**ABC STORE PROJECT DESCRIPTION**

# OBJECTIVE

ABC Store wants to create an annual sales report for 2022 so that they can understand their customers and grow more sales in 2023.

# SAMPLE QUESTIONS

* Compare the sales and orders using a single chart
* Which month got the highest sales and orders?
* Who purchased more, men or women in 2022?
* What is the different order status in 2022?
* List top 5 states contributing to the sales?
* People from what age groups contributed to maximum sales?
* Which channel is contributing to maximum sales?
* Highest selling category? Etc.

# SAMPLE INSIGHTS

* Women are more likely to buy compared to men (~65%)
* Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%)
* Adult age group (30-49 years) is contributing to maximum sales (~50%)
* Amazon, Myntra and Flipkart are the top 3 channels contributing to maximum sales (~80%).

# FINAL CONCLUSION TO IMPROVE ABC STORE’S SALES

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