

## Store Sales Report 2022

Month

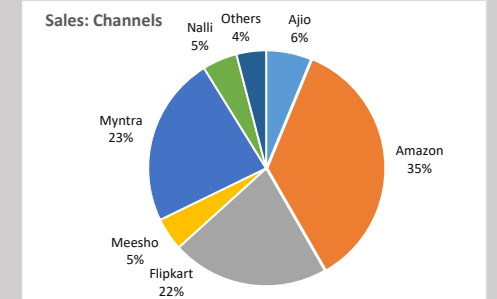
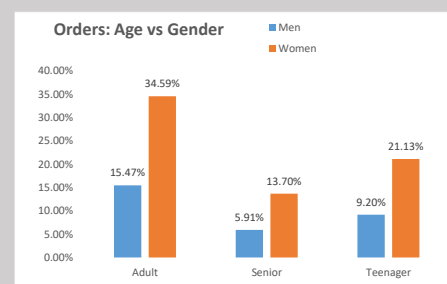
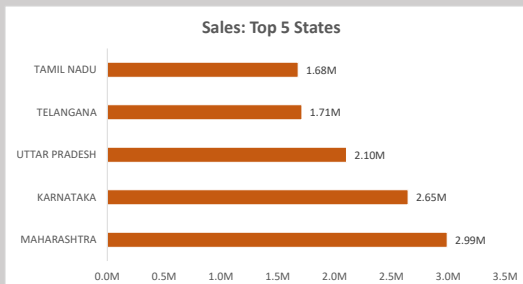
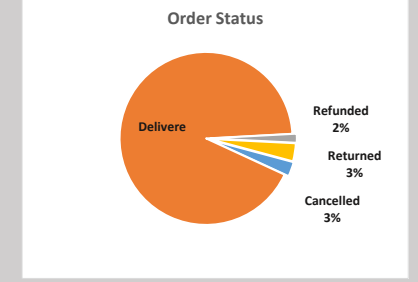
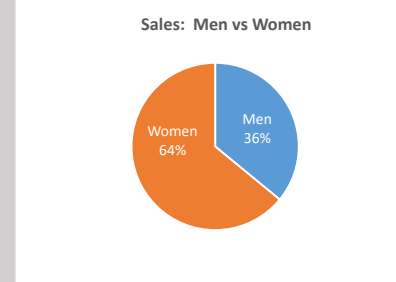
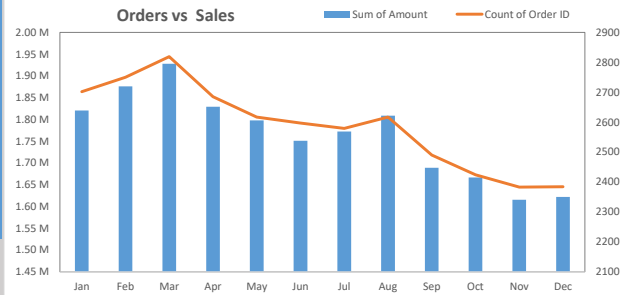
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug

Category

Blouse
Bottom
Ethnic Dress
kurta
Saree
Set
Top
Western Dress

Channel

Ajio
Amazon
Flipkart
Meesho
Myntra
Nalli
Others



### Sample Insights:

Women are more likely to buy compared to men ( ~ 64%)  
 Maharashtra, Karnataka and Uttar Pradesh are the top 3 states ( ~ 35%)  
 Adult age group (30-49 yrs) is max contributing ( ~50%)  
 Amazon, Flipkart and Myntra channels are max contributing (~80%)

### Final conclusion to improve 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**.