

Ms6 Store



Objective

Ms6 store wants to create an annual sales report for 2022.

So that Ms6 can understand their customers and grow more sales in 2023

Sample Questions

1. Compare the sales and Order using single chart?
2. Which month got the highest sales and orders?
3. Who purchased more – men or women in 2022?
4. What are different order status in 2022?
5. List top 10 states contributing to the sales?
6. Relation between age and gender based on number of orders?
7. Which channel is contributing to maximum sales?
8. Highest selling category? etc.

Stapes:-

- a. Data cleaning.
- b. Data Processing.
- c. Data Analysis.

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Sample Insights

- Women are more likely to buy compared to man (~65%)
- Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~32%)
- Adult age group (30-49 yrs) is max contributing (~50%)
- Amazon, Flipkart and Myntra channels are max contributing (~80%)

Final Conclusion to improve Ms6 Store sales:

- Target women customers of age group (30-49 yrs) living in **Maharashtra , Karnataka and Uttar Pradesh** by showing ads/offers/coupons available on **Amazon, Flipkart and Myntra**