

# VRINDA STORE DATA ANALYSIS

## 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.

## Questionnaires for Analysis:

- Comparison of the sales and orders
- Month having highest sales and orders
- Amount of purchase men vs women in 2022?
- Different order status in 2022?
- Top 5 states contributing to the sales
- Relation between age and gender based on number of orders
- Channel contributing to maximum sales
- Highest selling category

## Insights from Analysis:

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

## Suggestions for Sales Improvement:

Targeting the women customers of age group 30-49 of the states Maharashtra, Karnataka and Uttar Pradesh through advertisements, offers, coupons available on Amazon, Flipkart