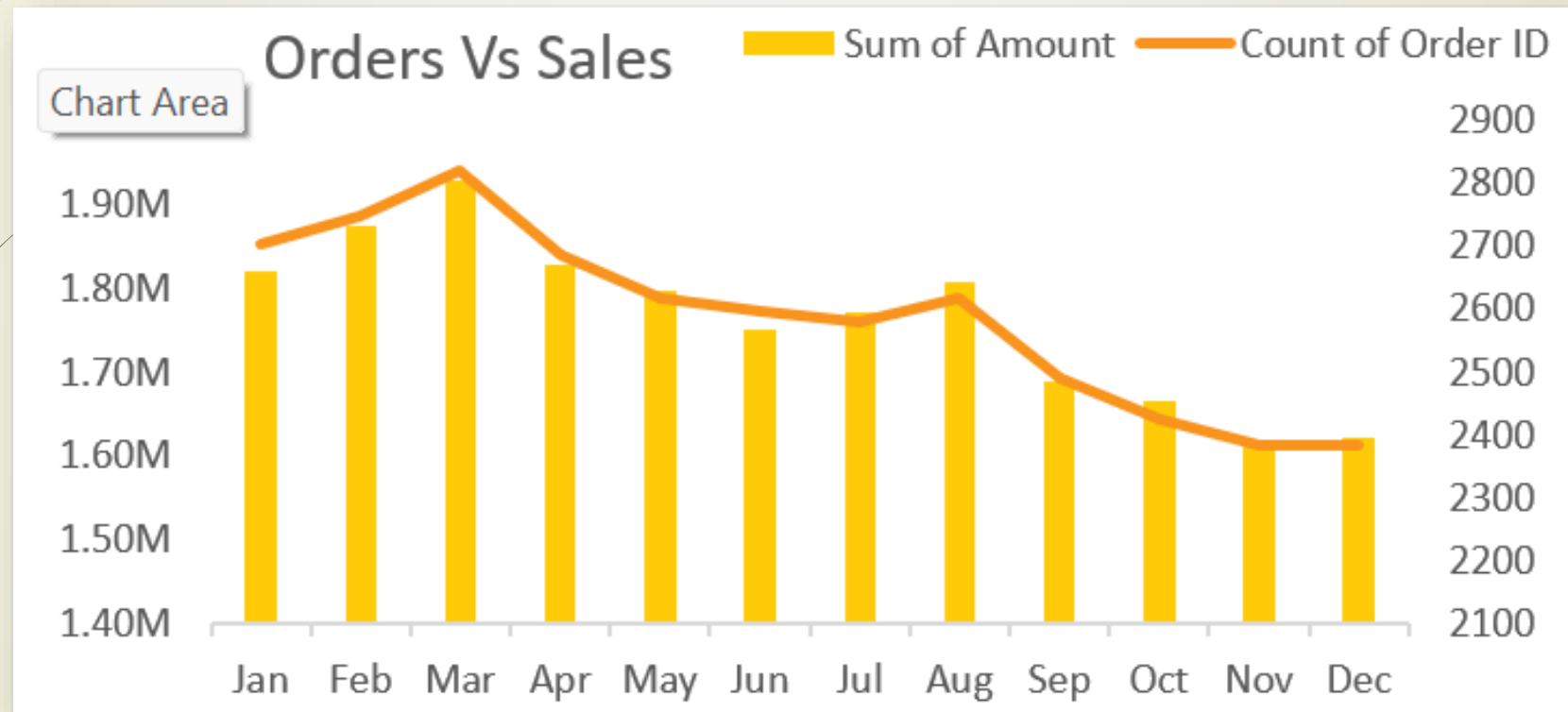# ONLINE STORE DATA ANALYSIS

OBJECTIVE

Vrindha store wants to create an annual sales report for 2022. So that, Vrindha can understand their customers and grow more sales in 2023.
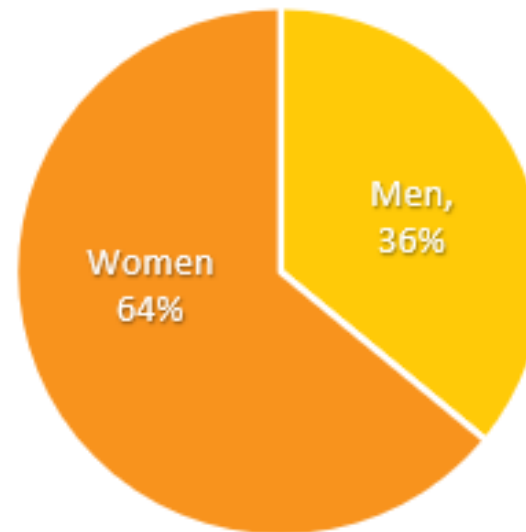
PROBLEM STATEMENTS

- Compare the sales and orders using single chart

- Who purchased more- men or women in 2022?

- What are different order status in 2022?

- Which month got the highest sales and orders?

- 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?

