# Vrinda Store Sales Report

1. Introduction

This report presents an analysis of Vrinda Store's sales data for the year 2022. The goal is to extract key business insights, answer important analytical questions, and provide actionable recommendations to improve store performance.

2. Answers to Analytical Questions

Q1. Compare the sales and orders using a single chart.

Answer:
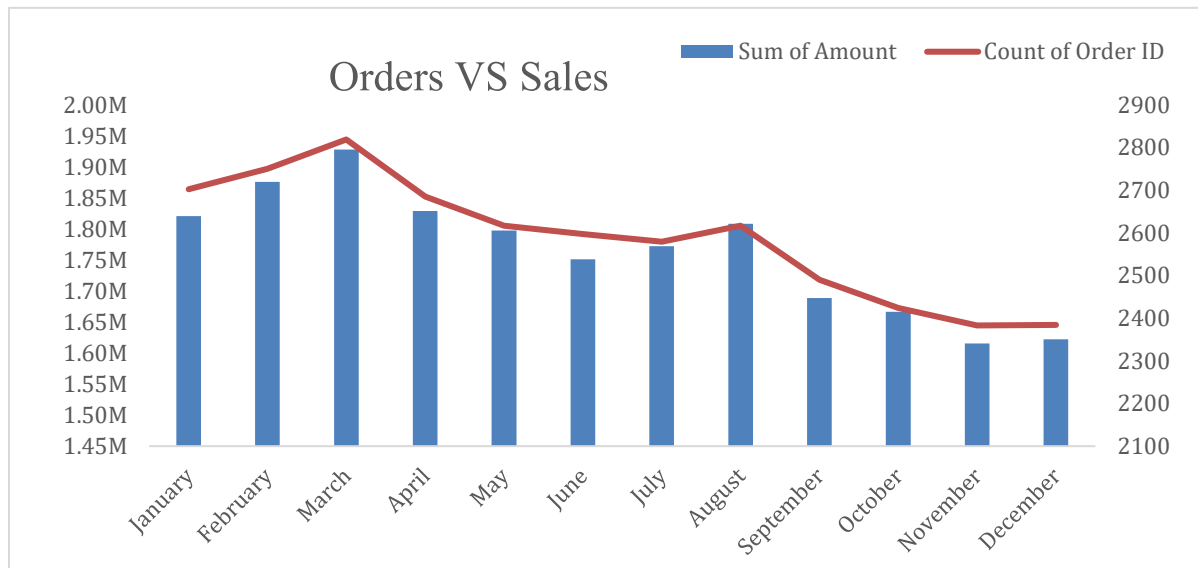
Q2. Which month got the highest sales and orders?

Answer: March month got the highest sales and orders.

Q3. Who purchased more – men or women in 2022?

Answer: Women of age group from 30 to 50 years. ("shown as Adult in report")

Q4. What are the different order statuses in 2022?

Answer: 92% are delivered, 2% are Refunded and 3% are Returned or Cancelled.

Q5. List top 10 states contributing to the sales.

Answer: MAHARASHTRA, KARNATAKA, UTTAR PRADESH, TELANGANA, TAMIL NADU, DELHI, KERALA, WEST BENGAL, ANDHRA PRADESH, HARYANA.

Q6. Relation between age and gender based on number of orders.

Answer: Women of Adult category ("30 to 50 years age group") have maximum number of orders.

Q7. Which channel is contributing to maximum sales?

Answer: Amazon is contributing to maximum sales.

Q8. Highest selling category?

Answer: Set is highest selling category.

3. Key Business Insights

• Women are more likely to buy compared to men (~65%).

• Maharashtra, Karnataka and Uttar Pradesh are the top 3 contributing states.

• Adult age group (30–49 years) contributes the maximum (~50%).

• Amazon, Flipkart and Myntra are the top contributing channels.

4. Final Conclusion

To improve Vrinda Store sales, it is recommended to target women customers aged 30–49 years, particularly in Maharashtra, Karnataka, and Uttar Pradesh. Ads and promotional campaigns should focus on platforms like Amazon, Flipkart, and Myntra.