**QUESTIONS**

* **Compare the sales and orders using a single chart.**
* **Which month got the highest sales and orders?**
* **Who purchased more men or women in 2022?**
* **What are the different order statuses in 2022?**
* **List the top 10 states contributing to the sales?**
* **Relation between age and gender-based number of orders.**
* **Which channel is contributing to maximum sales?**
* **Highest selling category?**

**INSIGHTS FROM REPORT**

**Women are 69% more likely to buy compared to men. Maharashtra, Karnataka, and Uttar Pradesh are the top 3 states. Adult age group between 30-49 years, contributing the max to salesAmazon, Myntra, and Flipkart are the best channels contributing to higher sales.**

**FINAL CONCLUSION TO INCREASE SALES**

**Target women customers of age group 30-49 years, living in Maharashtra, Karnataka, and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flip kart and Myntra.**