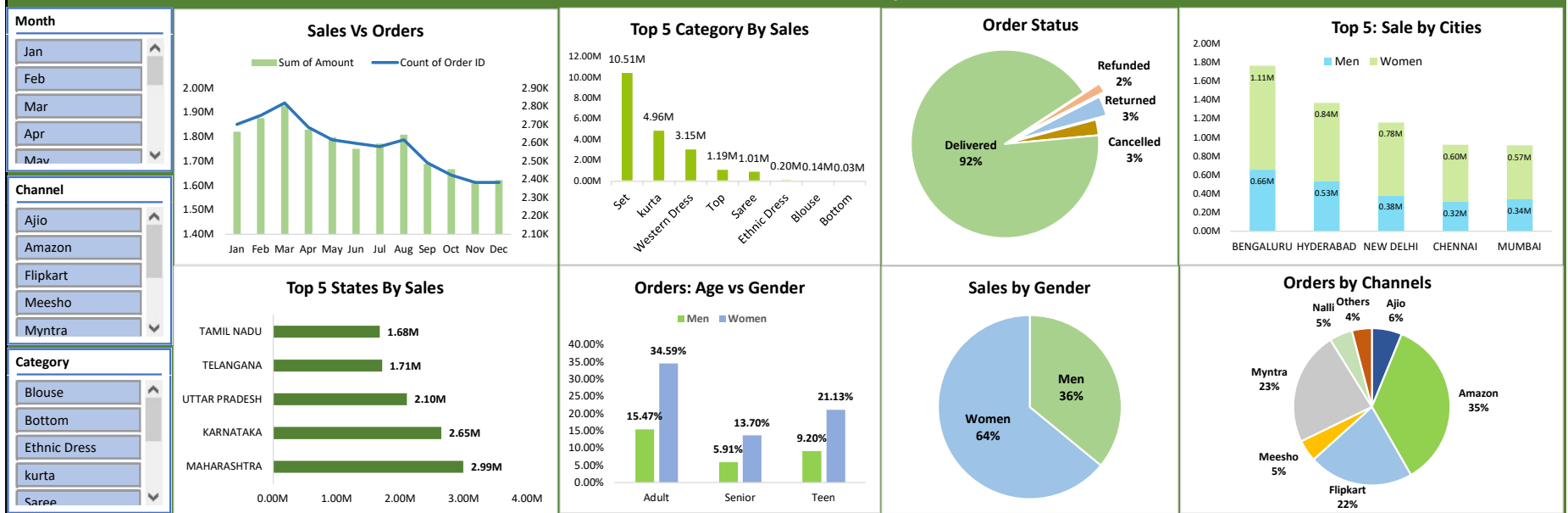


SS Online Sellers Annual Report 2022



Key Insights:

Women account for approximately 65% of total purchases, indicating a strong female customer base.

The top contributing states are Maharashtra, Karnataka, and Uttar Pradesh, collectively representing around 35% of sales.

Adults aged 30–49 years form the largest consumer segment, contributing nearly 50% of overall sales.

Online platforms such as Amazon, Flipkart, and Myntra drive the majority of traffic and conversions, contributing close to 80% of sales.

Strategic Recommendation to Boost SS Online Sellers Sales:

Focus marketing efforts on women aged 30–49 residing in Maharashtra, Karnataka, and Uttar Pradesh.

Leverage high-performing channels like Amazon, Flipkart, and Myntra by promoting targeted ads, exclusive offers, and coupons to drive engagement and conversion.