# Balaji Store Data Analysis

- **Objective**

Balaji store wants to create an annual sales report for 2922. So that, Balaji can understand their customer and grow more sales in 2023.

# Conclusions

- Women are more likely to buy compared to men (65%).

- Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (35%).

- Adult age group (30-49 years) is max contributing (50%).

- Amazon, Flipkart and Myntra channels are max contributing (80%).

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