Krishna Store Annual Report 2023

Month
- Jan
- Feb
- Mar
- Apr
- May
- Jun
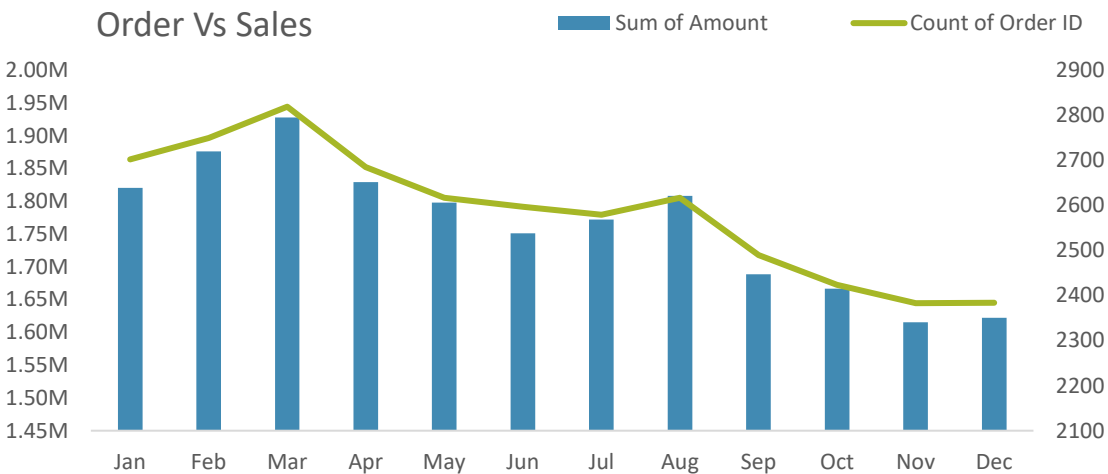
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- Blouse
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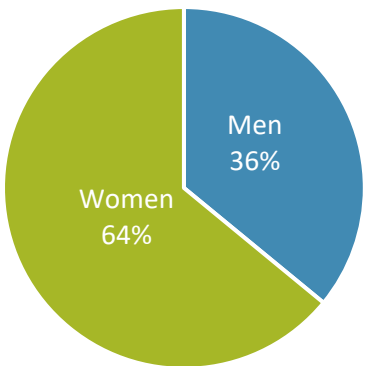
Chan...
- Ajio
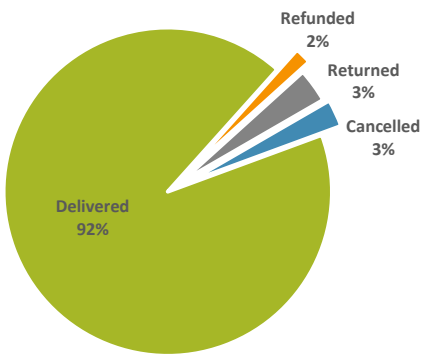- Amazon
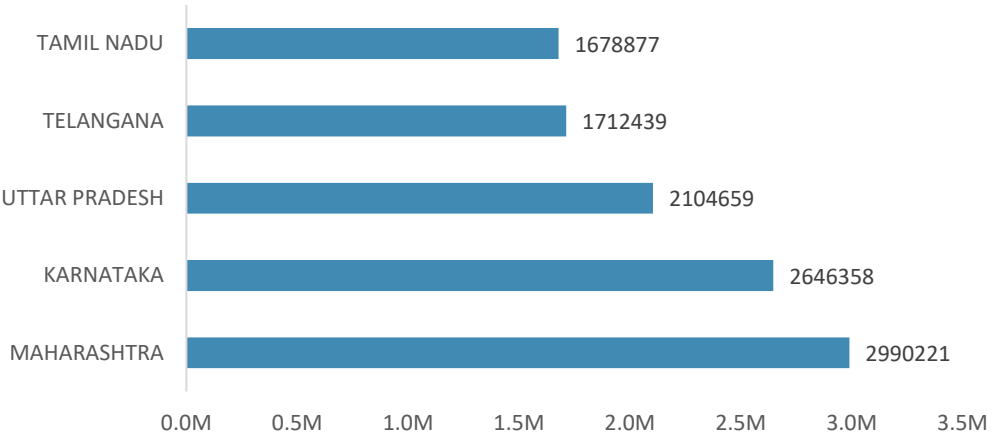- Flipkart
- Meesho
- Myntra
- Nalli
- Others

