Shanti Store Data Analysis

Objective

Shanti store wants to create an annual sales report for 2023, so that Shanti can understand their customers and grow more sales in 2024

Sample Questions

★ Compare the sales and orders using single chart
★ Which month got the highest sales and orders?
★ Who purchased more-men or women in 2023?
★ What are different order status in 2023?
★ List top 10 states contributing to the sales?
★ Relation between age and gender based on number
★ Which channel is contributing to maximum sales?
★ Highest selling category?, etc.

Sample Insights

❏ Women are more likely to buy compared to men(~60%)

❏ Maharashtra,Karnataka and Uttar pradesh are the top 3 states(~35%)

❏ Adult age group (30 to 49 years) is max contributing (~50%)

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

Final Conclusion to improve Shanti store sales:

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