

HANSRAJ STORE ANALYSIS REPORT

Key Insights from Sales Data

1. Customer Demographics:

- **64% of total sales are from women**, indicating a stronger purchasing behavior compared to men.
- The **adult age group (30-49 years)** contributes to **50% of sales**, making them the key target audience.

2. Geographical Performance:

- The top 3 revenue-generating states are **Maharashtra (2.99M)**, **Karnataka (2.65M)**, and **Uttar Pradesh (2.10M)**, collectively contributing to **35% of total sales**.
- States like **Tamil Nadu** and **Telangana** show **emerging growth**, indicating potential for further market penetration.

3. Sales Channel Performance:

- The majority of orders are placed through **Amazon (35%)**, **Flipkart (22%)**, and **Myntra (23%)**, making them the most profitable platforms.
- Smaller channels like **Ajio (6%)** and **Meesho (5%)** still contribute but require marketing strategies to boost their performance.

4. Order Status & Customer Retention:

- **92% of orders were successfully delivered**, but **8% were either canceled, returned, or refunded**, showing room for improvement in customer satisfaction and logistics.
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Recommendations for Business Growth

1. Targeted Marketing Strategies:

- Focus advertising campaigns on **women aged 30-49 years** in Maharashtra, Karnataka, and Uttar Pradesh.
- Run **seasonal promotions in March**, as it has shown strong sales trends.

2. Optimization of Sales Channels:

- Strengthen partnerships with **Amazon, Flipkart, and Myntra** by offering exclusive discounts or fast delivery options.
- Improve presence on **Ajio and Meesho** by increasing product listings and running promotional offers.

3. Customer Retention & Logistics Improvement:

- Reduce cancellations and returns by offering **better product descriptions and quality checks**.
- Provide **loyalty programs or personalized discounts** to retain high-value customers.