Objective

Zellbury want to create an annual sales report for 2022.so that, Zellbury can understand their costumers and grow more sales in 2023.

Questions:

Compare the sales and orders using single chart?

Which month got highest sales and orders?

Who Purchased more –men or women in 2022?

What are the different order status in 2022?

Relation between age and gender based on number of order.

Which channel is contributing to maximum sales?

Client Insight:

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

Adult age group (30-49 yrs) is max contributing (50%).

Zellbury, Bagellary and Daraz are the channels contributing Maximun (90%).

Final conclusion to improve Zellbury store sale:

Target Women customer of age group (30-49) by showing ads/offers/coupons available on Zellbury website, Bagallery and daraz.