



OBJECTIVE

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

- 👉 Compare sales and Orders in Single chart
- 👉 Show months with highest sales and Orders
- 👉 Show Comparison between Men and Women Customer .
- 👉 Show Data by Order status in 2022
- 👉 Show Top 5 States having highest Sales
- 👉 Show count of orders by Age and Gender
- 👉 Show the highest Contributing Channel
- 👉 Show highest selling Category



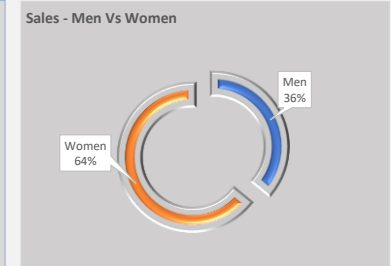
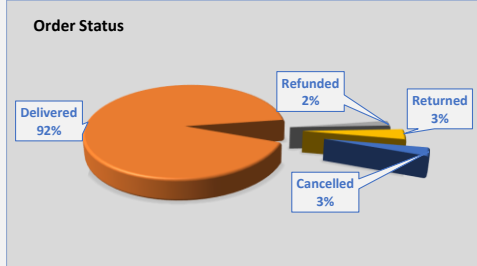
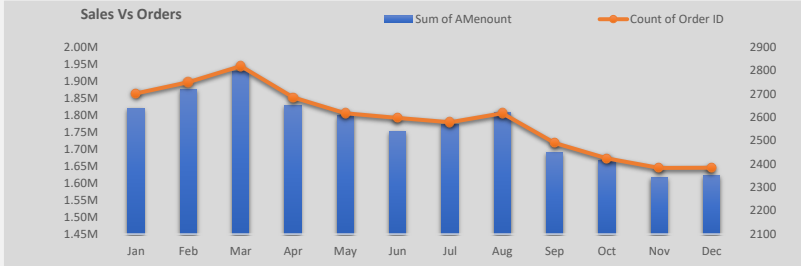
Retail Shop - Sales Report 2022



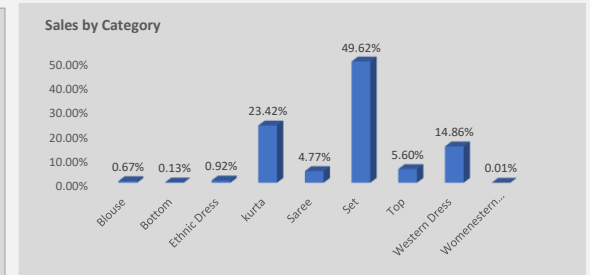
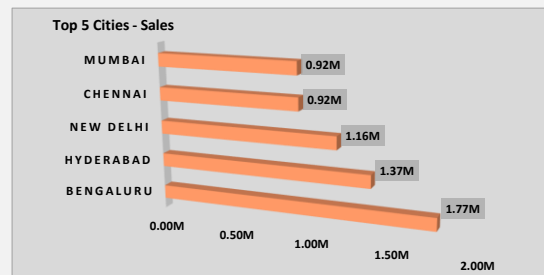
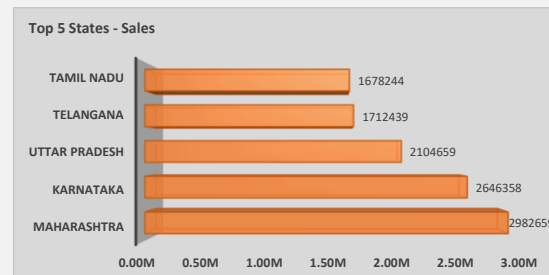
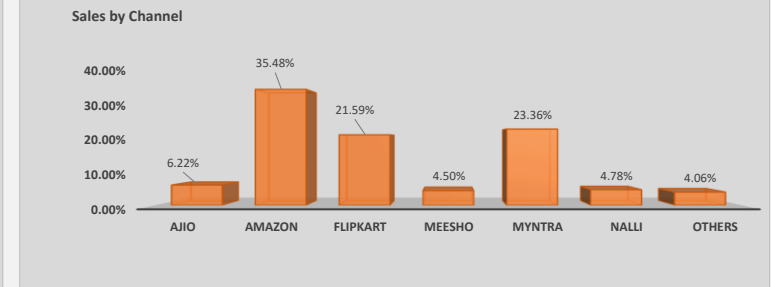
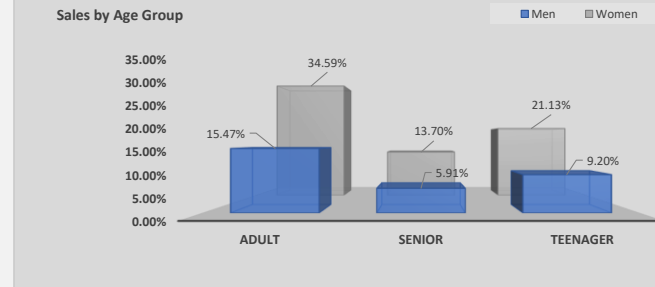
- Month**
- Jan
 - Feb
 - Mar
 - Apr
 - May

- Category**
- Blouse
 - Bottom
 - Ethnic Dress
 - kurta
 - Saree
 - Set
 - Top






- ship-city**
- Abohar
 - ABU ROAD
 - ACHAMPET
 - ACHANTA
 - ADALAJ
 - ADAMPUR
 - Addanki
 - ADICHANALLOOR
 - Adilabad
 - ADINAD
 - ADONI
 - ADONOR




- ship-state**
- ANDAMAN & NICOBAR
 - ANDHRA PRADESH
 - ARUNACHAL PRADESH
 - ASSAM
 - ASSAMen
 - BIHAR
 - CHANDIGARH
 - CHHATTISGARH



Insight

-  Maximum Sales is done in the month of March followed by August.
-  Womens are buying more compared to Men, 64%
-  Sales from Maharashtra, Karnataka and Uttar Pradesh are higher.
-  50% of the customers are from Adult Group Category.
-  Customers Preferes products from Amazon (35%) followed by Mantry (23%) and Flipkart (21%) channels

Conclusion:

-  By targeting Women customers of the Adult Age group (30 - 49 yrs) from Maharastra,Karnataka and Uttar Pradesh by Advertising/offers/copuons available on Amazon,Flipkar and Myntra.