Order Vs Sales

Legend: Sum of Amount, Count of Order ID

Sales: Men Vs Women

- Men 36%
- Women 64%

Order Status

- Refunded 2%
- Returned 3%
- Cancelled 3%
- Delivered 92%

Sales: Top 5 States

State	Sales
TAMIL NADU	1678877
TELANGANA	1712439
UTTAR PRADESH	2104659
KARNATAKA	2646358
MAHARASHTRA	2990221

Order: Age Vs Gender

Legend: Men, Women

Age	Men	Women
Adult	15.47%	34.59%
Senior	5.91%	13.70%
Teenager	9.20%	21.13%

Orders: Channels

- Nalli 5%
- Others 4%
- Ajio 6%
- Amazon 35%
- Myntra 23%
- Meesho 5%
- Flipkart 22%
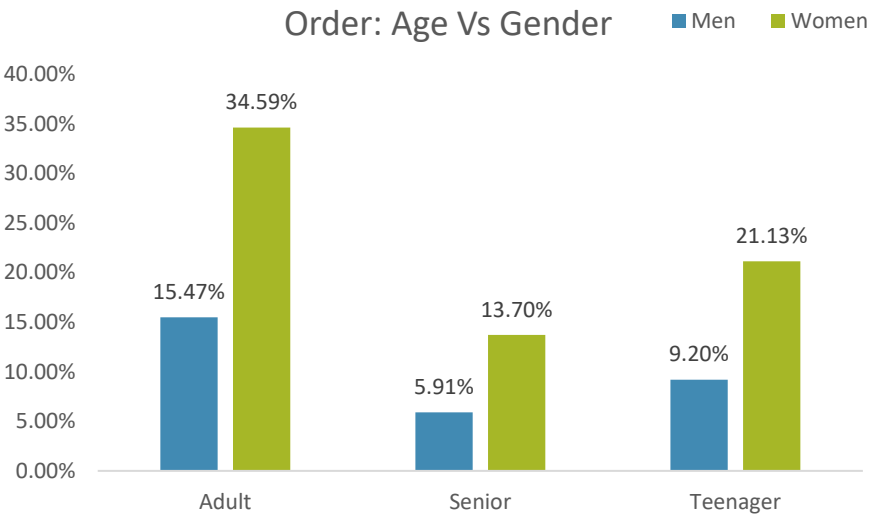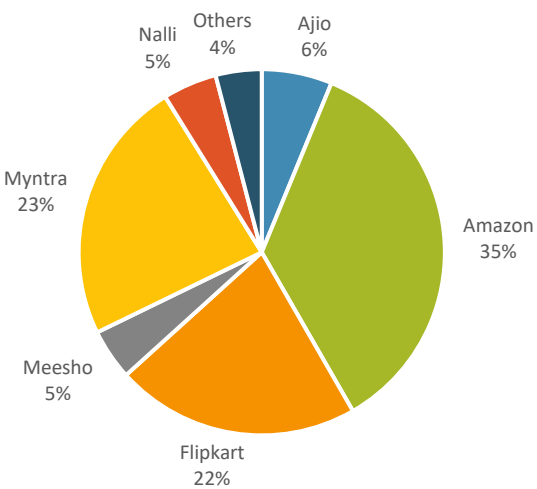
Objective

Krishna store wants to create an annual sales report for 2023 to understand customers and drive sales growth in 2024.

Process

1. **Data Cleaning:** Validate, standardize, and enrich data.
2. **Data Processing:** Segment customers, analyse channels, track trends, and assess product performance.
3. **Data Analysis:** Focus on customer demographics, regional sales, channel performance, and product analysis.

Sample Insights

- Women are more likely to buy compared to men (~65%).

- Adult age group (30-49 yrs) is max contributing (~50%).

- Maharashtra, Karnataka and Uttar Pradesh lead in sales (~35%).

- Amazon, Flipkart, and Myntra dominate sales channels (~80%).

Conclusion

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