

Sample Questions Solution

- Compare the sales and orders using a single chart
- Which month got the highest sales and orders?
- Who purchased more- men or women in 2022?
- What are the different order statuses 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? etc.

Sample 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%)

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