Sample Questions

- Compare the sales and orders using single chart.
- Which month got the highest sales and orders?
- Who purchased more- men or women in 2022?
- List top 5 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?

Sample Insights

- Women are more likely to buy compared to men (~65%)
- Maharashtra, Karnataka and UP are top 3 states (~35%)
- Adult age group (30-49 yrs) is max contributing (~50%)
- Amazon, Flipkart and Myntra channels are max contributing (~80%)

Final Conclusion to improve Bishal store sales:

- 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.