



OBJECTIVE

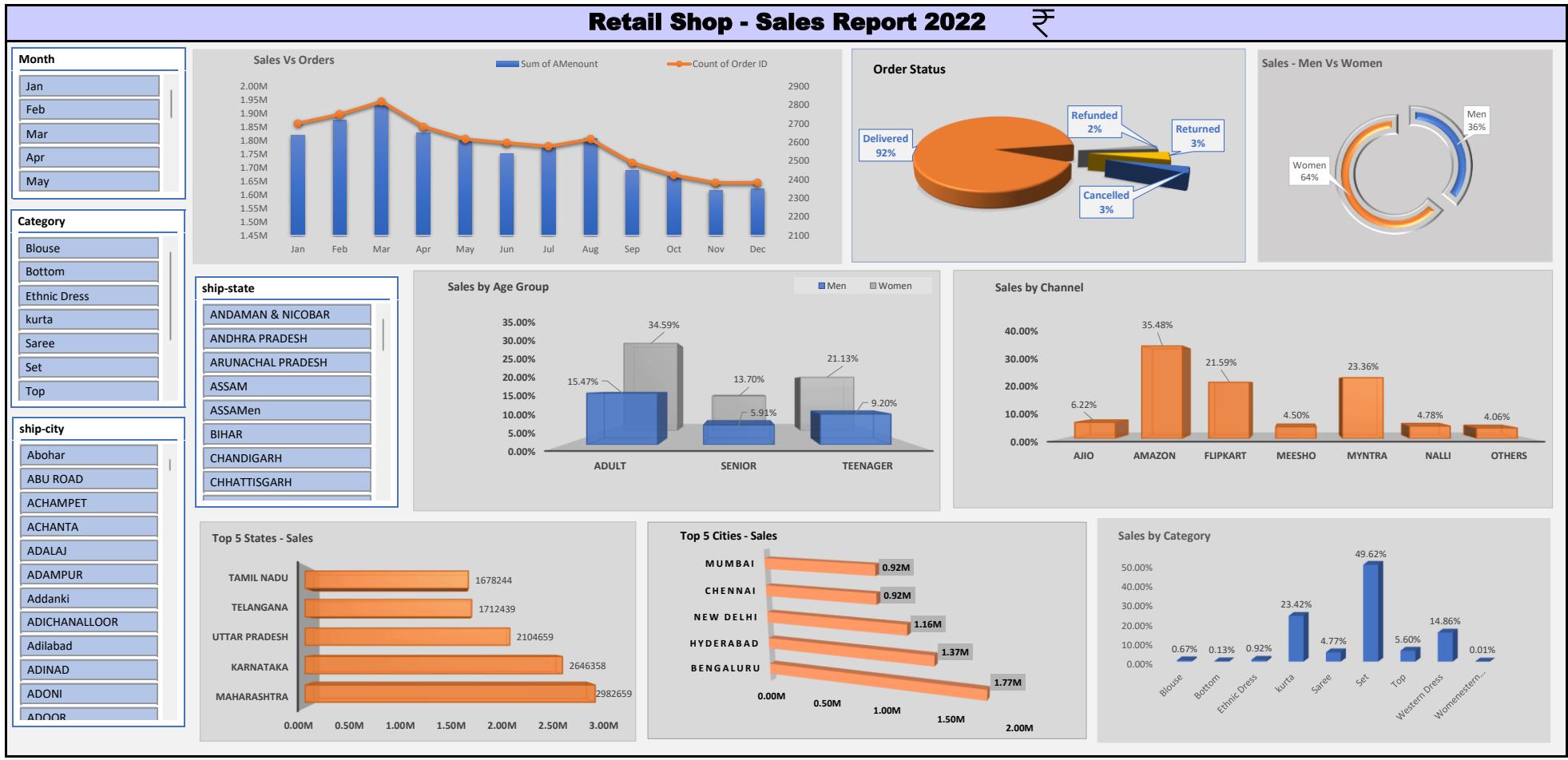
Store wants to create an annual sales report for 2022. So that, Store can understand their customers and grow more sales in 2023

- 👉 Compare sales and Orders in Single chart
- 👉 Show months with highest sales and Orders
- 👉 Show Comarision 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 ceiling Category



Retail Shop - Sales Report 2022

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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 Maharashtra,Karnataka and Uttar Pradesh by Advertising/offers/copuons available on Amazon,Flipkar and Myntra.