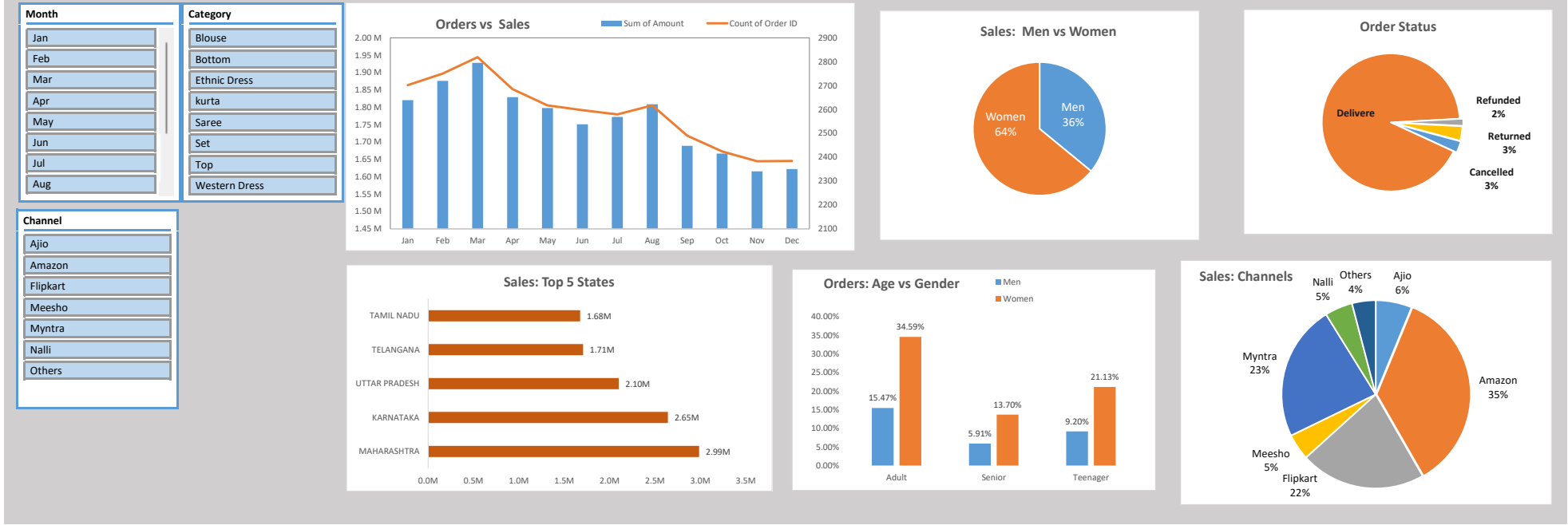
Store Sales Report 2022



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 availablee on **Amazon, Flipkart** and **Myntra**.