

Business Objective

Vrinda Store wants to create an annual sales report for 2022 to understand its customers and grow its sales in 2023.

Sample Insights

- March was the month with the highest sales and order count
- Women are more likely to purchase than men (65%)
- The adult age group is the highest contributor to sales
- Amazon, Myntra and Flipkart are the top 3 channels of sales.
- Only a few orders were returned while 92% of orders were fully delivered.

Recommendations

The store should focus on targeting women in the age group of 30-49, especially in Maharashtra, Uttar Pradesh and Karnataka to boost their sales by providing coupons and discounts. Ads can also be used to get the attention of newer audiences.