Online Store: 2023 Annual Sales Report

Objective

The Online Store aims to generate an annual sales report for the year 2023. This report will provide insights into customer behavior and help strategize for increased sales in 2024.

Key Questions to Address:

1. Sales vs. Orders Comparison

   - Visualize the comparison between total sales and the number of orders using a single chart.

   - Expected Outcome: Identify trends between sales and order volumes over time.

2. Month with Highest Sales and Orders

   - Identify which month in 2023 generated the highest sales and number of orders.

   - Expected Outcome: Pinpoint peak sales periods to optimize future marketing strategies.

3. Customer Gender Insights

   - Determine whether men or women made more purchases in 2023.

   - Expected Outcome: Understand gender-based purchasing behavior for targeted marketing.

4. Order Status Distribution

   - List the different order statuses and their respective counts.

   - Expected Outcome: Gain insights into the fulfillment process and identify areas for operational improvement.

5. Top 10 States by Sales

   - Identify the top 10 states contributing the most to total sales.

   - Expected Outcome: Recognize geographic regions that drive the most revenue.

6. Relationship Between Age, Gender, and Orders

   - Analyze the relationship between age, gender, and the number of orders.

   - Expected Outcome: Provide demographic insights for future product targeting.

7. Sales Channel Performance

- Identify which sales channel (e.g., online, in-store) generated the most revenue.

- Expected Outcome: Understand channel performance and optimize for the best results.

Insights:

- Women are more likely to purchase compared to men (~65% of total sales).

- Maharashtra, Karnataka, and Uttar Pradesh are the top three contributors to sales.

- The adult age group (39-49 years) contributes the most (~50% of total sales).

- Amazon, Flipkart, and Myntra are the major sales channels.

Final Conclusion to Improve Online Store Sales:

To boost sales in 2024, the Online Store should target women aged 39-49 years living in Maharashtra, Karnataka, and Uttar Pradesh. Advertising campaigns should focus on offering promotions, discounts, and coupons on platforms like Amazon, Flipkart, and Myntra to maximize reach and conversions.