**Objective**

Azhar Store wants to create an annual sales report for 2022. So that, Azhar store can understand their customer and grow more sales in 2023.

**Sample Question**

* Compare the sales and order using single chart
* Which month got the highest sales and order
* Who purchased more men and women
* What is different order status in 2022
* List of top 10 states contribution to the sales
* Relation between age and gender based on number of orders
* Which channel is contributing to maximum sales
* Highest selling category

**After cleaning , Processing and Analyzing the data we got the final result**

**Sample Insights**

* Women are more likely to buy compared to men (65%)
* Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (35%)
* Adult age group (30 – 49 yrs) is max contributing (50%)
* Amazon, Flipkart and Myntra channels are max contribution (80%)

**Final conclusion to improve Azhar Store sales:**

Target women customer of age group (30 – 49 yrs) living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra