**OBJECTIVE:**

**Vrinda Store wants to create an annual sales report for2022. So that, Vrinda can understand their customers and grow more sales in 2023.**

**Sample Questions:**

* **Compare the sales and orders using single chart?**
* **Which month got the highest sales and orders?**
* **Who purchased more- MEN/WOMEN in 2022?**
* **What are 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? Etc..**

After Predictions...

**Sample Insights:**

* Women are more likely to buy compared to men ( 65% approx..).
* Maharashtra, Karnataka, Uttar Pradesh are the top 3 (35% approx..),
* Adult age group is contributing max. (50% approx..).
* Amazon, Flipkart, Myntra channels are maximum contributing (80% approx..).

**Tips to improve Store sales:**

* Target women age group (30-49 years) living in Maharashtra, Karnataka, Uttar Pradesh by showing ads/offers/coupons available in Amazon, Flipkart, Myntra.