



Questions asked:

- Compare the sales and orders using a single chart and also find the month that has got the highest sales and orders.
- Who purchased more in 2022, men or women?
- What are the different order status in 2022?
- What are the top 5 states that contributed to maximum sales?
- Show the relation between Age and gender based on the number of orders.
- Which channel is contributing to maximum sales?

Analysis:

- First of all, I understood the data in the data sets and find the business problems.
- I did data cleaning to remove duplicates and null values and made an Age group column from the Age column using the IF function.
- Created a Pivot table to summarize the data and create charts and graphs to solve business problems.
- At Last, I have built a dashboard in Excel with slicers so that users can interact with the dashboard and view it in different ways to get results.

Insights of Vrinda Store

- Women are more likely to buy compared to men (65%)
- Maharashtra, Karnataka and Uttar Pradesh are top 3 states.
- Adult age group(30-49 yrs) has max contribution (~50%)
- Amazon, Flipkart and Myntra channels has most 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**.