

Objective:

The objective of creating the annual sales report for 2023 at Apex Store is to comprehensively analyze sales performance, customer demographics, and product trends. This analysis will enable stakeholders to make informed decisions, optimize marketing strategies, and strategically enhance sales growth for the year 2024.

Insights or findings:

- The highest sales and orders were recorded in the month of March.
- Approximately 64% of purchases are made by women, surpassing men.
- The top five states with the highest sales are Maharashtra, Karnataka, Uttar Pradesh, Telangana, and Tamil Nadu. contributing to about 35% of sales.
- Approximately 92% of the items that were ordered were delivered successfully.
- The highest-selling category is Set, accounting for approximately 50% of total sales.
- The adult age group of 30-49 years constitutes the largest segment, accounting for around 50% of sales.
- Amazon, Flipkart, and Myntra collectively contribute approximately 80% of sales channels.

Final Conclusion to improve Apex store sales:

The store must target more Women customers of the Adult age group living in Maharashtra, Karnataka, Uttar Pradesh, Telangana, and Tamil Nadu by giving more discounts, offers and coupons, and gifts above a particular purchase amount available on Amazon, Myntra, and Flipkart.