

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
- ❑ Which channel is contributing to maximum sales?
- ❑ Highest selling category?, etc.



Sample Insights

- ❑ Women are more likely to buy compared to men (~65%)
- ❑ Maharashtra, Karnataka and Uttar Pradesh are the top
- ❑ Adult age group (30-49 yrs) is max contributing (~50%)
- ❑ Amazon, Flipkart and Myntra channels are max contribu

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**

