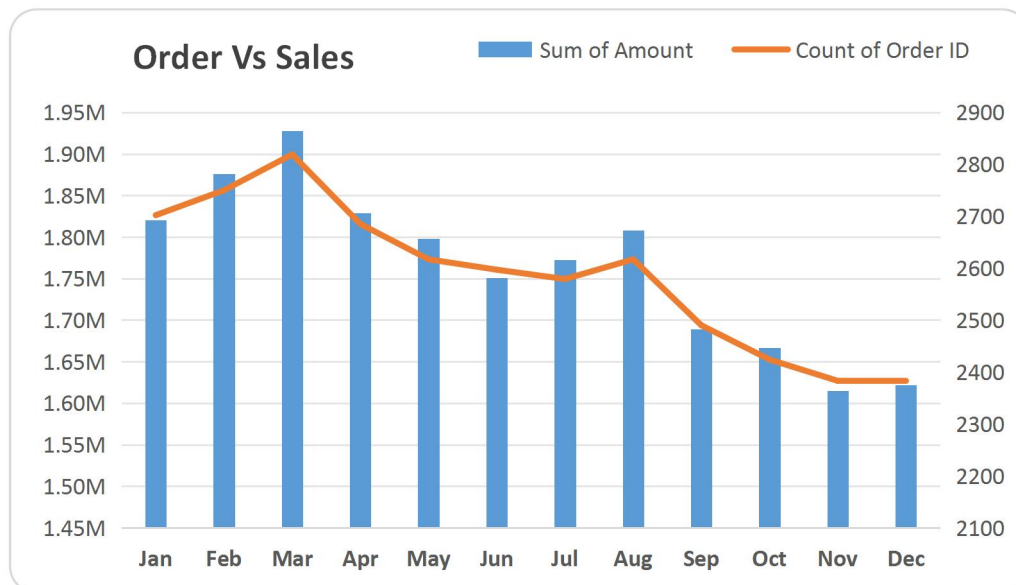**<u>Objective</u>**: Krishna store wants to create an annual sales report for 2023. So that, Krishna can understand their customers and grow more sales in 2023.
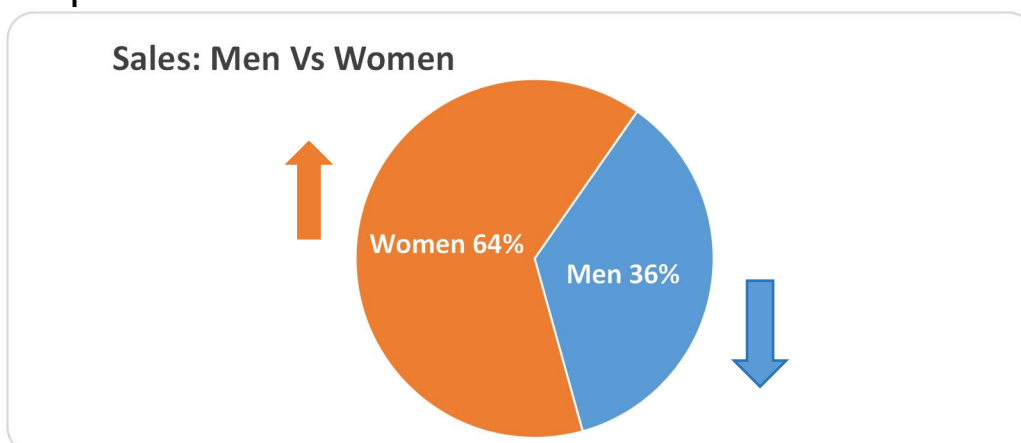
<u>Data Analysis Insights</u>:-

1. Compare the sales and orders using single chart.

2. Which month got the highest sales and orders?

According to our analysis, the highest sales and the highest number of orders occurred in March, while the lowest sales and the lowest number of orders count occurred in November-December.

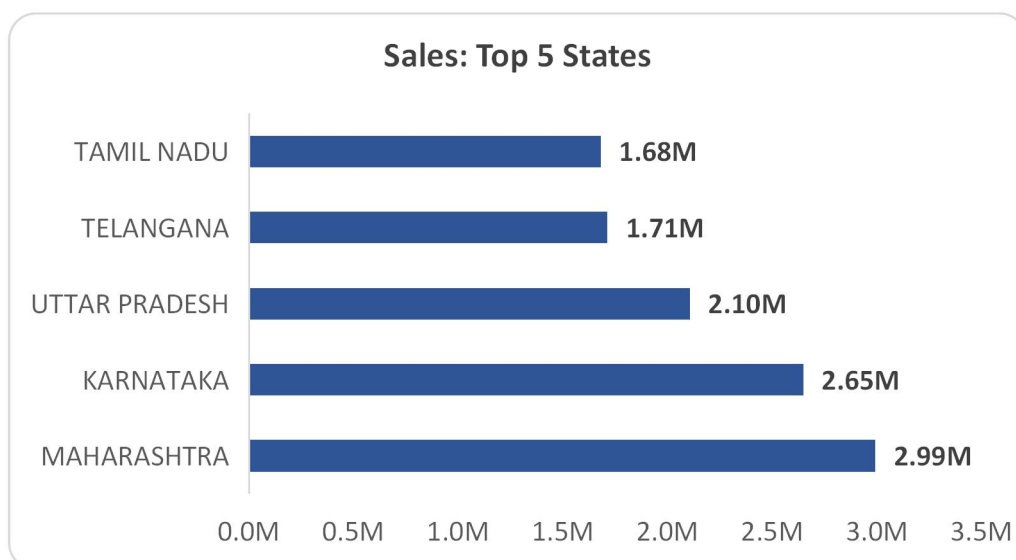3. Who purchased more - men or women in 2023?

