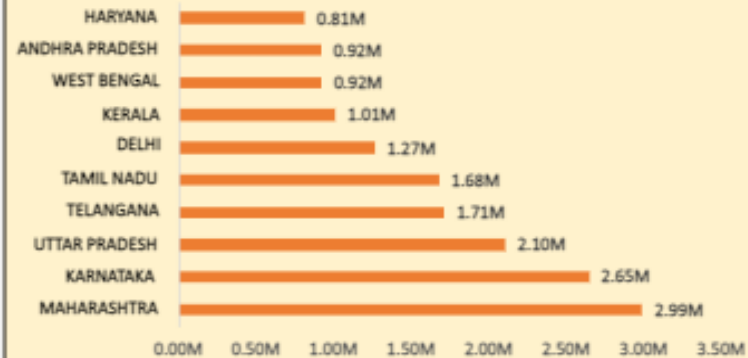
## Order : Age vs Gender



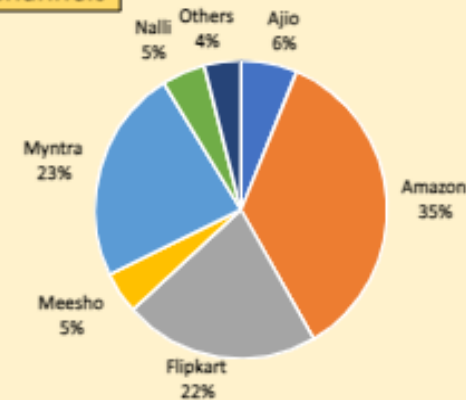
## Sales: Category



## Sales:Top 10 State



## Order:Channels



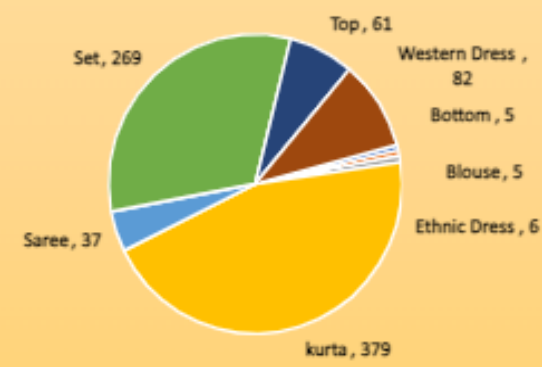
## Sales : Men vs Women



## Sales:Monthly Sales Trends



## Category: Status Cancelled



## Channel

Ajio  
Amazon  
Flipkart  
Meesho  
Myntra  
Nalli  
Others

## Month

Jan  
Feb  
Mar  
Apr  
May  
Jun  
Jul  
Aug  
Sep  
Oct  
Nov  
Dec

## Category

Blouse  
Bottom  
Ethnic Dress  
kurta  
Saree  
Set  
Top

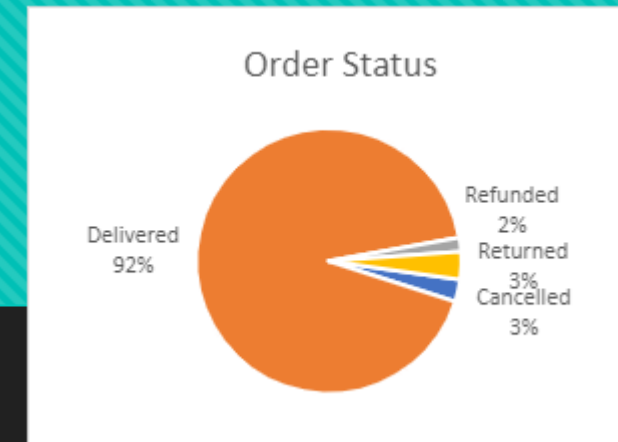
