**Vrinda Store Problems**

**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 is different order status in 2022?
* List top 5 States contributing to the sales?
* Relation between age and gender based on number of sales
* Which channel is contributing to maximum sales?
* Highest selling category?

**Sample Insights**

* Women are more likely to buy compared to men which is (65%)
* Maharashtra, Karnataka and Uttar Pradesh are the top 3 states contributing (35%)
* Adult age group (30-49 years) are the max contributor (50%)
* Amazon, Flipkart and Myntra channels are the max contributing (80%)

**Final Conclusion**

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