**More Store Analysis**

**Objective**: Create an annual sales report for 2022. To understand their customer and grow store in 2023.

**Sample Question:**

* Compare the sales and orders using single chart.
* Which month got the highest sales and orders?
* Who purchased more men or women in 2022?
* What are 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 maximum sales?
* Which is the highest selling category?

**Final conclusion**:

Target women customers of age group (30-49) living in Maharashtra, Karnataka and Uttar-Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra.