**Objective**

* Improve customer experience by analyzing sales data
* Increase Revenue

**Insights of Sales Data**

* Most of the buyers are females and even the purchasing power of female are greater than men
* Most of the buyers are of age group between 26-25 yrs female
* Most of the orders & total sales/amount are from Uttar Pradesh, Maharashtra and Karnataka respectively
* Most of the buyers are working in IT, Healthcare and Avistion sector
* Most of the Sold Products are from Foods, Clothing and Electronics category

**Conclusion**

Married women age group 26-35 yrs from UP, Maharastra and Karnataka working in IT, Healthcare and Aviation are more likely to buy products from Food,Clothing and Electronics category.