



# **Vindra Store Data Analysis**

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# Agenda

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- Introduction
- Sample Questions
- Visual Store Data
- Visual Store Data Report
- Final Conclusions



# Introduction

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- Vindra Store Wants to create an annual sales report for 2022. So that, Vindra can understand their customers and grow more sales in 2023.





# **Sample questions**

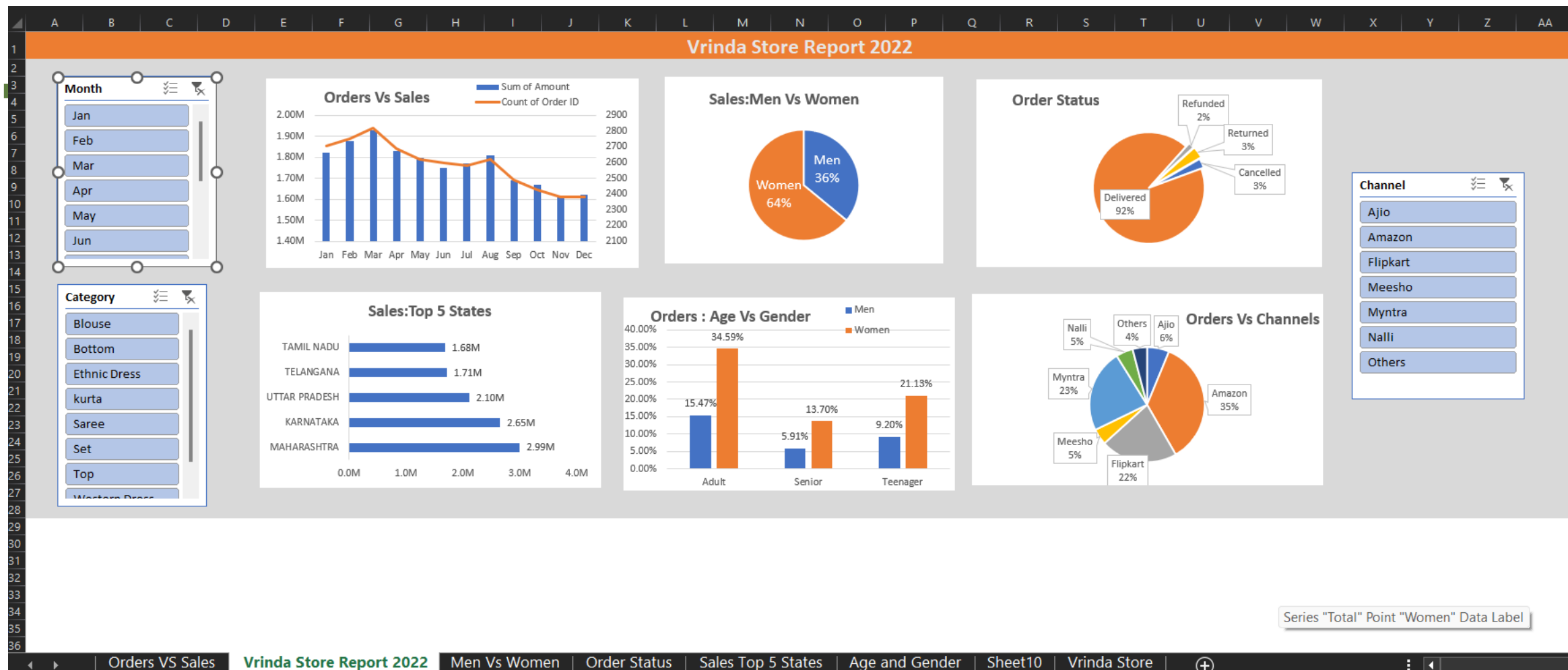
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- Compare the sales and orders using single and orders using single charts.
  - Which month got the highest sales and orders?
  - Who purchased more between men or women in 2022?
  - What are the different order status in 2022?
  - List top 10 states contributing to the sales.
  - Relation between Age and Gender based on number of orders.
  - Which channel is contributing to maximum sales?
  - Highest selling category?
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A decorative graphic on the right side of the page. It features three large triangles: a teal triangle pointing right, a yellow triangle pointing left, and a green triangle pointing right. To the right of these triangles is a vertical bar with numbers 0 through 24, each in a small square. The numbers are arranged vertically, with 0 at the top and 24 at the bottom.

# Vindra Store Report 2022



# Sample Insights

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- Women are more likely to buy than men. (-65%)
- Maharashtra, Karnataka and Uttar Pradesh are the top 3 states. (-35%)
- Adult age group (30-49 yrs) is maximum contributing (-50%)
- Amazon, Flipkart and Myntra channels are max contributing (-80%)



# Final Conclusion

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



# Thank you

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