Analysis Report

Company Name: **Lily Store**

Date: **May 31, 2024**

Summary	The main objective of this project is to analyze the sales data to gain actionable insights that will enhance the performance of the Lily Store
Recommended Analysis	- Compare the sales and orders using single chart. - Which month got the highest sales orders? - Who purchased more- men or women? - What are different order status? - List top 5 states contributing to the sales? - Relation between age and gender based on number of orders. - Which channel is contributing to maximum sales?
Analysis	**March** got the highest sales order **Women** purchased more than men i.e. 74% **Delivery** order status is the highest - 92% - Top 5 States:- **New Delhi** **Mumbai** **Hyderabad** **Chennai** **Bengaluru** - Number of orders purchases by **Adult Women** are the highest i.e. 34.80% **Amazon** is contributing to maximum sales for about 35%
Final Conclusion to improve	Target Women Customers of age group(30-49 yrs) living in New Delhi, Mumbai, Hyderabad, Chennai, Bengaluru by innovative marketing skills available on Amazon, Flipkart and myntra