Store Annual Report 2022 — Key Notes

1. Objective

- Store wants to create an **annual sales report for 2022**.

- **Purpose:**

    - Understand their customers better.

    - Use insights to grow sales in **2023**.

2. Questions Solved.

- Compare sales & orders in a single chart.

- Which month had the **highest sales & orders**?

- Who purchased more in 2022 — **men or women?**

- What are the different **order status types** in 2022?

- List **top 10 states** contributing to sales.

- Analyze relation between **age & gender** based on orders.

- Which **sales channel** contributes most?

- What is the **highest selling category**?

3. Sample Insights & Final Conclusion

- **Women (~65%) buy more than men**

- Top states: **Maharashtra, Karnataka, Uttar Pradesh**

- **30-49 years** age group contributes ~50% of sales.

- Top sales channels: **Amazon, Flipkart, Myntra**

Conclusion to Improve Sales:
Target **women (30–49 yrs)** in **Maharashtra, Karnataka, Uttar Pradesh**
Show ads/offers/coupons on **Amazon, Flipkart, Myntra**