**Gada Store Data Analysis**

**Objective**

Gada store wants to create an annual sales report for 2022. So that Mr. Gada can understand their customers and grow more sales in 2023.

**Sample Questions**

1. Compare the sales and orders using single chart
2. Which month got the highest sales and orders?
3. Who purchased more- men or women in 2022?
4. What are different order status in 2022?
5. List top 3 states contributing to the sales?
6. Relation between age and gender based on number of orders.
7. Which channel is contributing to maximum sales?
8. Highest selling category?

**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%)

**Final Conclusion to improve Gada store sales:**

* Target **women** customers of age group (**30-49 yrs**.) living in **Maharashtra, Karnataka and Uttar Pradesh** by showingads/offers/coupons available on **Amazon, Flipkart and Myntra**