**Problem Analysis**

* In this project, I am doing analysis of Vrinda Store Data Set 2022 utilizing Microsoft Excel to offer insights on sales analysis:

•Need to compare the sales vs order.

•Which month got the highest sales and orders.

•Who purchased more - men or women?

•What is the different order status.

•List of top 10 states contributing on sales.

•Relation between age and gender based on the number of sales.

•Which channel is contributing to maximum sales.

•Highest selling category?

* From the above analysis following are the insights that can be taken to improve the sales in the future:
* Women are more likely to purchase as compared to men (~64%)
* Maharashtra, Karnataka and Uttar Pradesh are the top 3 states. (~35%)
* Middle Age Group (30-49) is maximum contributing. (~52%)
* Amazon, Flipkart and Myntra are maximum contributing channel.(~80)
* Conclusion:- To increase the sales in the coming year, the target audience will be Women of age group (30-49 years) living in Maharashtra, Karnataka, and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart, and Myntra.