

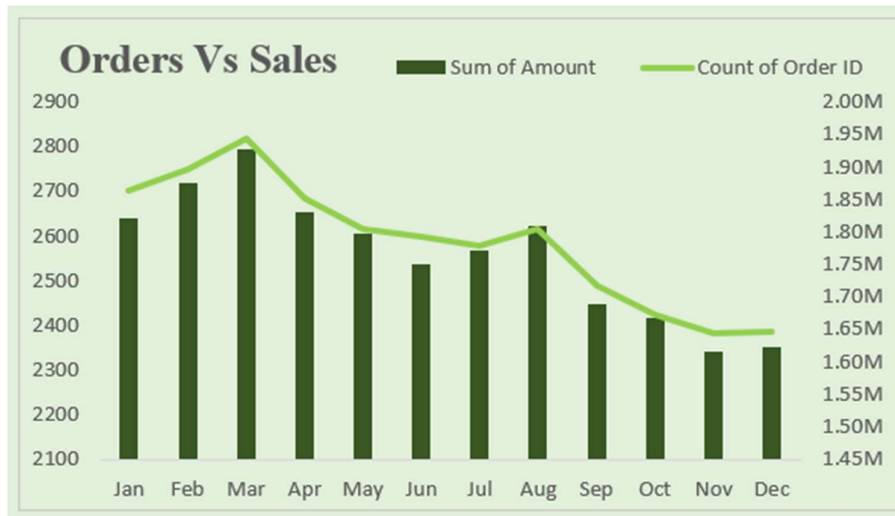
Objective

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

Questions

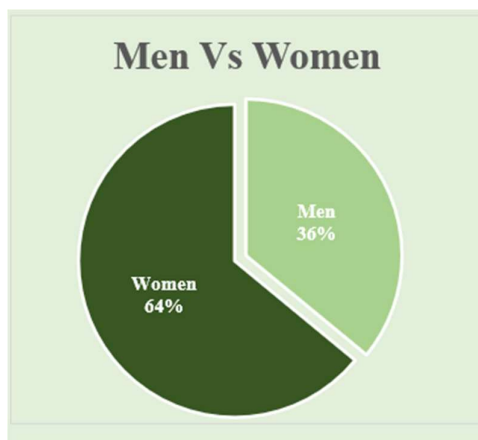
- 1 Compare the sales and orders using single chart
- 2 Which month got the highest sales and orders?
- 3 Who purchased more- men or women in 2022?
- 4 What is different order status in 2022?
- 5 List top 10 states contributing to the sales?
- 6 Relation between age and gender based on number of orders
- 7 Which channel is contributing to maximum sales?
- 8 Highest selling category? , etc.

1.Ans: Compare the sales and orders using single chart



2.Ans: According to chart created March holds the highest sales.

3. Who purchased more- men or women in 2022?



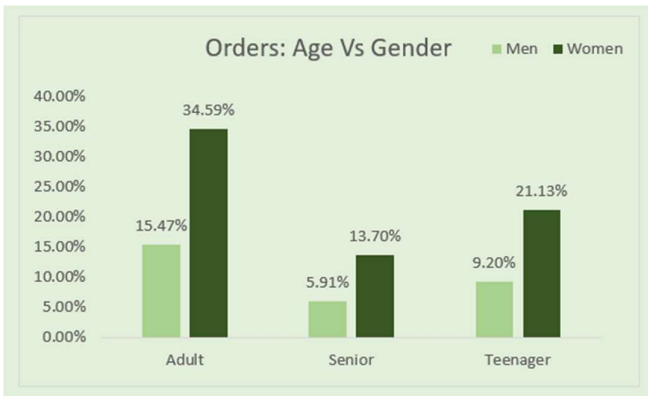
4.Ans: What is different order status in 2022?



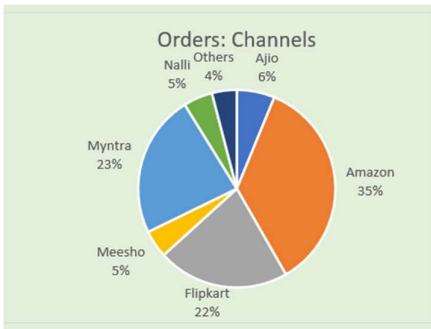
5. Ans : List top 5 states contributing to the sales?



6.Ans: Relation between age and gender based on number of orders



7. Ans: Which channel is contributing to maximum sales?



Insights

- Women are more likely to buy compared to men (~65%).
- Maharashtra, Karnataka and Uttar Pradesh are the top 3 states in the sales.
- Adult age group (30-49 yrs) is max contributing (~50%).
- Amazon, Flipkart and Myntra channels are max contributors in the sales.

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.