Objective

City store wants to create an annual sales report for 2022.So that, City store can understand their customers and grow more sales in 2023.

Sample Questions
- o Compare the sales and orders using single chart
- o Which month got the highest sales and orders?
- o Who purchased more-men or women in 2022?
- o What is different order status in 2022?
- o List top 10 states contributing to the sales?
- o Relation between age and gender based on number of orders.
- o Which channel is contributing to maximum sales?
- o Highest selling category?

Sample Insights

- o Women are likely to buy compared to men (65%)
- o Maharashtra, Karnataka and Uttar Pradesh are the top 3
- o Adult age group (30-49 yrs) is max contributing (50%)
- o Amazon, Flipkart and Myntra channels are max contribute

Final conclusion to improve City 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