

FULL CART STORE SALES ANALYSIS

OBJECTIVE

The “full cart store” wants to create an annual sales report for 2022.so that, full cart store can understand their customers and grow their sales in year 2023.

QUESTIONS

- Compare the Sales and orders using single chart.
- Which month got the highest sale and orders?
- Who purchased more- Men or Women in 2022?
- What are the different order status in 2022?
- List top 10 states contributing to the sales?
- Relation between Age and gender based on number of orders.
- Which channel is contributing to the maximum sales?
- Highest selling category?

SAMPLE INSIGHTS

- Highest Sale and Orders are placed in the month of March.
- Women are more likely to buy Compared to Men (~64%).
- Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%).

- Adult Age group (30-49) is max contributing (~50%).
- Amazon, Flipkart and Myntra are the channels most contributing (~80%).
- “Sets” are the top selling Product Category.

FINAL CONCLUSION TO IMPROVE “FULL CART STORE” SALES:

Target WOMEN Customers of Age (30-49) living in Maharashtra, Karnataka and Uttar Pradesh by showing adds/offers/coupons on Amazon, Myntra and Flipkart also for any planned sale or offer Jan-May would be the best time.