

Sales Data Analytics



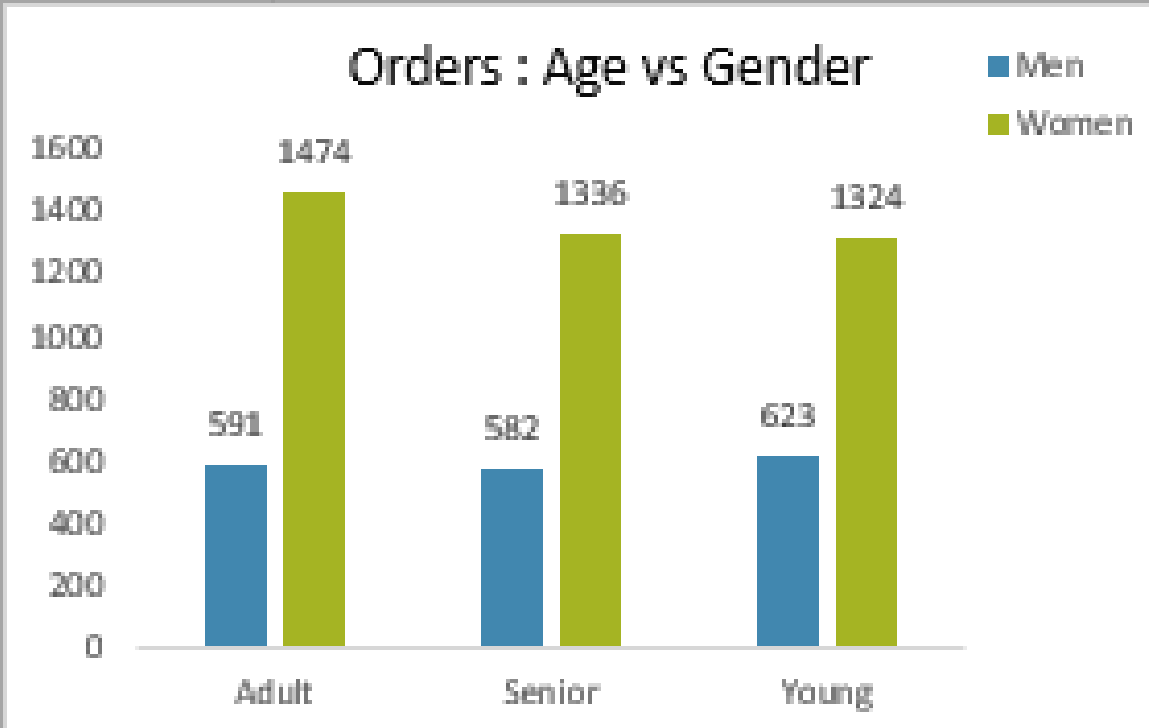
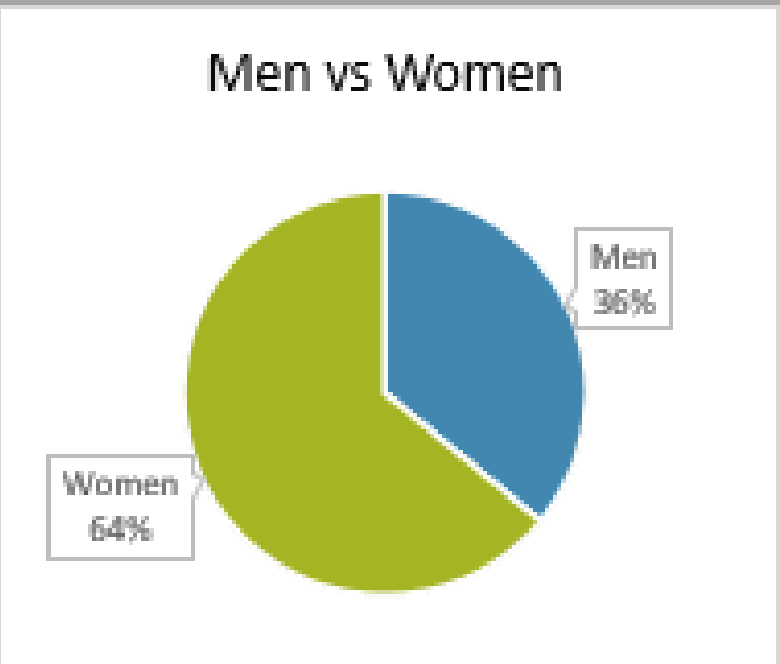
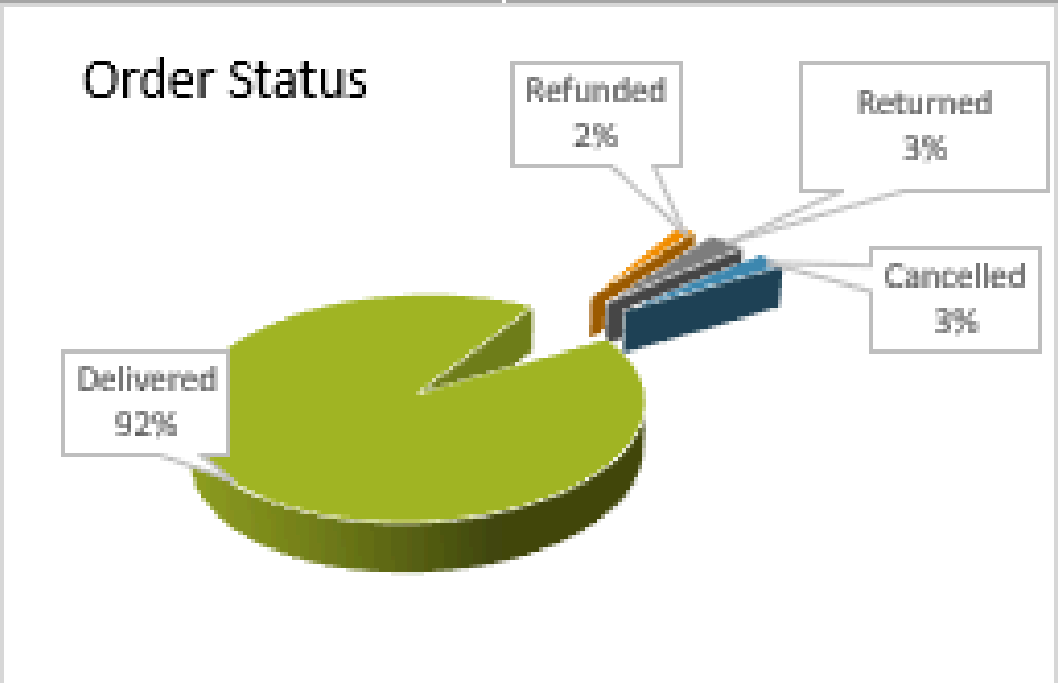
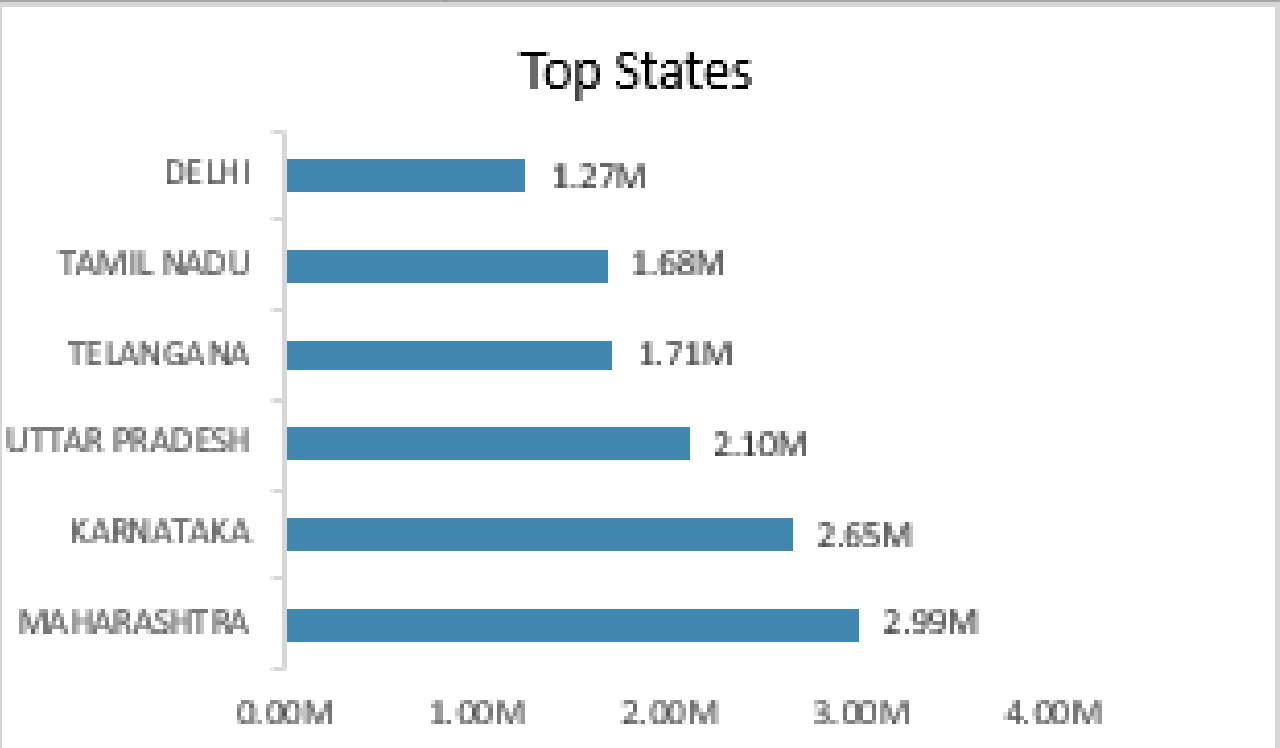
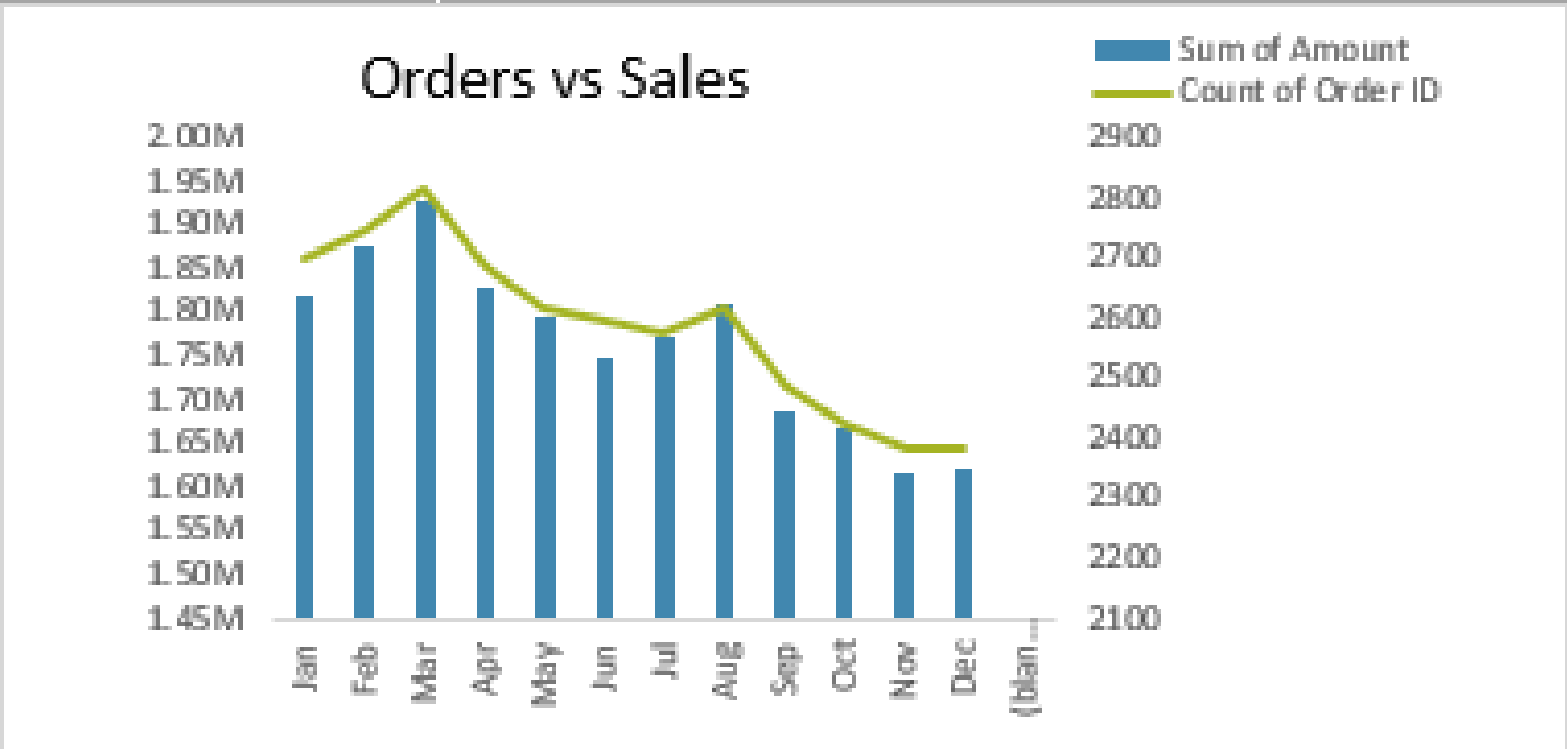
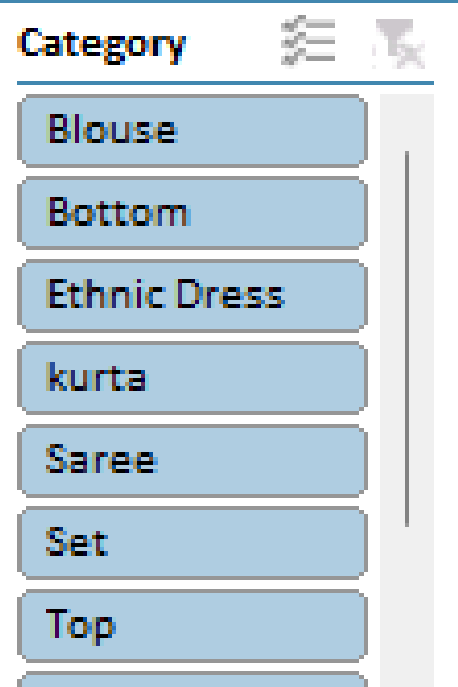
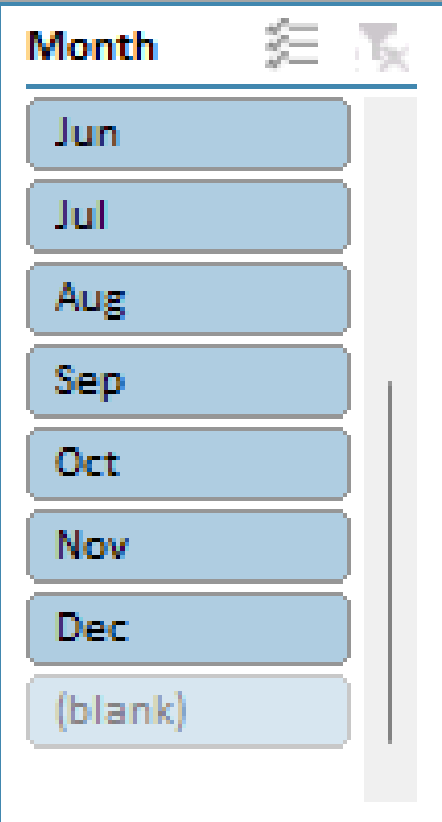
Introduction about store

This online store has a large selection of collections for all age and gender groups. The annual data contains information about the store on a number of different levels, such as date order ID, gender, state, quantity, and delivery status. Here is a brief examination of the sales data for the year, followed by some insights.



Dash Board

Annual sales Report



Insights

- Status is the first item to look up in e-commerce. Order status indicates that 92% of orders have been delivered. This indicates that consumers are happy with the merchandise.
- It is critical to understand potential clients in order to enhance sales. I learn that 34% of retail employees are men and 64% are women through gender analysis.
- Adult and Young women likely to make about 50 % of contribution.
- The top three states with potential clients are Maharashtra, Karnataka, and Uttar Pradesh, which account for up to 35% of retail sales.

Conclusion

Focus on region-specific ads because Maharashtra, Karnataka, and Uttar Pradesh contribute considerably to sales.

To further engage the audience, offer products and services that are specific to these locations, taking into account linguistic preferences, cultural events, or festivals.

Curate Women-Centric things: Recognize the things that women are interested in and make choices that are tailored to meet their needs.

Utilize Social Media: Promote products on sites like Facebook and Instagram.