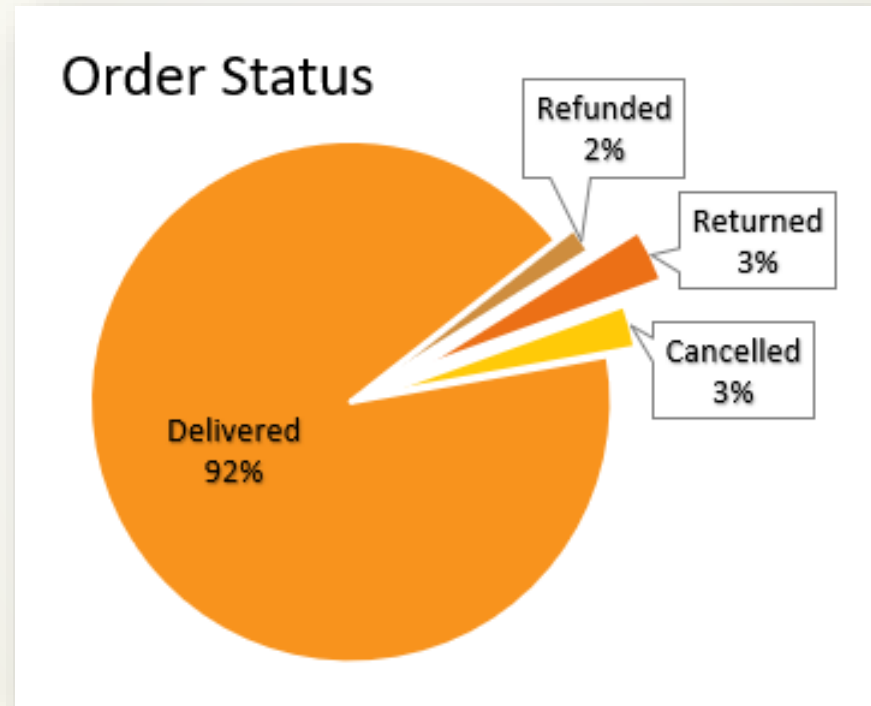Compare the sales and orders using