

Sample Insights & Summary

1. Monthly Sales Trend

- Highest sales in March & August
- Lowest in November & December

2. Gender-Based Purchases

- Women = 64%
- Men = 36%

3. Order Status Overview

- Delivered = 92%
- Cancelled = 3%
- Returned = 3%

4. Top Performing States

1. Maharashtra
2. Karnataka
3. Uttar Pradesh

5. Sales by Channels

- Amazon = 35%
- Myntra = 23%
- Flipkart = 21%

6. Age Group Analysis

- Adults (30–49) buy the most
- Teen & Senior buy the least

- Women are more likely to buy compared to men(~65%)
- Maharashtra, Karnataka and Uttar Pradesh are top 3 state
- Adult age group (30-40 yrs) is max contributing (~ 50%)
- Amazon, Flipkart and Myntra channels are max contributing

Final Conclusion to improve store sales:

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