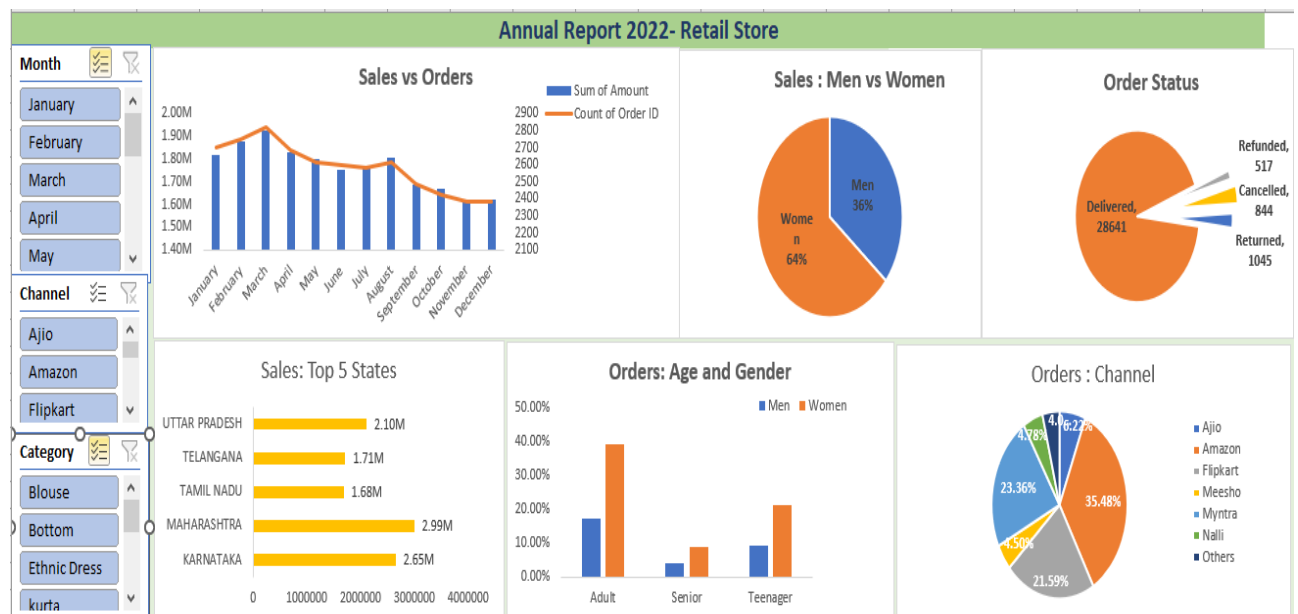# Store Data Analysis

Insights from Dashboard

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Data Analysis of a Store:

From the above excel graph analysis we could see below insights:

Insights

1. Women are the dominant customer segment, accounting for approximately 64% of our sales.
2. March is a standout month, with sales reaching a significant 1.90 million. This suggests a high demand during this period.
3. The percentage of returned items is relatively low, indicating high customer satisfaction.
4. Adults are a key customer demographic, showing a higher purchase rate.
5. Maharashtra and Karnataka are top-performing regions, with cities like Bangalore and Mumbai leading the way due to higher income levels.
6. Amazon and Flipkart are strong competitors providing significant sales volumes.

Recommendations

1. To further engage male customers, consider tailored marketing strategies and product offerings that appeal to their preferences.
2. Leverage this insight by running targeted marketing campaigns and promotions during March to capitalize on the increased demand.
3. Maintain a focus on product quality and customer service to sustain low return rates and enhance customer loyalty.
4. Continue targeting adult customers with relevant products and offers to further boost sales.

5. Concentrate marketing efforts in these regions and consider tailoring products and offers to meet the preferences of the wealthier customer base.
6. To stay competitive, focus on unique value propositions, enhanced customer experiences, and exclusive deals to attract and retain customers.