single chart.
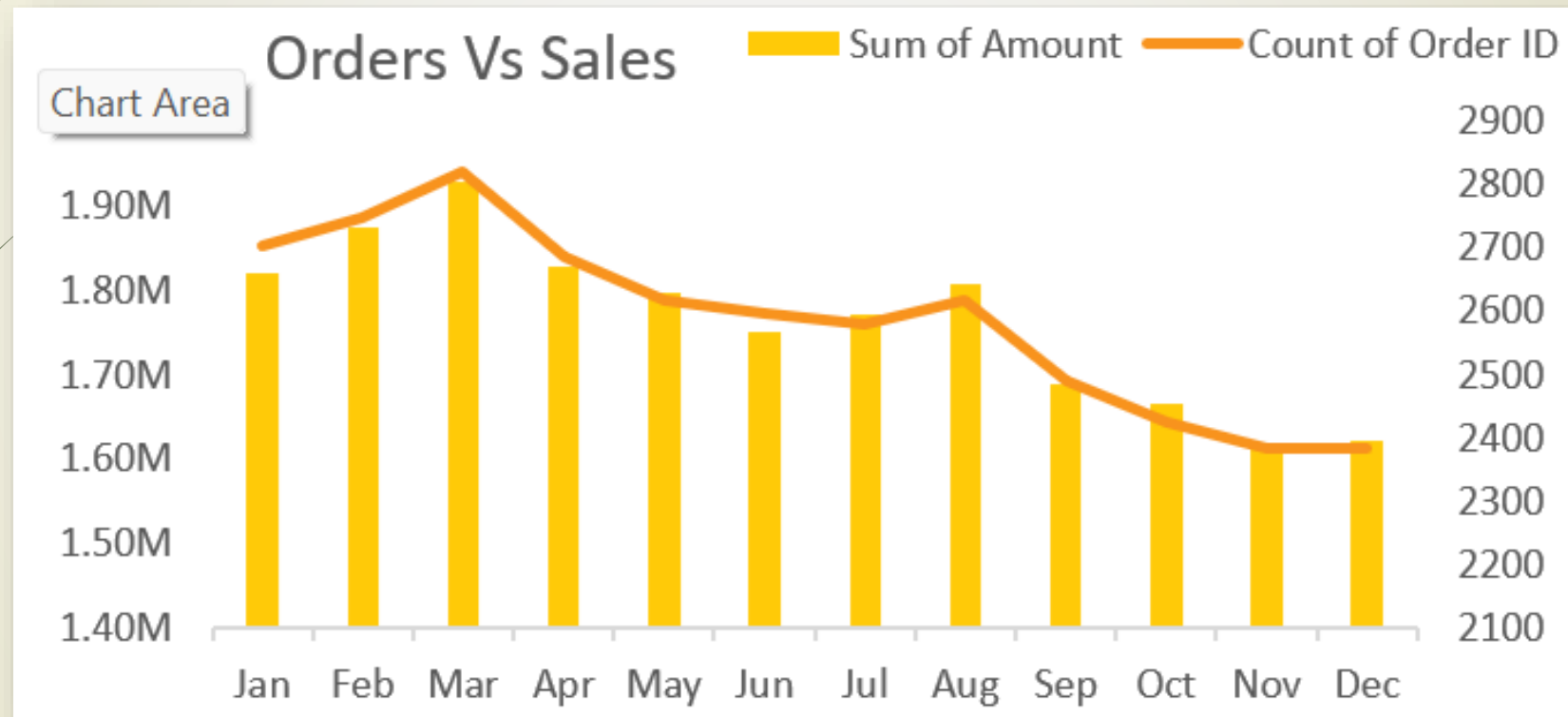