



OBJECTIVE

NEXTGEN STORE WANTS TO CREATE AN ANNUAL SALES REPORT FOR 2024. SO THAT, NEXTGEN CAN UNDERSTAND THEIR CUSTOMERS AND GROW MORE SALES IN 2025.

INSIGHTS:

- ▶ Women are more likely to buy compared to men (65%)
- ▶ 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%)

Final conclusion to improve NextGen store sales:

Target women customers of age group **(30-49 yrs)** living in **Maharashtra, Karnataka and Utter Pradesh** by showing ads/offers/coupons available on **Amazon, Flipkart and Myntra**.