

# MY STORE ANNUAL SALES REPORT 2022

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The project titled 'My Store Report 2022' embarked on a journey to revolutionise the understanding of sales dynamics and customer behaviour at my store. The primary goal was to craft an exhaustive annual sales report for the year 2022, empowering the store to delve deep into its data, analyse customer patterns, and strategically enhance sales for the upcoming year.



# Project Scope and Tasks

**The project involved a wide range of tasks, starting from thorough data cleaning to in-depth data analysis, visualization, and finally, compiling a detailed report. It required addressing various questions such as comparing sales figures, understanding customer demographics, examining order statuses, analyzing sales contributions from different states, and more. This meant taking a multifaceted approach to tackle the project effectively.**



# Report

## My Store Annual Report 2022

**Month**

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

**Channel**

Ajio

Amazon

Flipkart

Meesho

Myntra

Nalli

Others

**Category**

Blouse

Bottom

Ethnic Dress

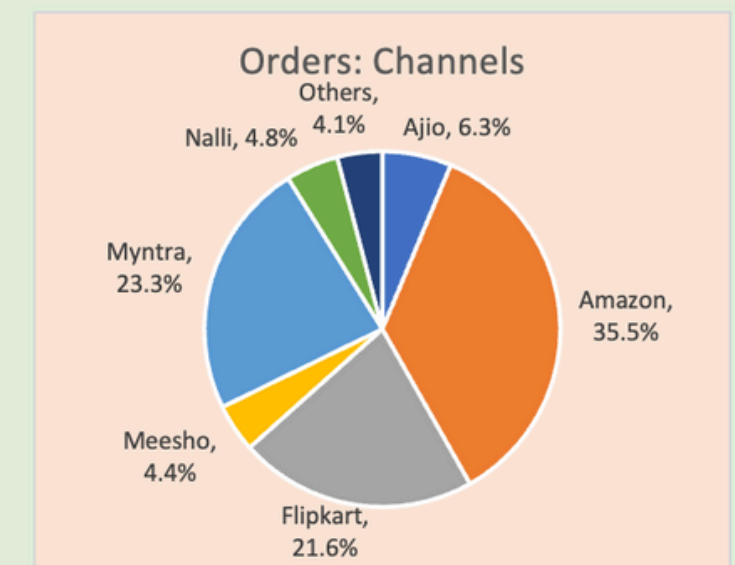
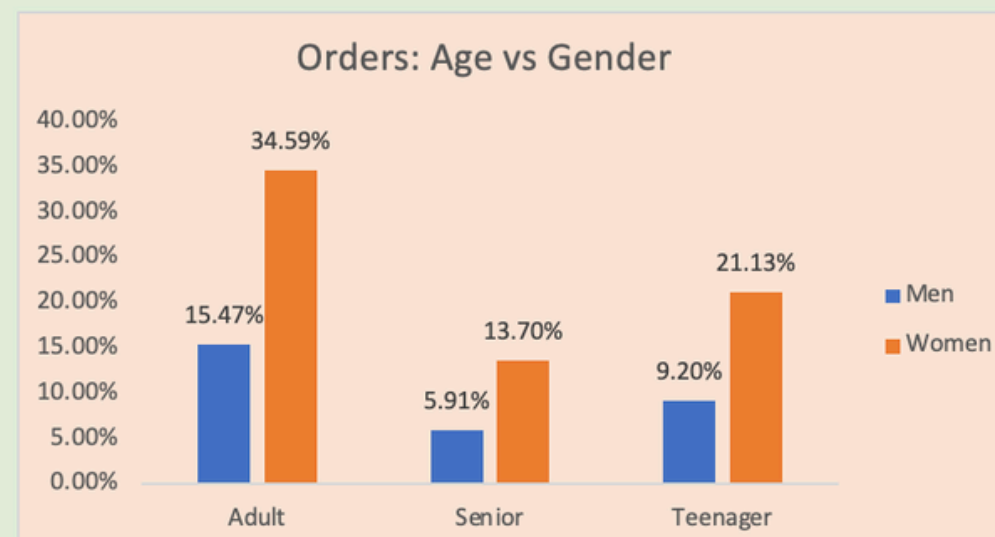
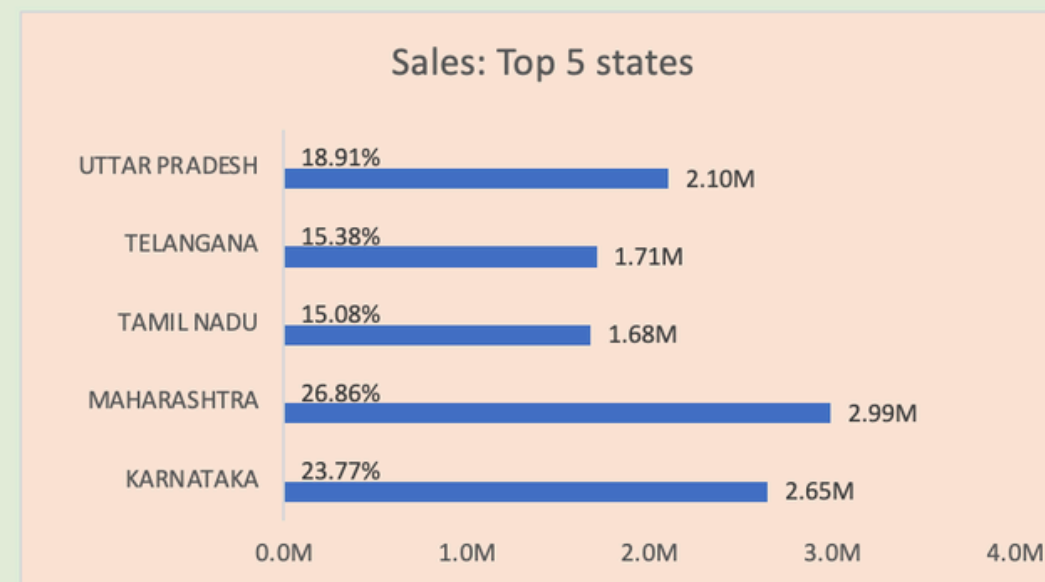
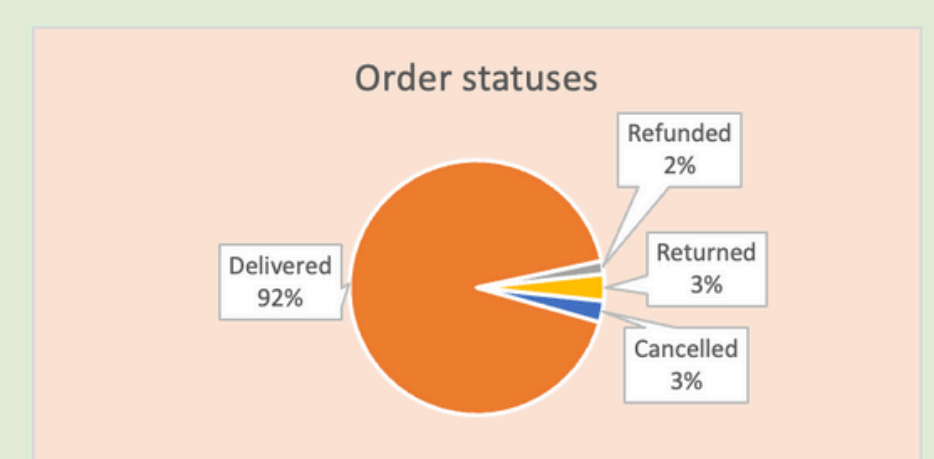
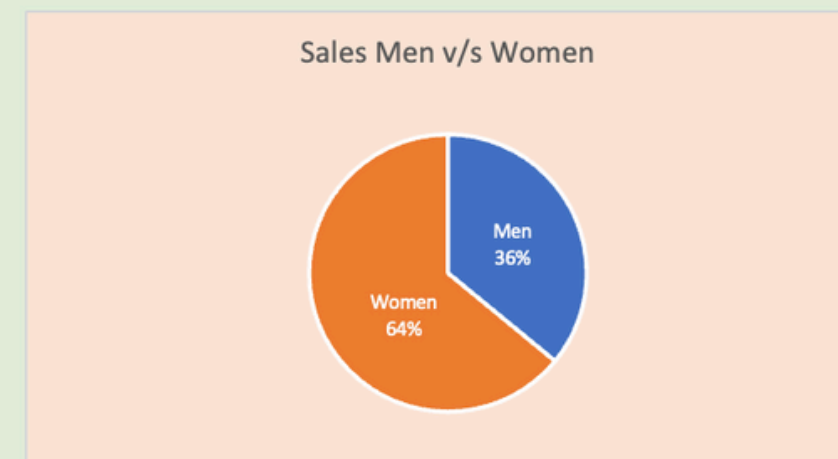
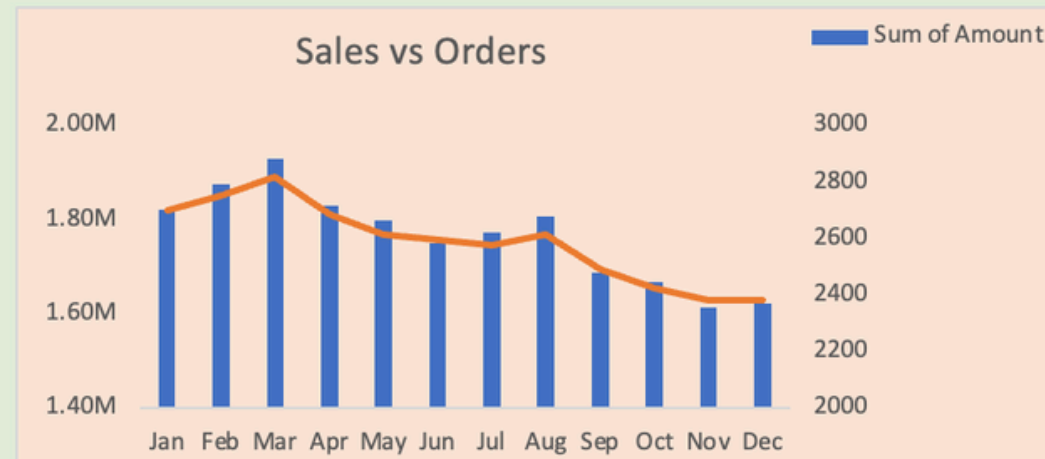
kurta