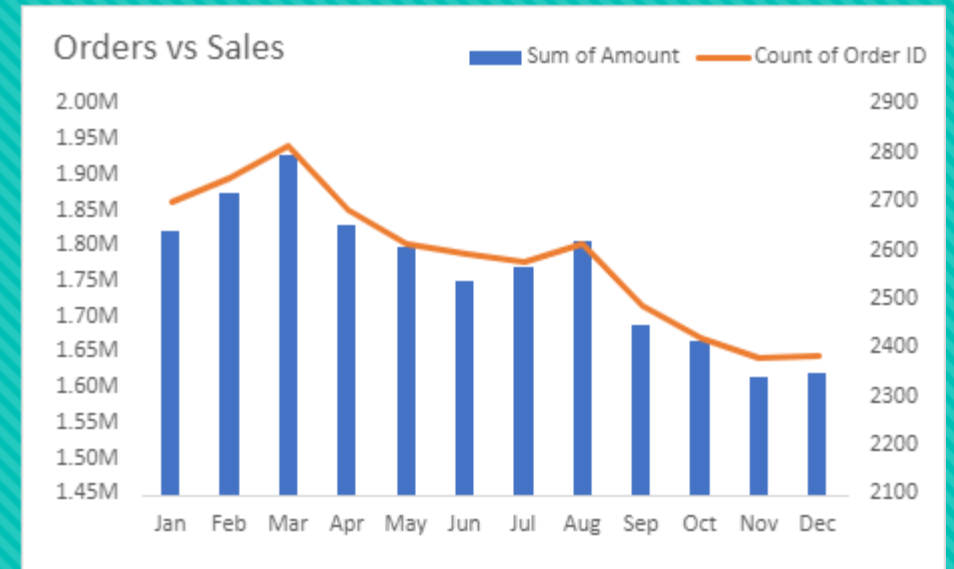
# Sales Overview

## •Orders vs Sales:

- Total sales reached a peak of 2.00M in April and declined steadily to 1.45M in December.
- Analyze the reasons behind the fluctuations (e.g., seasonality, promotions, new product launches).

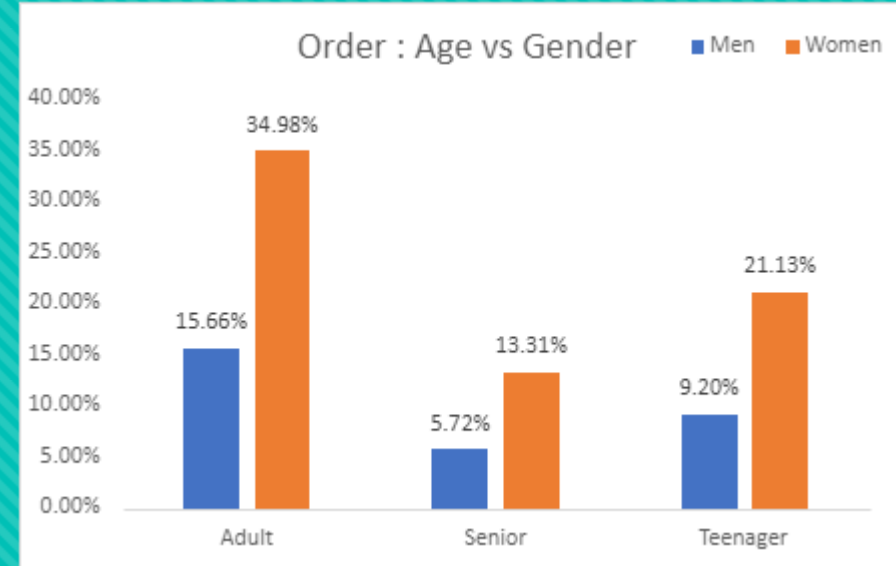
## •Order Status:

- Delivered orders consistently account for the majority (92%), followed by cancellations and refunds at lower percentages.
- Investigate the causes of cancellations and refunds to identify potential improvements.



