**Objective**

Palaksh store wants to create an annual sales report for 2023. So that, Palaksh can understand their customers and grow more sales in 2024.



**STORE**

**Sample Questions**

* Compare the sales and orders using single chart
* Which month got the highest sales and orders?
* Who purchased more – men or women in 2023?
* What are different status orders in 2023?
* 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?

**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 Palaksh 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**