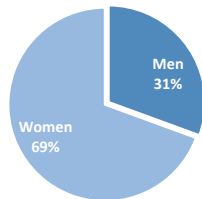
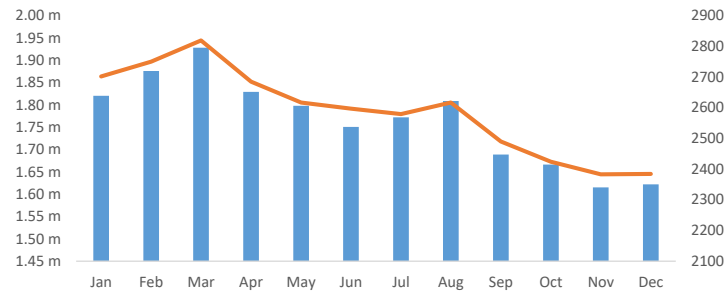


ANKITA STORE ANNUAL SALES REPORT-2022

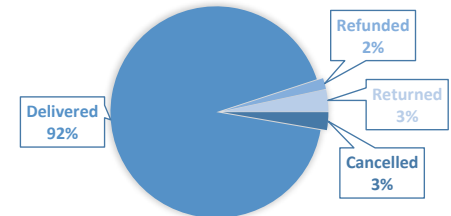
MEN VS WOMEN PURCHASE PERCENTAGE



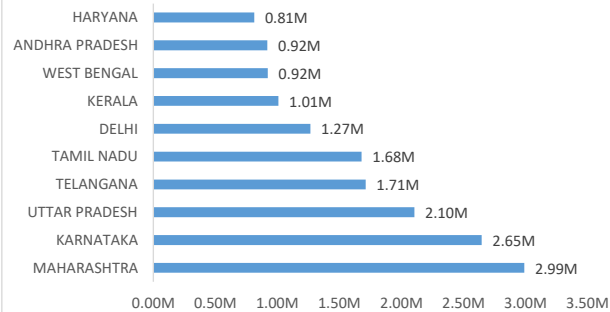
SALES VS ORDER



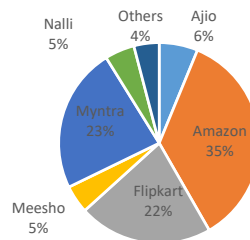
STATUS OF ORDER



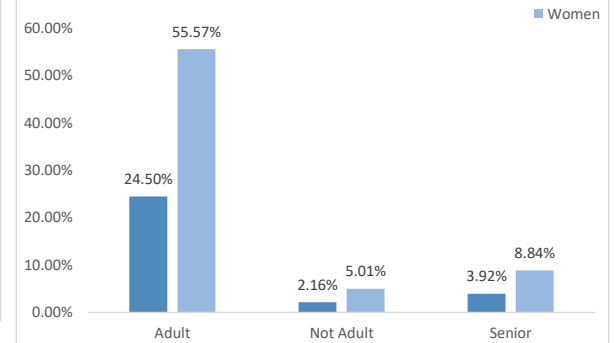
SALES: TOP 10 STATE



ORDER: CHANNEL



ORDER: GENDER & AGE



Month

May
Jun
Jul
Aug
Sep
Oct
Nov
Dec

Status

Cancelled
Delivered
Refunded
Returned

Channel

Ajio
Amazon
Flipkart
Meesho
Myntra
Nalli
Others

Category

Blouse
Bottom
Ethnic Dress
kurta
Saree
Set
Top
Western Dress

Sample Insight

- 1 Women are more likely to buy compared to men (~69%).
- 2 Maharashtra, Karnataka and Uttar Pradesh are the top 3 (~50%).
- 3 Adult age group (21-60 yrs) is maximum contributing (~80%).
- 4 Amazon, Flipkart and Myntra channels are the maximum contributing (~80%).

Final Conclusion to improve Vrinda store sales:



Target Women customer of age group (21-60 yrs) living in Maharashtra, karnataka and uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra.