



Kush Store Data Analysis Report

This presentation summarizes key insights from our analysis of over 31,000 customer orders. The focus is on demographics, product performance, sales channels, and geography.

These data-driven insights will help us refine strategies for growth and customer satisfaction.



Executive Summary

Key findings from our data analysis reveal significant trends and opportunities for Kush Store.



Sales Growth

31% year-over-year increase in online sales



Top Category

Apparel accounts for 45% of total sales



Target Audience

Customers aged 25-34 drive 50% of revenue

Customer Demographics

Understanding our customer base is crucial for targeted marketing and product development.

Age Distribution

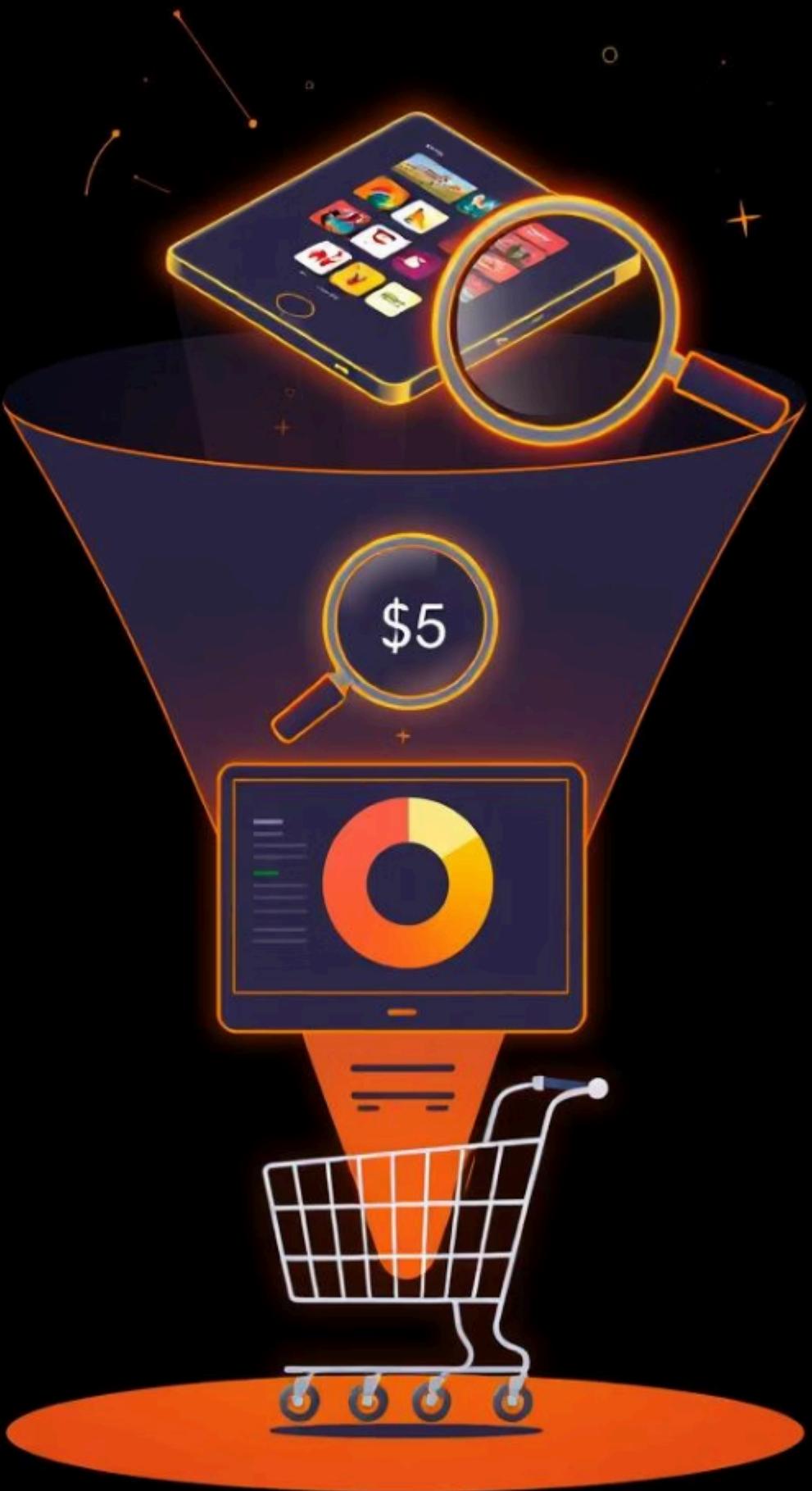
- 25-34 age group: Core target (50% of revenue)

Gender Breakdown

- 58% female, 42% male

Regional Preferences

- Preferences vary by gender and age



Sales by Channel

Analyzing sales channel performance helps optimize resource allocation and marketing spend.



Amazon

47% of total sales



Myntra

35% of total sales



Ajio

18% of total sales

Return rates are highest on Ajio (12.5%), indicating a need for process optimization.



Top Performing

Focusing on top performers maximizes revenue and customer satisfaction.

Apparel

45% of sales

Footwear

30% of sales

SKU XYZ123

12% of unit sales

Order Status and Value

Order status analysis reveals customer satisfaction and process efficiency.



Regional Sales Overview

Understanding regional performance enables tailored marketing strategies and resource allocation.

- 1 Metro Cities
65% of orders
- 2 Tier-2 Cities
15% annual growth
- 3 Southern India
₹3,200 AOV





Conclusion and Recommendations

Based on our data analysis, we recommend the following actions to optimize performance.

Targeted Marketing

Focus on 25-34 age group in metro cities.

Process Optimization

Improve Ajio return processes.

Category Expansion

Focus on Apparel and Footwear.