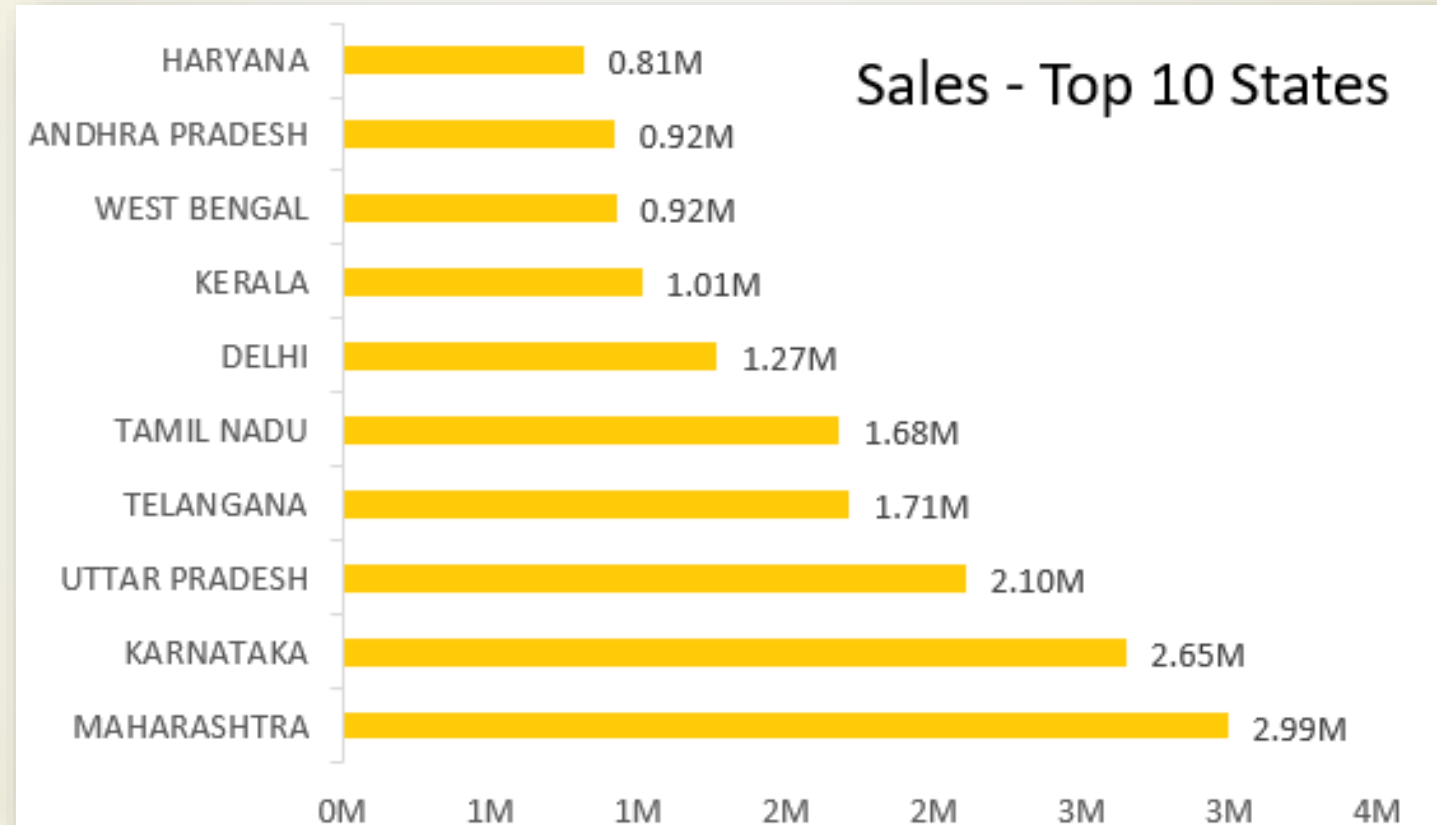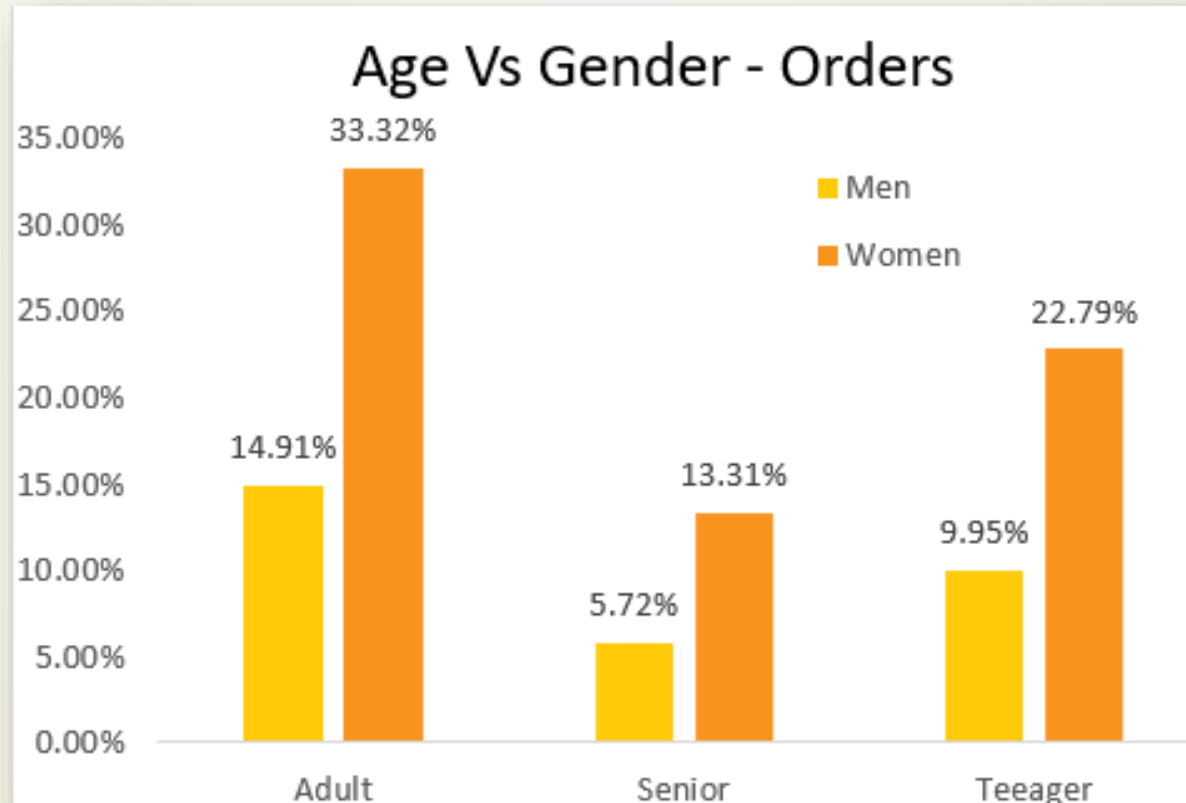