

## Desi Trends

### **Objective**

Desi Trends aims to develop a comprehensive annual sales report for the year 2022. This report will provide valuable insights into customer behaviour and preferences, enabling the store to identify growth opportunities and enhance sales strategies for the year 2023.

### **Sample questions**

1. Visualise the relationship between sales and orders using a single chart.
2. Identify the month with the highest sales and number of orders in 2022.
3. Analyse the purchasing behaviour of customers: who made more purchases in 2022, men or women?
4. What were the different order statuses recorded in 2022?
5. List the top 10 states that contributed to overall sales.
6. Examine the relationship between age and gender in terms of the number of orders placed.
7. Which sales channel generated the highest revenue?
8. Identify the highest-selling product category for the year.

### **Additional Questions**

9. What was the average order value throughout 2022?
10. How do seasonal trends affect sales and orders?
11. What percentage of total sales comes from repeat customers?
12. What are the most common payment methods used by customers?
13. Analyse the customer feedback ratings and their impact on sales.
14. What promotions or discounts were most effective in driving sales?
15. How does the demographic distribution of customers vary by sales channel?

### **Report Insights**

- The highest sales and number of orders occurred in March.
- Female shoppers outnumber male shoppers.
- In age and gender comparisons, women are purchasing more clothing than men across all three categories: adult, senior, and teenager.
- The volume of delivered products is higher.
- Maharashtra recorded the highest number of sales.
- Amazon is the leading sales channel contributor.

### **Insights shared with clients**

- Women are more likely to make purchases compared to men, with a 65% likelihood.
- The top three states in terms of sales are Maharashtra, Karnataka, and Uttar Pradesh, accounting for 35% of total sales.
- The adult age group (30-49 years) is the most significant contributor, comprising 50% of sales.
- The leading sales channels are Amazon, Flipkart, and Myntra, which collectively contribute 80% of sales.

### **Final Conclusion:**

To enhance sales for Desi Trends, focus on engaging female customers aged 30-49 residing in Maharashtra, Karnataka, and Uttar Pradesh. Strategically promote ads, special offers, and coupons on major platforms such as Amazon, Flipkart, and Meesho. Tailor marketing campaigns to emphasise the benefits and exclusivity of the offers, leveraging insights from data to maximise impact and drive higher sales in these key demographics and regions.

## Desi Trends Annual Report 2022

**Month**

Jan

Feb

Mar

**Channel**

Ajio

Amazon

Flipkart

**Category**

kurta

Saree

Set

Top

