Khushi Store Data Analysis – Summary & Recommendations

Key Insights:

📌 **Sales Growth:** Sales peaked in **March (₹678,982),** showing steady growth.

📌 **Gender-Based Sales: Women contribute more (₹4.76M)** than men (₹2.75M).

📌 **Top States: Maharashtra, Karnataka, and Tamil Nadu** drive the most revenue.

📌 **Customer Demographics: Adults (25-40 years)** are the largest buyers.

📌 **Order Status: 10,124 orders delivered**, with low cancellations (308) and refunds (201).

📌 **Sales Channel: Amazon** is the dominant platform.

Recommendations:

✅ **Target women shoppers** with exclusive offers.

✅ **Focus on top states** for regional marketing.

✅ **Expand to more platforms** (Flipkart, Myntra, own website).

✅ **Leverage peak sales months** for promotions.

✅ **Enhance delivery & return policies** for better customer trust.