

Objective

Rakesh store want to create an annual sales report for the FY-2022. So from the basis of the previous data Rakesh can understand their customers and grow more sales in the FY-2023.

Insights based on the data

1. Women are more likely to buy compared to men about 65%.
2. Maharashtra, Karnataka and Uttar Pradesh are the top 3 states about 35%
3. Max contributing group is Adult about 50%.
4. Amazon, Myntra and flipkart are maximum contributing about 80%.
5. Most selling products are Set and Kurta about 74% of total.

Conclusion to Increase sales in FY-2023

Target women customers of age group 30-49 who are living in Maharashtra, Karnataka and Uttar Pradesh by showing ads and giving offers and coupons available on Amazon, Flipkart, And Myntra. And also His most selling products are Set and Kurta about 74% so target on keeping ample stocks of it.