



Store Sales Analysis



Microsoft Excel



Objective

Create an annual Sales report for 2022 to analyze store sales data and provide insights to improve sales performance in 2023.

Insights

- Women are more likely to buy compared to men (65%)
- Maharashtra, Karnataka and Uttar Pradesh are the Top 3 states in terms of sales
- Adult age group comprising of Age 30 to 49 are the majority contributor in sales. (50%)
- Amazon, Flipkart and myntra combined bring in 80% of orders.

Conclusion

For improving sales, target segment should be **Female customer** in the **age group 30-49** living in **Maharashtra, Karnataka and Uttar pradesh**. Ads/offers on **Amazon, Flipkart and Myntra** can help further boost sales.