

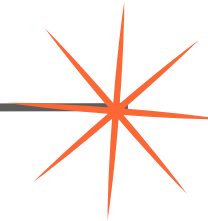
Vrinda Store

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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

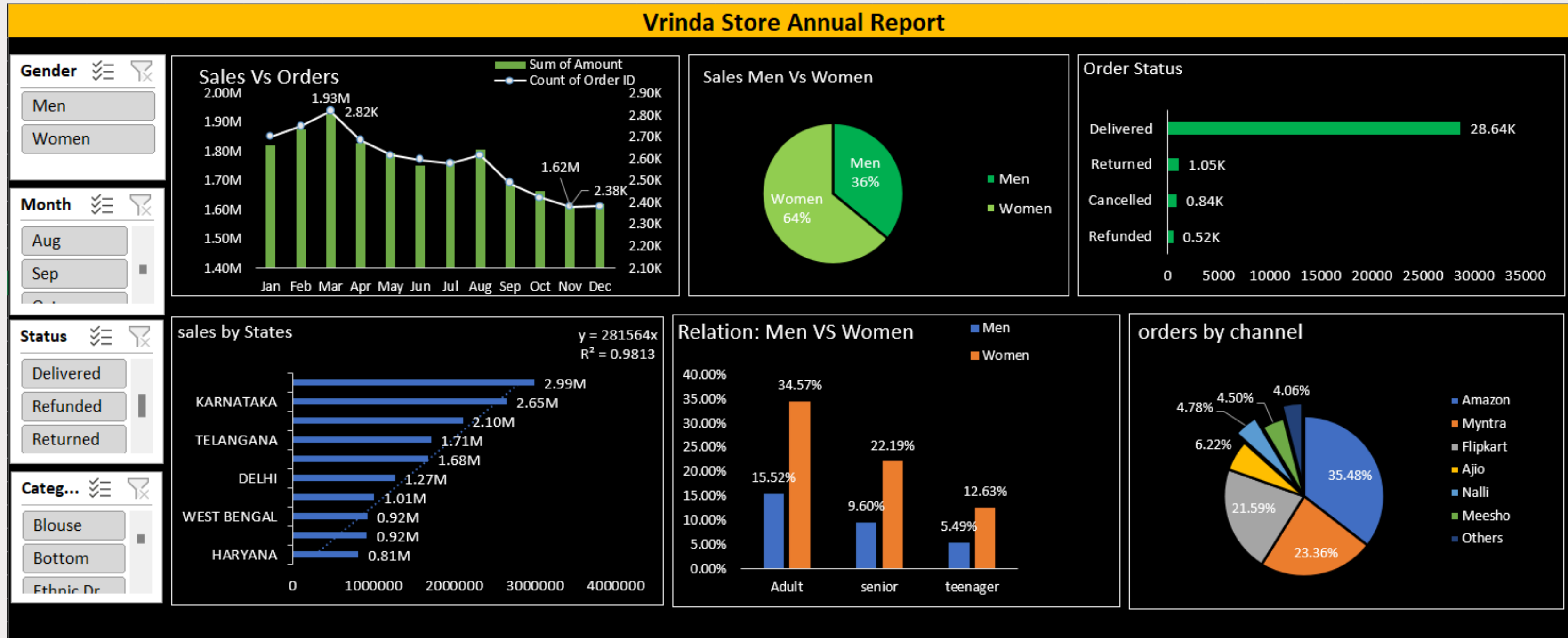
- Compare the sales and orders using single chart.
- Which month got the highest sales and orders?
- Who purchased more- men or women in 2022?
- What are Different order status in 2022?
- List top 10 states contributing to maximum sales?
- Highest selling category?, etc.

Top 3 Shopping Channel

Online Store

Amazon, Myntra, Flipkart

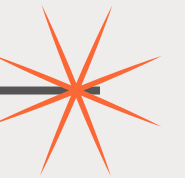
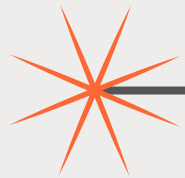
Excel Dashboard





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 channel are max contribution.



Conclusion

- 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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