Raghav Store Annual Report 2022 絙 Sum of Amount Order: Channels_{Nalli} Month ----Count of Order ID Order Vs Sales Sales: Men Vs Women 2.00M 3000 5%Others Jan Myntra 4% 1.90M ical (Category) Axis 2800 23% Ajio 1.80M Meesho Mar 2600 Men 5% 1.70M Apr 2400 Women 1.60M Flipkar 64% Amazo 2200 Channel ≝≡ 1.50M 1.40M Ajio May Jun Jul Sep Nov Mar Apr Aug Oct Amazon Flipkart ■ Women Men Sales: Top 5 States Orders: Age Vs Gender Order Status Meesho 0.4 0.345927143 0.35 TAMIL NADU 1.68M 0.3 Category ≶∃ TELANGANA 1.71M 0.25 0.211292556 Ethnic Dr... 2.10M Delivered UTTAR PRADESH 0.2 Refunded 0.154700937 0.13698586 92% 2% 0.15 kurta KARNATAKA 2.65M 0.091957355 0.1 Returned 0.059136148 Saree MAHARASHTRA 0.05 3% Cancelled Set 0.0M 1.0M 2.0M 3% ٧ 3.0M 4.0M Adult Senior Teenager

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.