

Keshari Super Mart Annual Report 2024

Month

Jan

Feb

Mar

Apr

Chan...

Ajio

Amazon

Flipkart

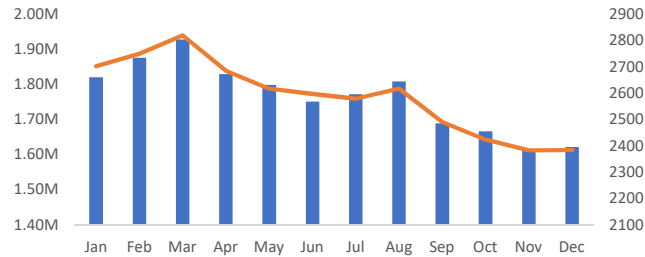
Cate...

Blouse

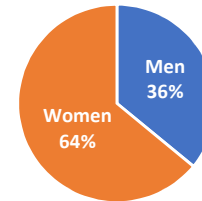
Bottom

Ethnic ...

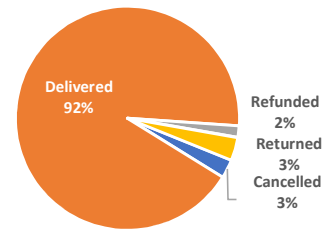
Orders vs Sales



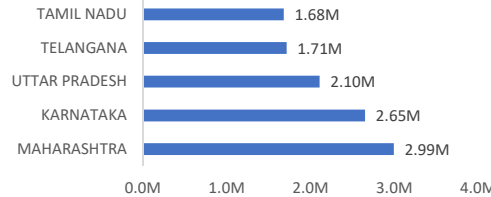
Sales: Men vs Women



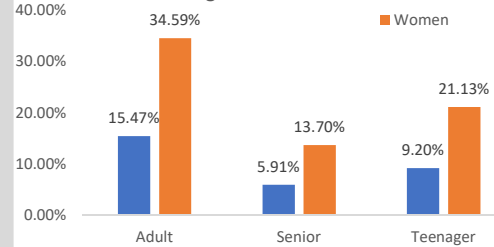
Order Status



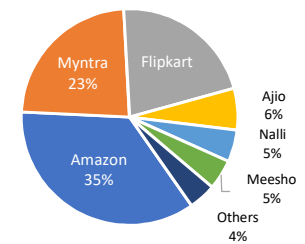
Sales: Top 5 States



Orders: Age vs Gender



Orders: Channels



Sample Insights

Data Analysis Workflow :

- Data acquisition
- Data preparation
- Exploratory Data Analysis (EDA)
- Visualization
- Insights Communication
- Final Conclusions

- 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 maximum contributing (~50%).
- Amazon, Flipkart, and Myntra channels are maximum contributing (~80%).

Final Conclusion to improve Keshari Super Mart 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**.