4. What are different order status in 2023?
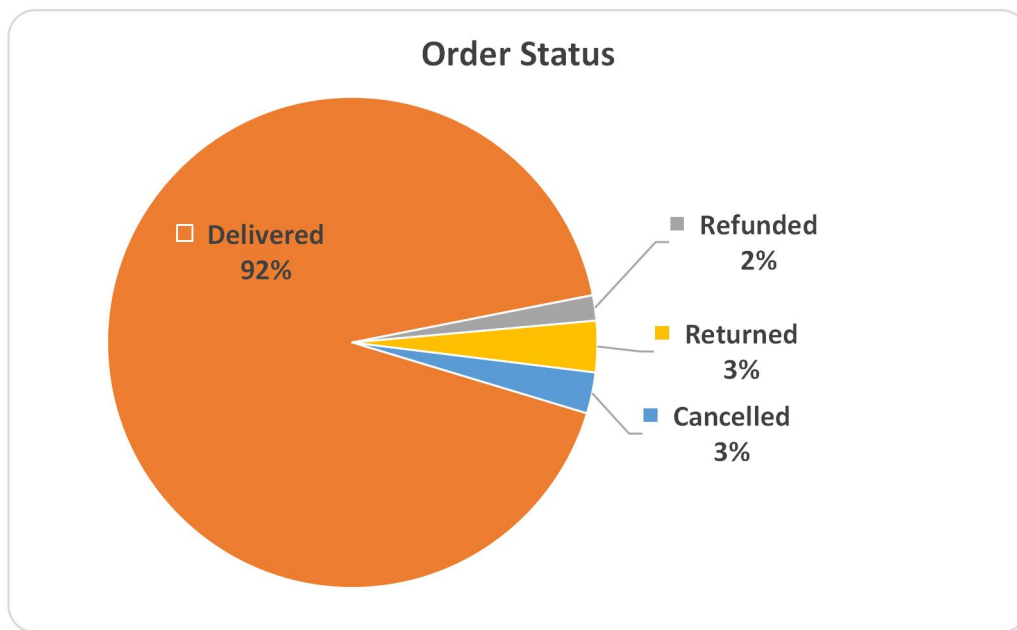
Order Status

By analyzing the answers, we found that success delivery rate for 92% , refunds for 2% , returns for 3% and canceled orders for 3%. From this chart, we can see that our order status is in good condition because Krishna Store has the highest delivery success rate.

5. List top 5 states contributing to the sales?

Sales: Top 5 States

State	Sales
TAMIL NADU	1.68M
TELANGANA	1.71M
UTTAR PRADESH	2.10M
KARNATAKA	2.65M
MAHARASHTRA	2.99M

As we can see in the chart above, the top five states that have contributed the most to the sales are identified. Maharashtra has

contributed 2.99 million to the sales, making it the highest contribution. In contrast, Tamil Nadu has contributed the least, with 1.69 million sales. Based on this data, you can infer that you should expand your store presence in Maharashtra, which is contributing the most to the sales. This will further increase the sales of your Krishna store. Additionally, consider introducing different products in states where sales are low and better understand your customers needs in those regions.