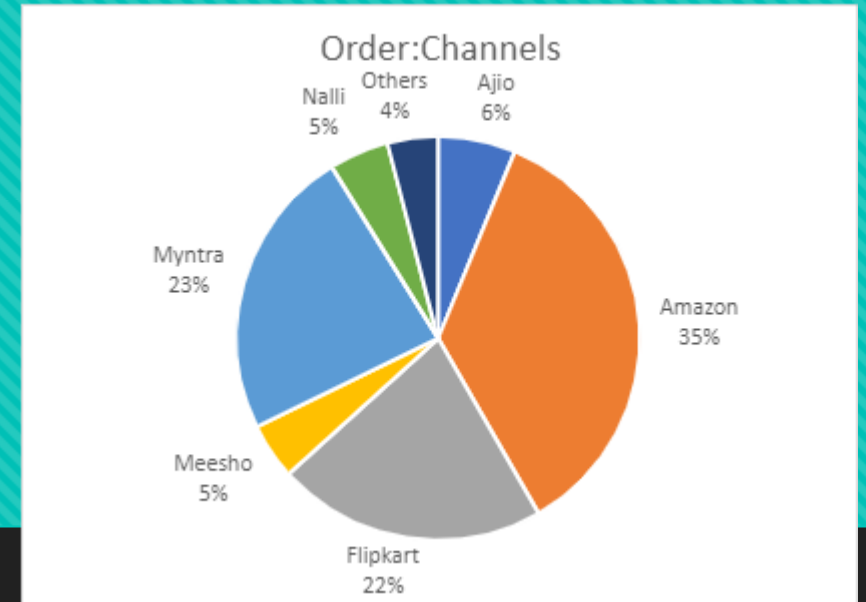
## Age vs Gender:

- The largest customer segment is Adults (40%), followed by Seniors (35%) and Teenagers (30%).
- Women slightly outnumber men in terms of order volume.
- Tailor marketing strategies to address the preferences of different age groups and genders.



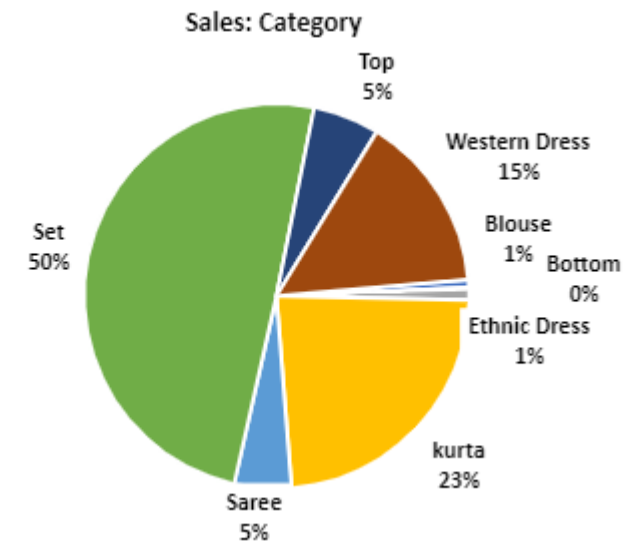
## Order Channels

- Amazon leads as the most popular channel, followed by Flipkart and Meesho.
- Evaluate the performance of each channel to identify growth opportunities.
- Consider optimizing product listings and promotions on high-performing channels.



