

VRINDA STORE DATA ANALYSIS

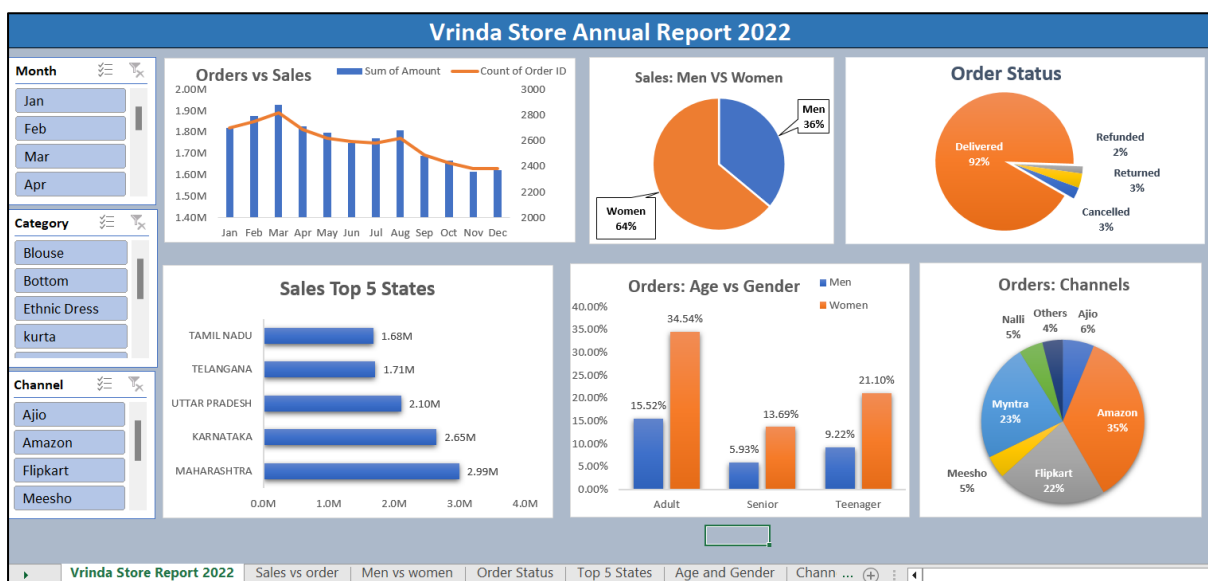
OBJECTIVE:

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:

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

VRINDA STORE ANNUAL REPORT 2022:



SAMPLE INSIGHTS:

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

Conclusion to improve Vrinda Store Sales:

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**.