

## Objective

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- To create annual sales report of an online retail store for the year 2023.
- Understand their customers and grow sales for the year 2024.

## Insights

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- More women (~65%) bought from the store as compared to men (~35%)
- Maharashtra, Karnataka and Uttar Pradesh were the top three states in terms of sales.
- Nearly 51% of the buyers were Adults (20 to 50 years old)
- Amazon, Flipkart and Myntra were the top three channel choices for the customers (80%)

## Conclusion

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- **Target Demographic:** Prioritize marketing efforts towards women aged between 20 and 50 years.
- **Geographic Focus:** Concentrate on top performing states like Maharashtra, Karnataka and Uttar Pradesh to maximize regional growth
- **Marketing channels:** Enhance presence and offers on popular platforms like Amazon, Flipkart and Myntra.
- **Promotional Strategies:** Implement targeted promotions, such as discounts, coupons, and exclusive deals, specifically designed for the identified demographic and regions.