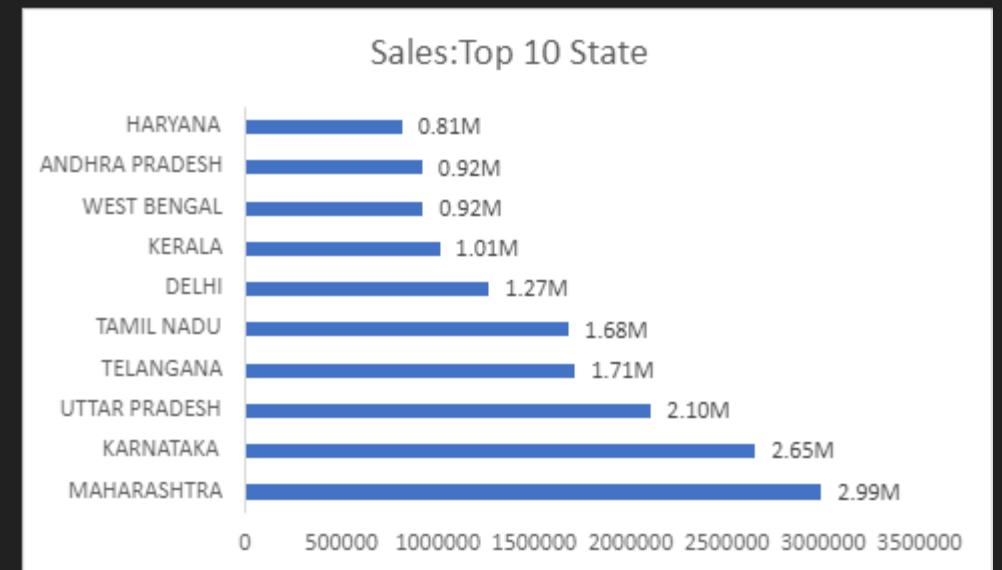
## Sales: Category

- Western Dress emerges as the top-selling category, followed by Ethnic Dress and Bottomwear.
- Assess the profitability of each category and identify potential cross-selling opportunities.



## Sales: Top 10 States

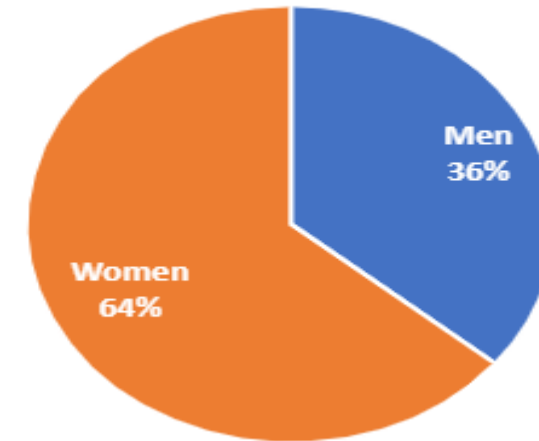
- Haryana leads in sales, followed by Andhra Pradesh and West Bengal.
- Analyze regional sales trends to identify untapped markets and optimize distribution channels.



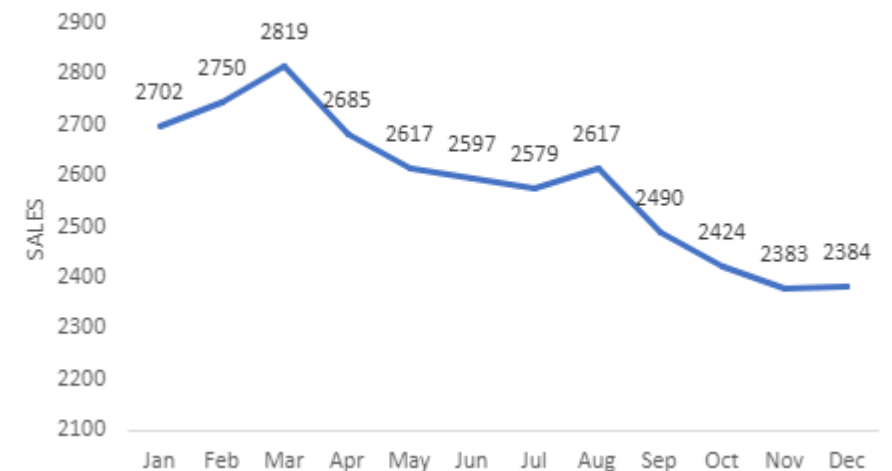
## Customer Behavior

- **Sales: Men vs Women:**
  - Women consistently spend more than men across all categories.
  - Develop targeted marketing campaigns to cater to the preferences of both genders.
- **Sales: Monthly Sales Trends:**
  - Sales peak in April and May, with a gradual decline towards the end of the year.
  - Analyze seasonal trends to optimize inventory management and promotional activities.

Sales : Men vs Women



Sales: Monthly Sales Trends





## Operational Insights

- **Category: Status Cancelled:**
  - Identify the top categories with high cancellation rates (e.g., Western Dress, Bottomwear).
  - Investigate the reasons behind cancellations and implement measures to reduce them.

Category: Status Cancelled

