

INSIGHTS OF BHATTACHARYA STORES SALES REPORT 2022

- 1. Women are more likely to buy compared to men (nearly about 65%)**
- 2. Maharashtra, Karnataka, and Uttar Pradesh are the top 3 states (nearly about 35% of total sales)**
- 3. Adult groups (30-49 years) are the max contributing (nearly about 80% of total sales)**
- 4. Amazon, Flipkart, and Myntra are three main contributing channels (nearly about 80% of total sales).**

THE FINAL CONCLUSION TO IMPROVE SALES:

Target women customers of the age group (30-49 years) living in Maharashtra, Karnataka, and Uttar Pradesh by showing ads/offers/coupons available on AMAZON, FLIPKART, and MYNTRA.