

Objective

Vrinda store wants to create an annual sales report for 2022. 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 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 of orders
 - Which channel is contributing to maximum sales?
 - Highest selling category?, etc.
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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 contributing
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Final Conclusion to improve Vrinda 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**
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