

# Insights:

- **Based on Gender:**

Insights reveal that the majority of buyers are women, who also exhibit higher purchasing power compared to men.

- **Based on Age:**

Analysis indicates that the majority of buyers are women aged between 26 -35 years.

- **Based on State:**

Insights indicate that the majority of orders and total sales originate from Uttar Pradesh, Maharashtra, and Karnataka, respectively.

- **Based on Martial Status:**

Insights reveal that most of our buyers are married women with significant purchasing power.

- **Based on Occupation:**

Analysis reveals most of our buyers are employed in the IT, Healthcare, and Aviation sectors.

- **Based on Product Category :**

The majority of sold products fall under the Food, Clothing, and Electronics categories.

# Recommendations:

- **Based on Gender:**

1. Loyalty Programs: Create loyalty programs that offer exclusive benefits and rewards for female buyers to encourage repeat purchases.
2. Segmented Campaigns: Develop male-focused marketing campaigns on sports websites, tech blogs, and social media like Twitter and YouTube. Highlight products that cater to men's interests and needs, which will help balance revenue generation across all gender types.

- **Based on Age:**

1. Social Media Engagement: Utilize social media platforms like Instagram and Pinterest, which are popular among this demographic, to engage with potential buyers through interactive content and influencer partnerships. So age group expect the one mentioned in insights can also contribute in sales revenue successful.

- **Based on State:**

Localized Offers: Offer localized promotions and discounts to attract more buyers based on these regions, considering regional festivals and events.

- **Based on Martial Status:**

1. Family-Oriented Products: Promote products that cater to family needs and lifestyles, such as home appliances, family vacation packages, and childcare products.
2. Partnerships: Collaborate with brands that focus on family and marital life to create bundled offers and promotions.

- **Based on Occupation:**

Product Bundles: Create product bundles that cater to the needs of professionals, such as tech gadgets for IT workers, health and wellness products for healthcare professionals, and travel accessories for those in aviation.

- **Based on Product Category :**

Cross-Selling: Implement cross-selling strategies by suggesting complementary products within these categories to increase average order value.