6. Relation between age and gender based on number of orders.
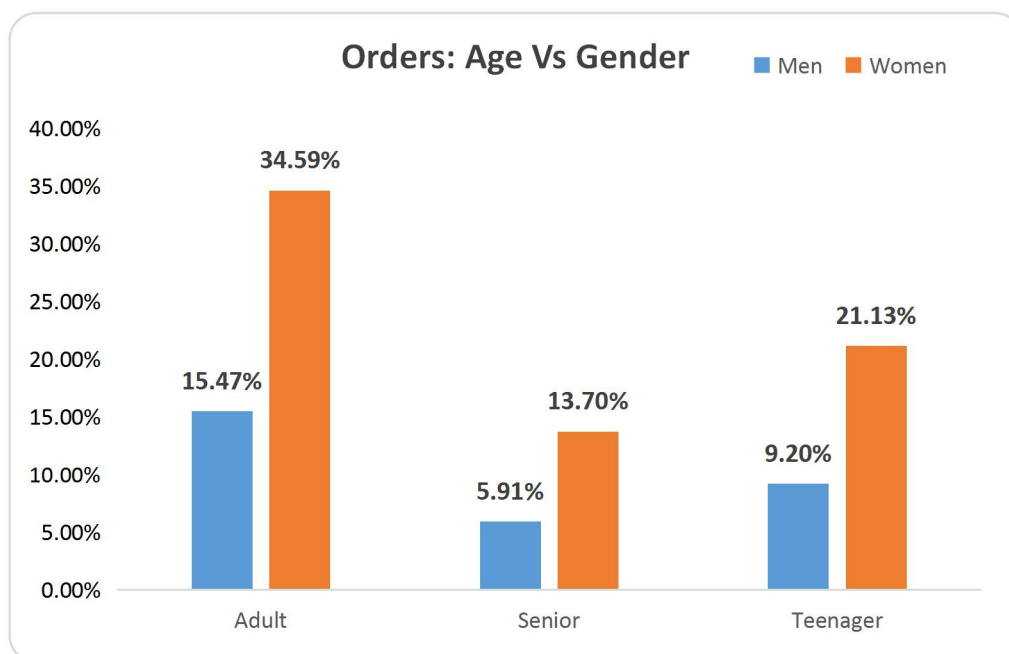
As seen in the above chart, based on the relationship between age and gender, in the adult category, women have placed the first highest number of orders at 34.59%. The men has the lowest number of orders at 15.47%. In the senior category, women have placed the third highest number of orders at 13.70%, while men have placed the lowest number of orders at 5.91%. In the teenager category, women have placed the second highest number of orders at 21.13%, and men have placed the lowest number of orders at 9.20%.

From this complete analysis, the suggestion to the store is that among the three categories - adult, senior and teenager men have the lowest number of orders. This indicates that the store either lacks of male oriented products or the products currently available should be replaced with new and appealing options to attract more male customers.

Additionally, the number of orders in the senior women category is lower compared to adult and teenage women. Introducing different types of products for senior women could help increase sales at your Krishna store.

7. Which channel is contributing to maximum sales?

Orders: Channels
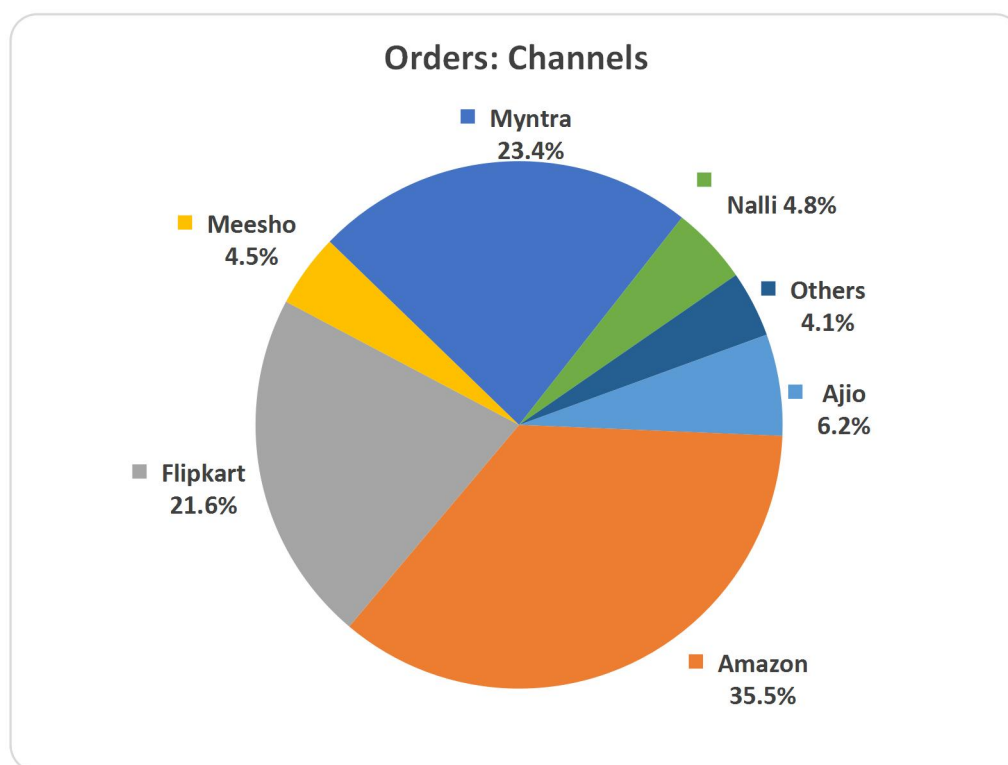
According to the above pie chart, Amazon has made the maximum contribution to sales. Amazon is the highest selling channel, with sales at 35.5%. To increase this percentage further, we should add different product categories and utilize Amazon warehouse facility to ensure timely delivery and effective marketing. Our other channels,

such as Flipkart and Myntra, which are also performing well, can improve their performance by applying these steps as well.

Data Analysis Conclusion:-

❖ Women are more likely to buy compared to men (~64%).
❖ 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 Krishna Store Sales:-

❖ Target **women** customers of age group (**30-40 yrs**) living in **Maharashtra, Karnataka and Uttar Pradesh** by showing ads/offers/coupons available on **Amazon, Flipkart and myntra.**