

Clothing Store Analysis

Business Problem

A clothing store wants to create an annual sales report for 2022. So that, owner can understand their customers and grow more sales.

Research Questions

- Which month got the highest sales and orders?
- Who purchased more - men or women in 2022?
- What is the status of different order in 2022?
- List top 10 states contributing to the sales.
- Relation between age and gender based on number of orders.
- Which channel is contributing to maximum sales?
- Highest selling category?

Insights

- Women are more likely to buy compared to men (~65%)
- Top 5 states are contributing about 53% of total sales.
- Maharashtra, Karnataka and Uttar Pradesh are top 3 states (~35%)
- Adult age group (30-49 yrs) is max contributing (~50%)
- Amazon, Flipkart and Myntra channels are max contributing (~80%)
- In March, the number of sales and orders are maximum (~10%)
- Set is the highest selling clothing category (~50%)

Final Conclusion

- Target women customers of age group (30-49 yrs) living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra.
- Create social media campaigns showcasing sets specifically designed for women, highlighting their unique features, comfort, and style.