SURESH STORE ANNUA REPORT 2022

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STORE

◆ Objective

Suresh store wants to create an annual sales report for 2022. So that, Suresh can understand their customers and grow more sales for 2023.

◆ Problem Statement

- Compare the sales and orders using single chart
- Which month got the highest sales and orders?
- Who purchased more- men or women in 2022?
- What are different order status in 2022?
- 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?,

◆ Sample Insights

- **Women are more likely to buy compared to men (-65%)**
- **Maharashtra, Karnataka and Uttar Pradesh are the top 3**
- **Adult age group (30-49 yrs) is max contributing (-50%)**
- **Amazon, Flipkart and Myntra channels are max**

STORE

Dashboard

Mo...

Mar
Apr
May
Jun

Ch...

Ajio
Amazon
Flipkart
Meesho

Cat...

Blouse
Bottom
Ethnic ...
kurta
Saree
Set
Top

Orders Vs Sales
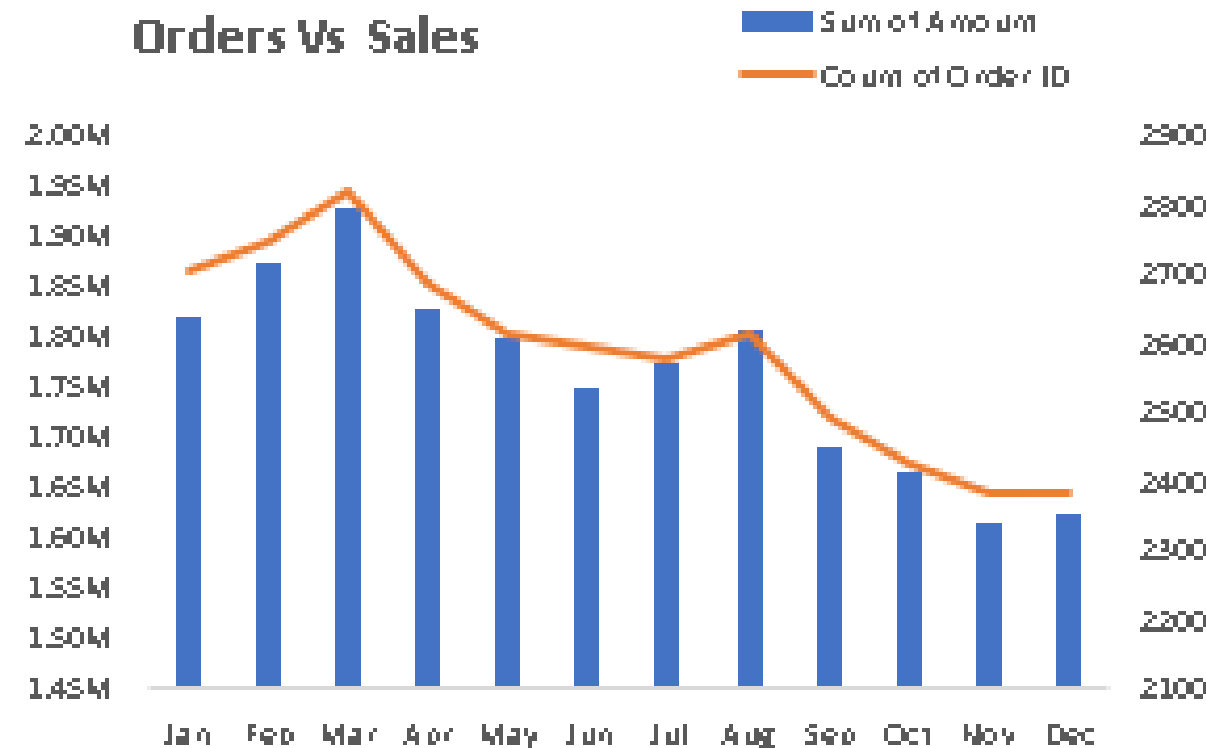
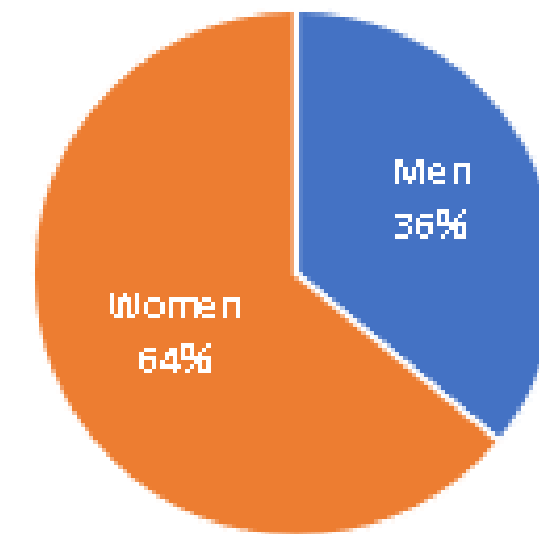- Sum of Amount
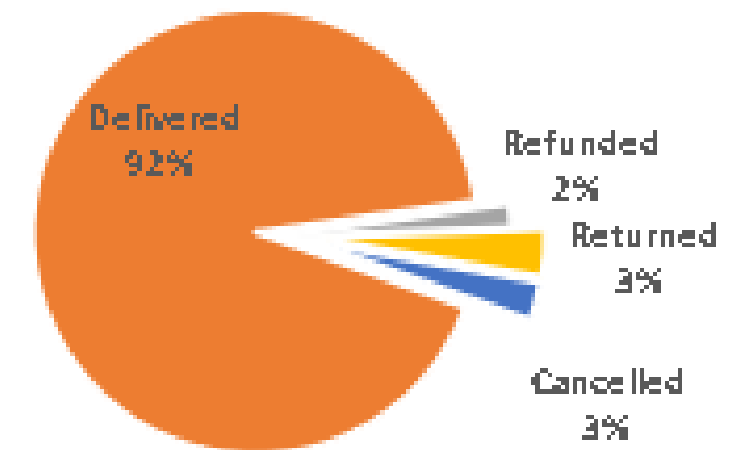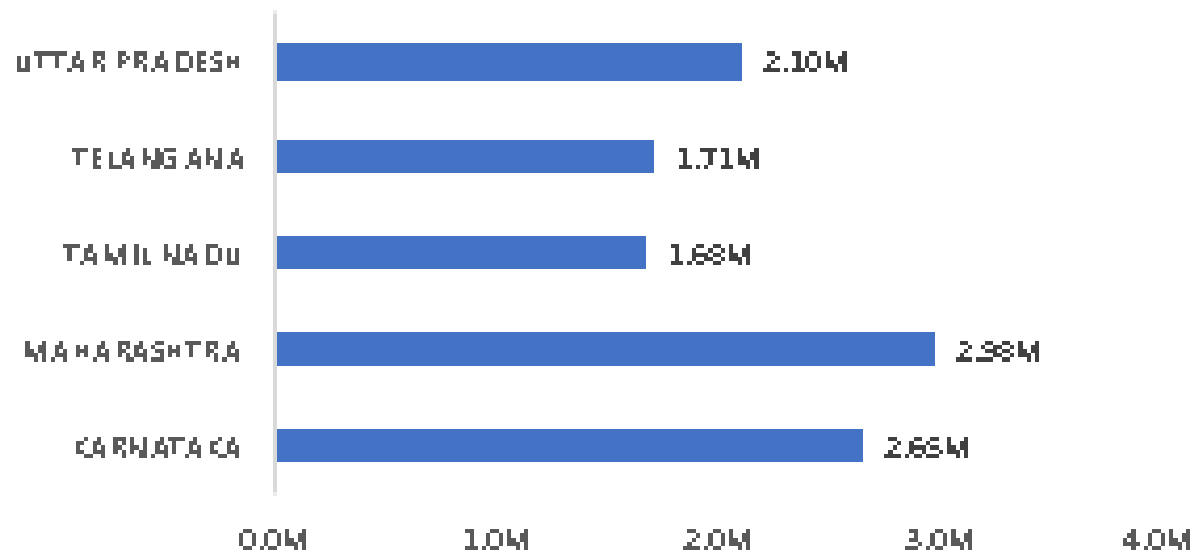- Count of Order ID

