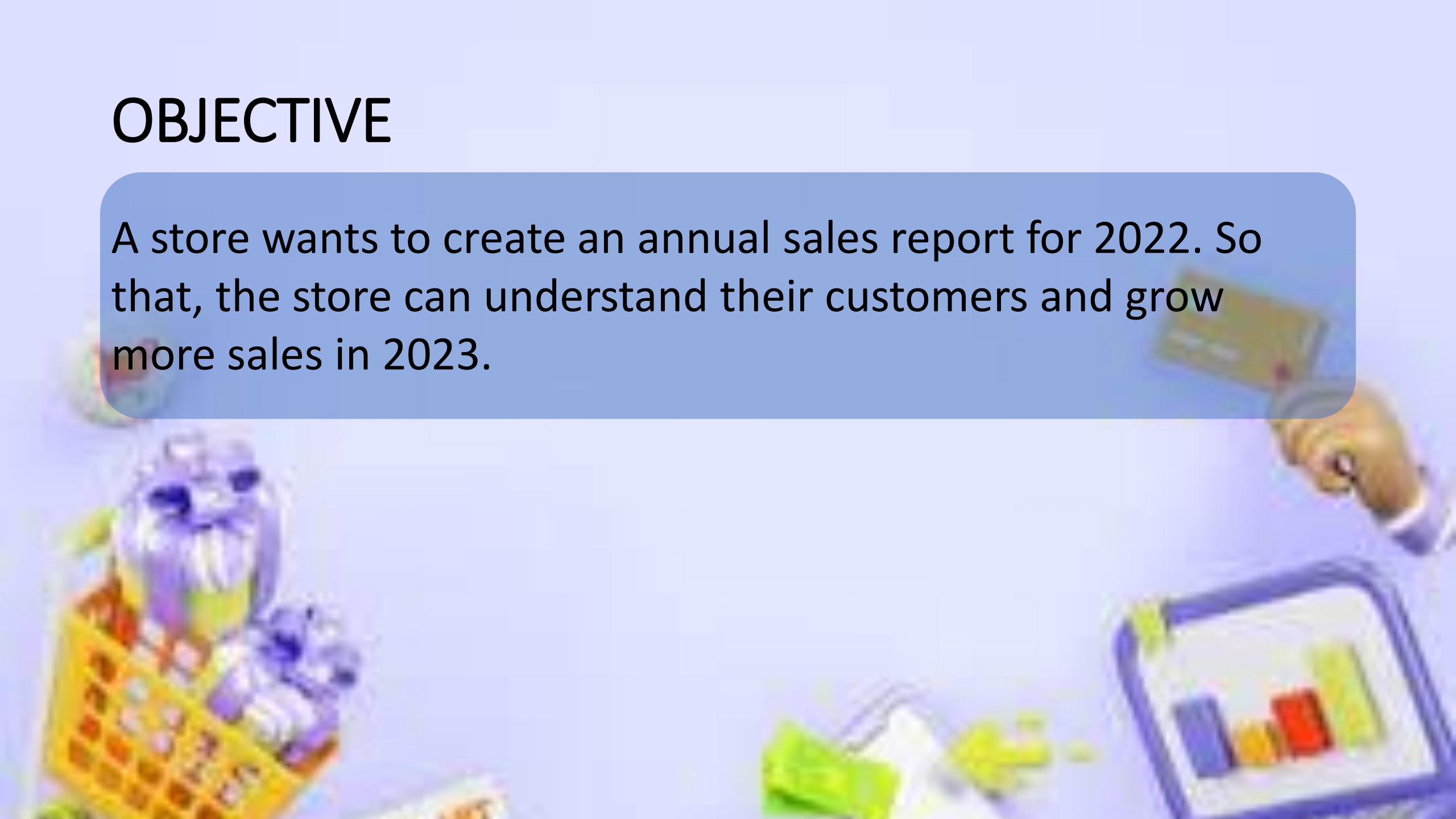


OBJECTIVE

A store wants to create an annual sales report for 2022. So that, the 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 are 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.

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 yrs) is max contributing (~50%)
- ✓ Amazon, Flipkart and Myntra channels are max contributing (~80%)

Final conclusion to improve 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.