Objective:

A STORE OWNER WANTS TO CREATE AN ANNUAL SALES REPORT FOR 2022. SO THAT, HE CAN UNDERSTAND THEIR CUSTOMERS AND GROW MORE SALES IN 2023

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?

- WHAT ARE DIFFERENT ORDER STATUS IN 2022?

- LIST TOP 10 STATES CONTRIBUTING TO THE SALES?

- RELATION BETWEEN AGE AND GENDER BASED ON NUMBER?

- 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 UTTAR PRADESH ARE THE TOP 3 STATES (35%)

- ADULT AGE GROUP (30-49 YEARS) IS MAX CONTRIBUTING (50%)

- AMAZON, FLIPKART AND MYNTRA CHANNELS ARE MAX CONTRIBUTING (80%)

FINAL CONCLUSION TO IMPROVE STORE SALES:

- TARGET WOMEN CUSTOMERS OF AGE GROUP (30-49 YEARS) LIVING IN MAHARASHTRA, KARNATAKA AND UTTAR PRADESH BY SHOWING ADS/OFFERS/COUPONS AVAILABLE ON AMAZON, FLIPKART AND MYNTRA