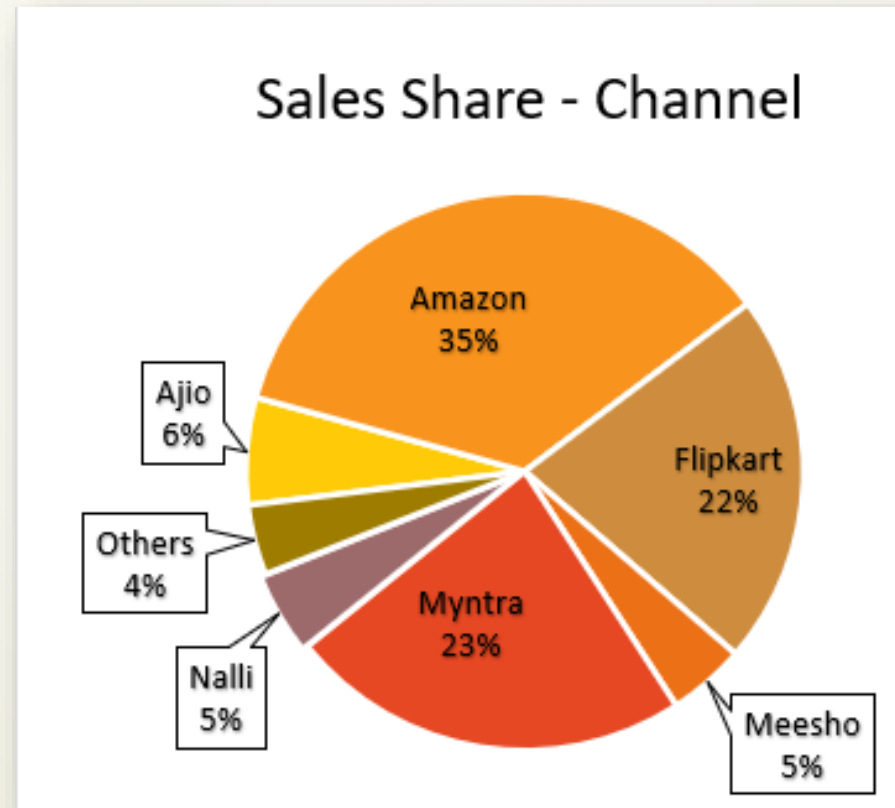
Who purchased more- men or women in 2022 ?

