**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**

* 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 is 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?
* Highest selling category?

**Sample Insights**

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