Analyze ecommerce’s sale data created an interactive dashboard using Excel tools.

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 insight:

* Women are more likely to buy compared to men (~65%)
* Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%)
* Adult age group (40-49 yrs.) is max contributing (~50%)
* Amazon, Flipkart and Myntra channels are max contributing (~80%)

Final Conclusion to improve Vrinda store sales:

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