What are different order status in 2022 ?

Which month got the highest sales and orders?

Orders Vs Sales — Sum of Amount, Count of Order ID

List top 10 states contributing to the sales ?

Sales - Top 10 States

State	Sales
HARYANA	0.81M
ANDHRA PRADESH	0.92M
WEST BENGAL	0.92M
KERALA	1.01M
DELHI	1.27M
TAMIL NADU	1.68M
TELANGANA	1.71M
UTTAR PRADESH	2.10M
KARNATAKA	2.65M
MAHARASHTRA	2.99M

Relation between age and gender based on number of orders.

Which channel is contributing to maximum sales?
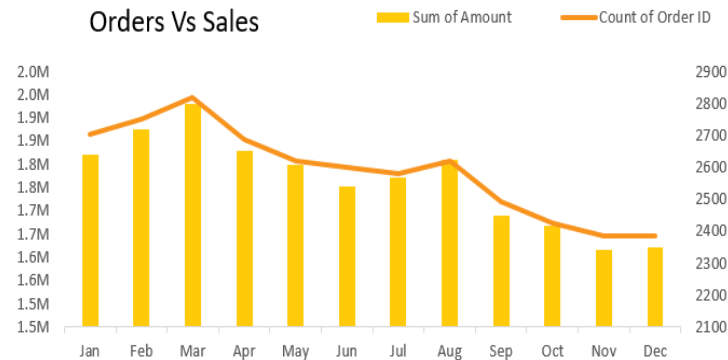
FINAL REPORT

Vrindha Store Annual Report 2022
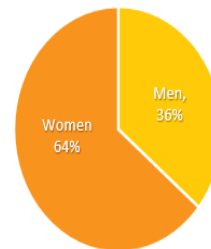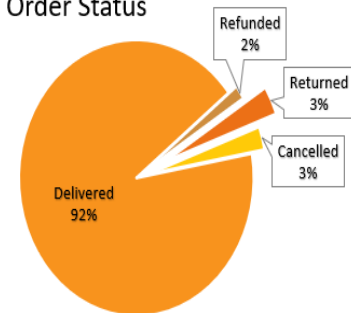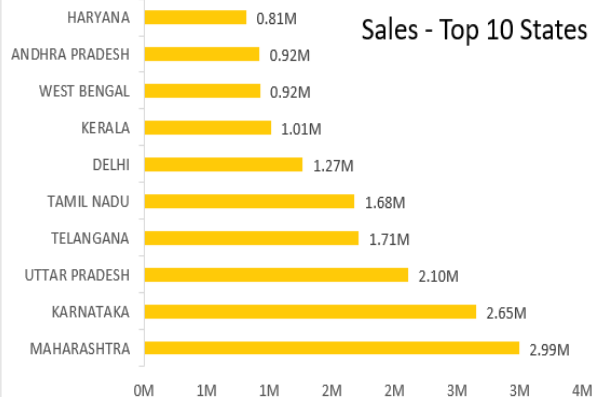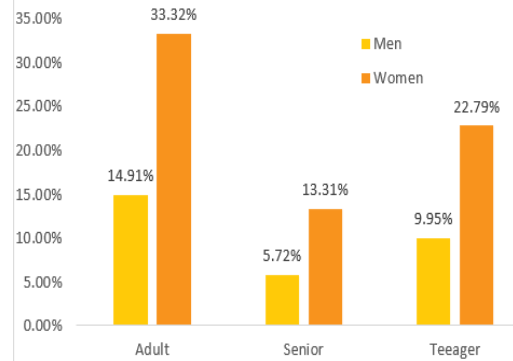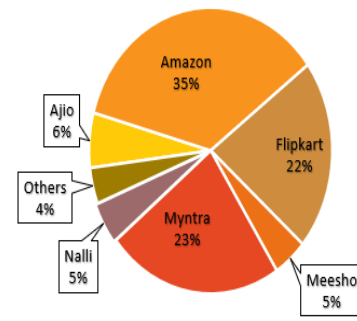
INSIGHTS

➢ Women are more likely to buy compared to men (~65%)

➢ Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%)

➢ Adult age group (30-49 years) is max contributing (~50%)

➢ Amazon, Flipkart and Myntra channels are max contributing (~80%)

CONCLUSION

Target women customers of age group (30-49 years) living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra.

THANK *YOU!*

HOW TO *REACH ME ?*

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in Koteswara Rao Nadikoti