***Sample Insights***

According to the report of year 2022 in month of April sales raised high.

Women’s are more likely to buy order as compared to men (64%).

Maharashtra, Karnataka, Uttar Pradesh these are top 3 product buyer state.

Most of customer order products through the channel Amazon, Flipkart and Myntra.

Adult age group ordered most products (~50%).

**Conclusion**

To improve store sales in coming year, try to target those states who produced low sales in 2022 by showing them ads/offers/coupons/discounts through channels and specially women customers of the age group (30-49 yrs.) who are living in Maharashtra, Karnataka and Uttar Pradesh try to give them different variety, patterns.

Thank You!!