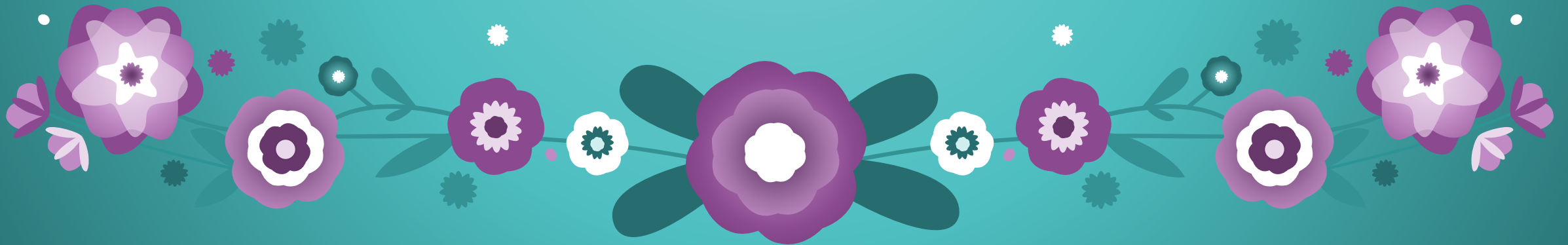


Vrinda store Sales Analysis


Annual Sales analysis report 2023





Objective

Vrinda store wants to create an annual sales report for 2023. So that, Vrinda can understand their customers and grow more sales in 2024.



Recommended Analysis

- Compare the sales and orders using single chart.
- Which month got the highest sales and orders?
- Who purchased more- Men or Women in 2023?
- What are the different order status in 2023?
- List top 10 states contributing to the sales?
- Relation between age and gender based on number of orders.
- Which channel is contributing to maximum sales?
- What are the highest selling categories? Etc.


Insights

- Women are more likely to buy compared to men (approximately 65%).
- Maharashtra, Karnataka and Uttar Pradesh are top 3 states contributing to sales in 2023 (approximately 35%).
- Adult age group (25-49 yrs) is maximum contributing (approximately 55%).
- Amazon, Flipkart and Myntra channels have maximum contribution to sales (approximately 80%).



Final conclusion: To improve Vrinda store Sales

Target women customers of age group (25-49 yrs) living in Maharashtra, Karnataka, Uttar Pradesh by showing ads/ offers/ coupons available on Amazon, Flipkart and Myntra.





Thank you