Raghav Store Annual Report 2022

Month

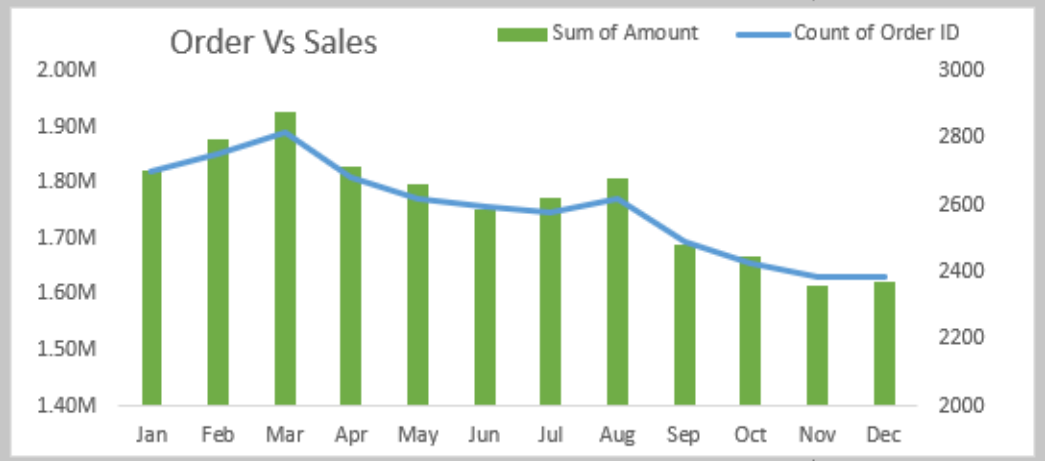
Jan
Mar
Apr

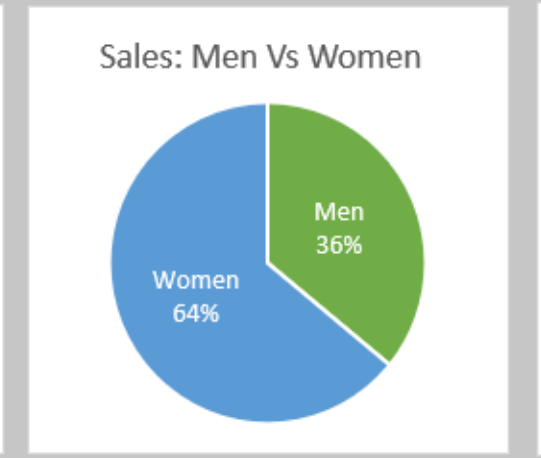
Channel

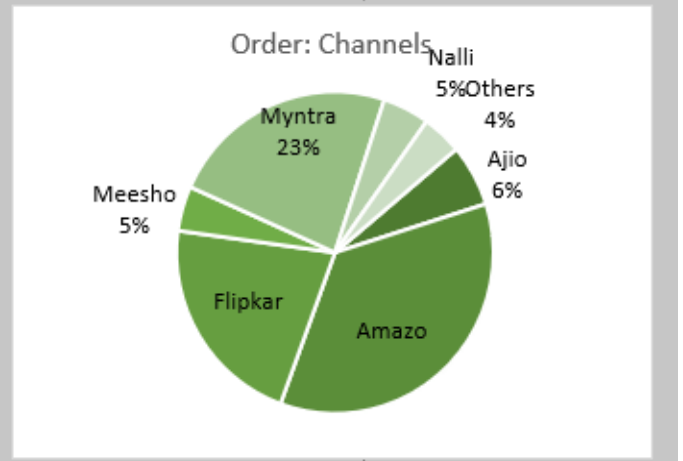
Ajio
Amazon
Flipkart
Meesho

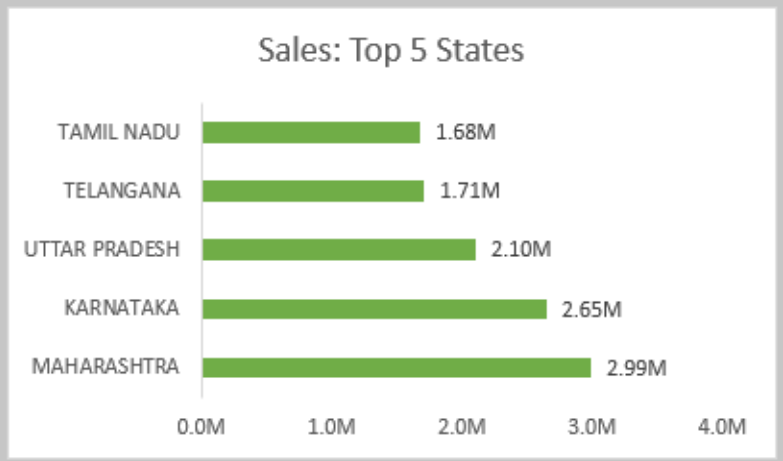
Category

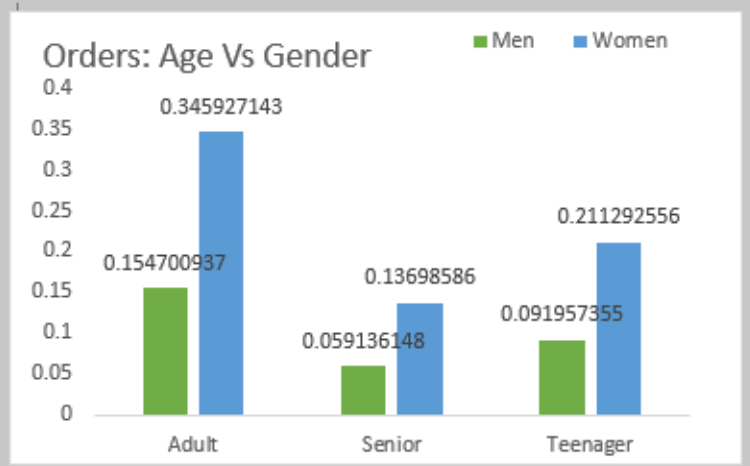
Ethnic Dr...
kurta
Saree
Set

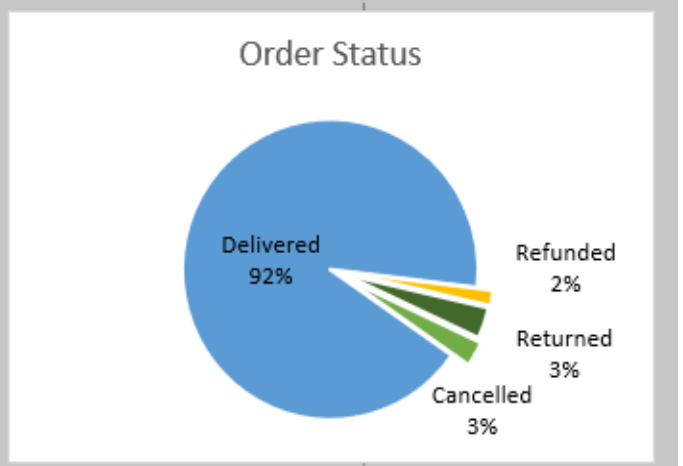












Insights

Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%).
Amazon, Flipkart and Myntra channels are max contributing (~80%).
Women are more likely to buy compared to men (~64%)
Adult age group (30-49 yrs) is max contributing (~50%).

Final Conclusion to improve Raghav 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.