**Saswat Store Annual Report 2022 Insights**

* Highest Sales occurs in the month of March.
* ‘Women’ customer base has contributed to sales more than the ;Men. Thus clearly suggesting that women are more likely to buy compared to men.
* Majority (92%) of the items got delivered successfully.
* The highest sales has been from the state of Maharashtra followed by Karnataka, Uttar Pradesh, Telangana and Tamil Nadu.
* Adult age group comprises the prime customer base for the store with women leading again.
* Amazon has led to highest sales followed by Flipkart and Myntra.

**Final Suggestion to improve Saswat Store sales**

Target **Women** customers of age group **(30-49 years)** living in **Maharashtra, Karnataka, and Uttar Pradesh** using Ads, offers and coupons through **Amazon, Flipkart and Myntra.**