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Sales : Men vs Women

Men 36%
Women 64%

Order Status

Delivered 92%
Refunded 2%
Returned 3%
Cancelled 3%

Sales : Top 5 Status

State	Value
UTTAR PRADESH	2.10M
TELANGANA	1.71M
TAMIL NADU	1.68M
MAHARASHTRA	2.98M
CARNATACA	2.66M

Order : Age vs Gender

■ Men

Adult: 15.66%, 34.98%
Senior: 5.72%, 13.31%
Teenager: 9.20%, 21.13%

Sales share Channals

Amazon 38%
Flipcart 22%
Meesho 5%
Mynra 23%
Nalli 5%
Ajio 6%
Others 4%
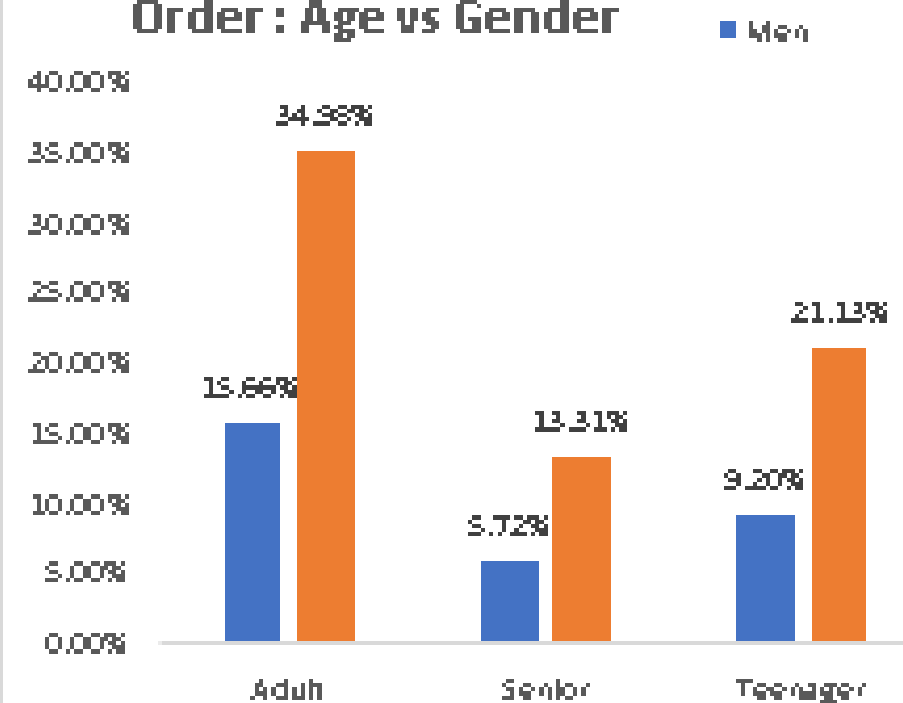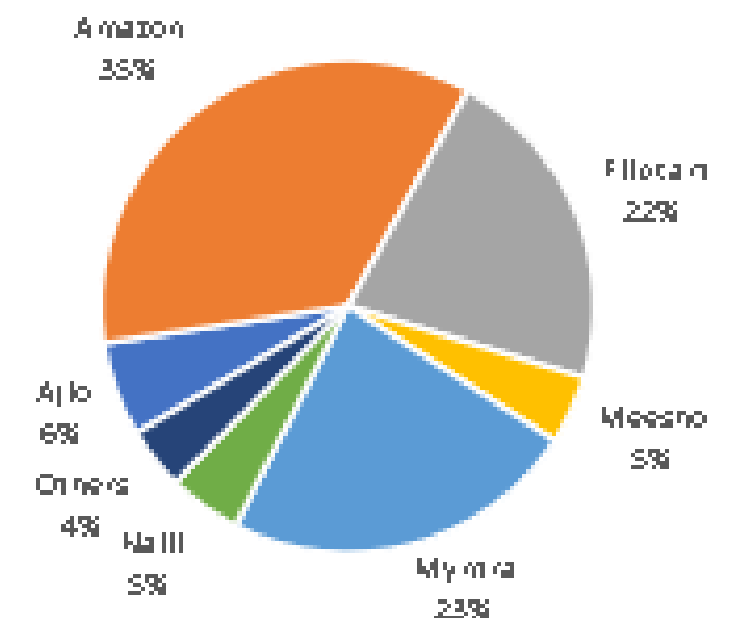
◆ Final Conclusion to improve Supresh store sales:

- **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**

STORE