**Vrinda Store Data Analysis**

**Using Excel**

**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 the sales?
* Relation between age and gender based on number of orders
* Which channel is contributing to maximum sales?
* Highest selling category?

**Sample Insights-**

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

**Final Conclusion to improve Vrinda store sales:**

* 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**