**ROHINI STORE DATA ANALYSIS**

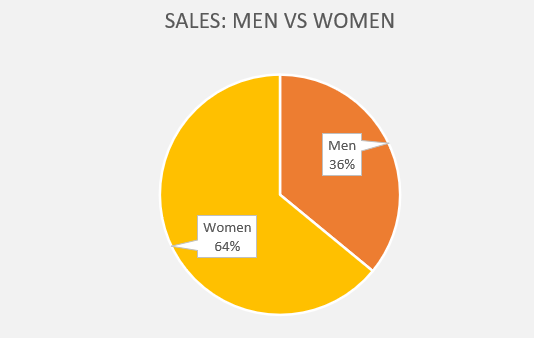
**OBJECTIVE: --- -**

**ROHINI store wants to create an annual sales report for2022. So that, ROHINI can understand their customers and grow more sales in 2023.**

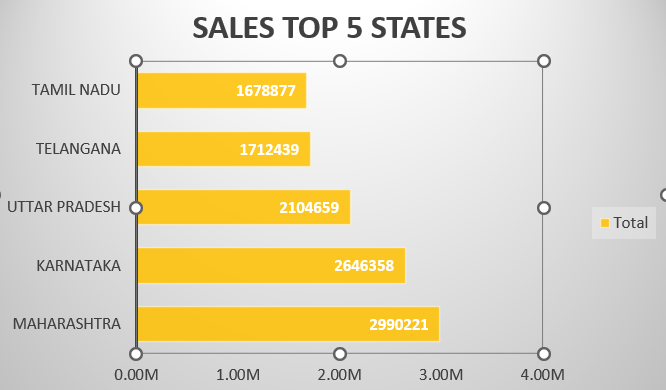


**Sample Insights: ---**

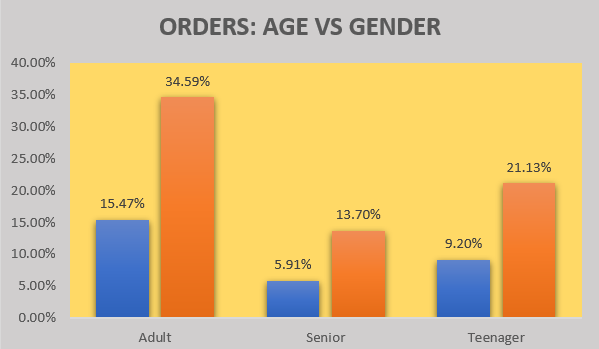
• **Women are more likely to buy compared to men (~65%)**

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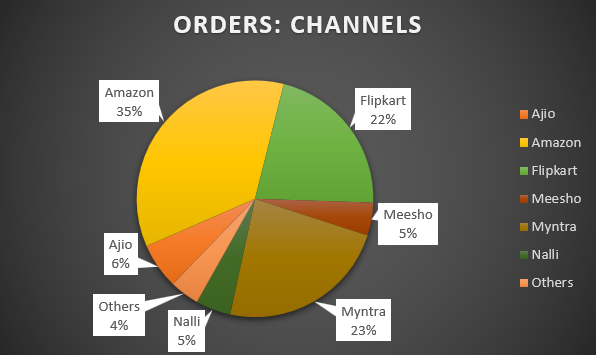
**• Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%**

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**• Adult age group (30-49 yrs) is max contributing (~50%)**

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**• Amazon, Flipkart and Myntra channels are max contributing (~80%)**

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**Final Conclusion to improve ROHINI store sales: ---**

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

