

## Clothing Store Annual Report

**Month**

Jan

Feb

Mar

Apr

**Channel**

Ajio

Amazon

Flipkart

Meesho

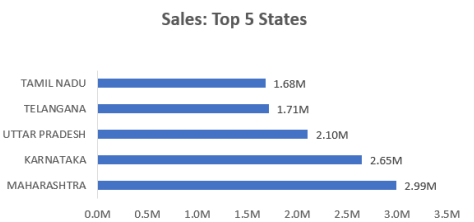
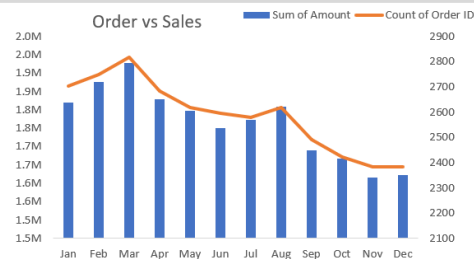
**Category**

Blouse

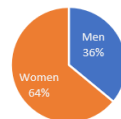
Bottom

Ethnic Dress

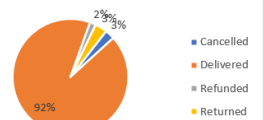
kurta



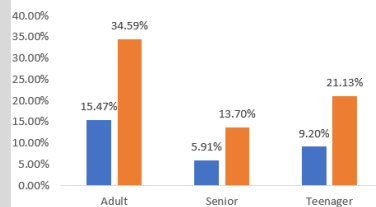
Sales : Men vs Women



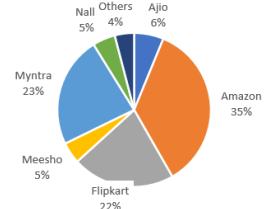
Order Status



Orders: Age group vs Gender



Orders: Channels



## Annual Insights

1. Women are more likely to buy compare to men (65%)
2. Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (35%)
3. Adult age group (30-49) is max contributing around (50%)
4. Top 3 Channels are Amazon, Myntra and Flipkart

## Conclusion to improve Sales

Target **women** of age group **(30-49)** from the top 3 performing states **Maharashtra, Karnataka and Uttar Pradesh** by showing ads/offers/coupons available on **Amazon, Myntra and Flipkart**