

# Objective

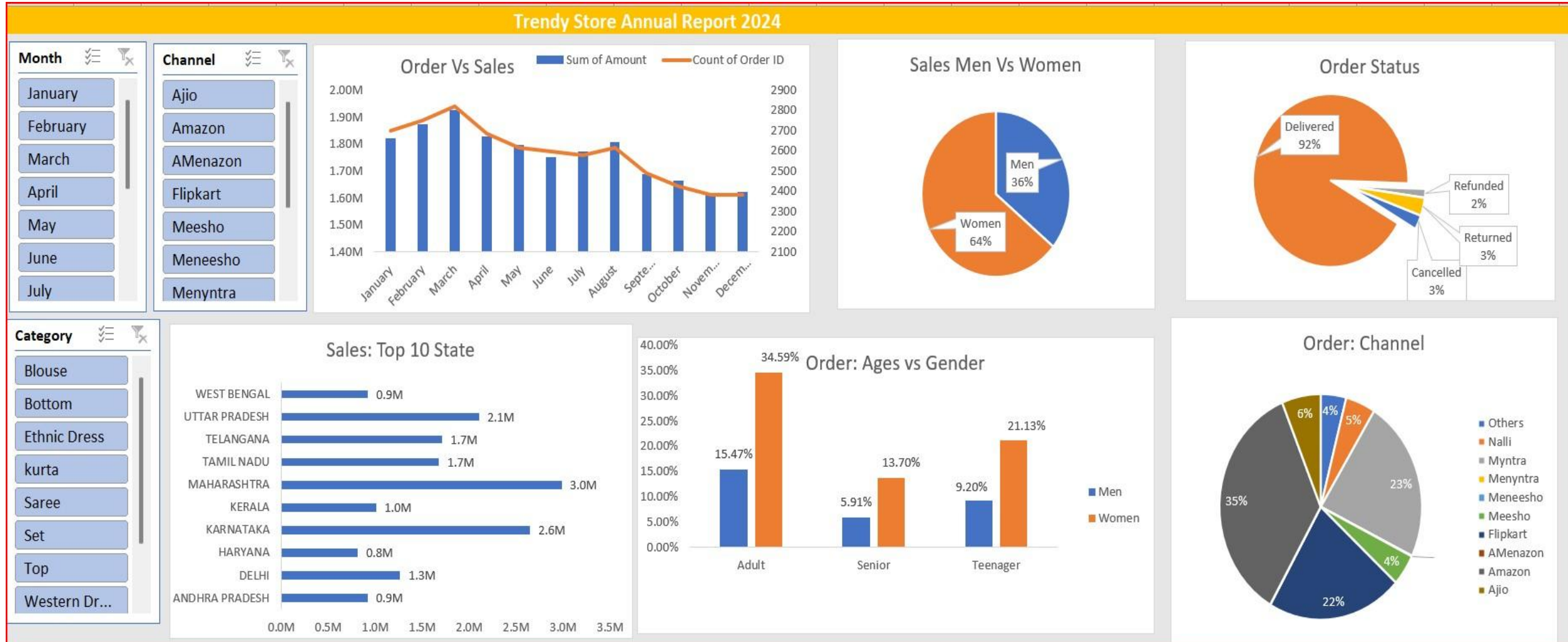
**Trendy store wants to create an annual sales report for 2024. So that, Trendy can understand their customers and grow more sales in 2025.**



# KPI Data Analysis

1. Compare the sales and orders using single chart.
2. Which month got the highest sales and or orders?
3. Who purchased more men or women in 2024?
4. What are different order status in 2024?
5. List top 10states contributing to the sales?
6. Relation between age and gender based on number of orders.
7. Which channel is contributing to maximum sales?
8. Highest selling category?, etc.

# Dashboard



# Data insights

- 1. Women are more likely to buy compared to men(65%)**
- 2. Maharashtra ,Karnataka and Uttar Pradesh are to 3 states(35%)**
- 3. Adult age group (30-49yrs) is max contributing (50%)**
- 4. Amazon, Flipkart and Myntra channels are max contributing (80%)**

## How is the sales growth trend?

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

