Vrinda Sales data Report 2022

Objective:

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

Task to perform:

Compare the sales and orders using single chart

Which month got the Highest sales and orders?

Who purchased more men or women in 2022?

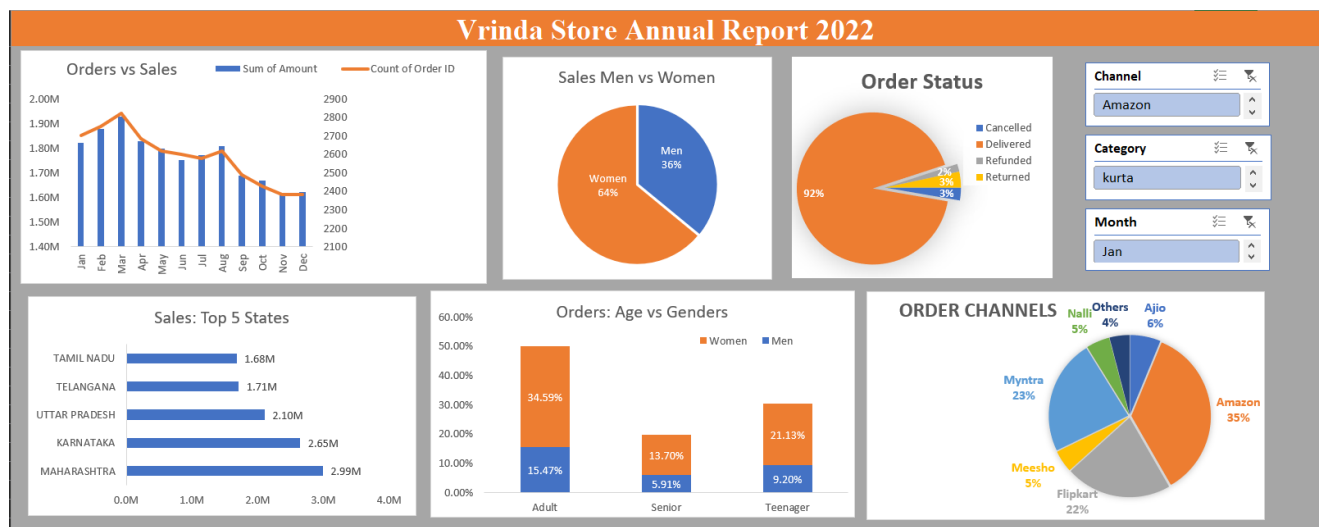What is the different order status in 2022?

List top 10 states contributing to the sales?

Relation between age and gender based on number of orders

Which channel is contributing to maximum sales?

Highest selling category?

Report Dashboard

Insights

Women are more likely to buy compared to men (~65%)

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%)

Conclusion

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