Saree

Set

Top

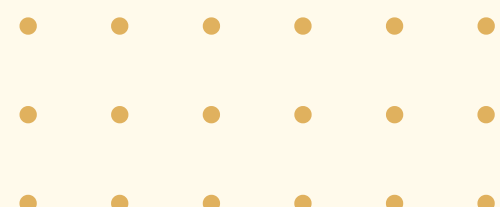
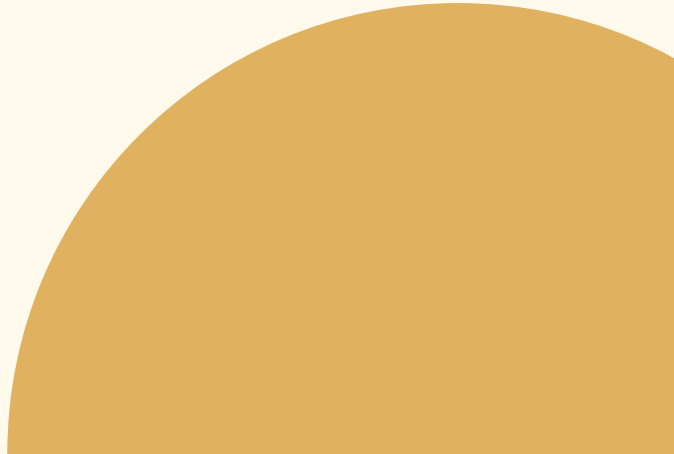
Western Dress





# Key Insights and Outcomes

**The journey through the data yielded invaluable insights:**

- 1. Women emerged as the predominant purchasers, comprising 64% of the customer base.**
  - 2. Maharashtra, Karnataka, and Uttar Pradesh emerged as the top contributors**
  - 3. Adult age group (30-49 yrs.) emerged as the primary contributors, accounting for 50% of sales.**
  - 4. Amazon, Flipkart, and Myntra emerged as the top sales channels, collectively contributing 80% of sales.**
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## Recommendations and Future Strategy

Armed with these insights, the project culminated in actionable recommendations aimed at optimizing sales strategies. Targeting women customers aged 30–49 residing in Maharashtra, Karnataka, and Uttar Pradesh with tailored offers and discounts on preferred channels like Amazon, Flipkart, and Myntra emerged as the strategic focus for augmenting sales in the year 2023.

## Conclusion

The project 'My Store Report 2022' shed light on the sales performance of the past year 2022 and provided valuable insights for making informed decisions and implementing strategic actions to fuel future growth and success. With a solid foundation established, My Store is ready to pursue a path towards sustained success and enhanced customer satisfaction.

# Thank You

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