

Objective

big store wants to create an annual report such that it can be used to understand the customers and help to grow more sales

Insights

Women are likely to buy more compared to men 65%

Maharashtra,karnataka,Uttar Pradesh are top 3 states selling

adult group 30-49 contributing 50% of sales

Via channel Amazon sells most followed by flipkart then Myntra

Conclusion

Target women customer 30-49 living in the top selling states by showing ads coupons and offers on Amazon,flipkart,Myntra