

A photograph of a modern clothing store interior. The space is bright and airy, with large windows on the right side. In the foreground, there are two wooden chairs with woven seats, a small table with a black bag and shoes, and a display table with various items. Racks of clothes are visible in the background, and the floor is made of light-colored wood. The overall aesthetic is clean and contemporary.

Balaji Store Data Analysis

- **Objective**

Balaji store wants to create an annual sales report for 2022. 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