**Objective : Vrinda Store Wants To create an annual sales Report for 2022,**

**So that vrinda can understand their customers & grow more sales in 2023.**

**Question :**

1. **Campare the sales & orders using single chart.**
2. **Which month got the highest sales & orders?**
3. **Who purchased more Men Or Women in 2022?**
4. **What are different order status in 2022?**
5. **List Top 5 states contributing to the sales?**
6. **Relation between age & gender based on the number of orders.**
7. **Which channel is contributing to max sales?**
8. **Highest selling category?**

**Sample Insights:**

* **Women are more likely to buy compared to men( 65%)**
* **Maharashtra, Karnataka & UP are the top 3 states(35%)**
* **Adult age group(30-49yrs) is max contributing(50%)**
* **Amazon, Flipkart & Myntra Channels are Max Contributing(80%)**

**Final conclusion to improve Vrinda store sales:**

**Target Women Customers of age group(30-40yrs) living in maharastra,**

**Karnataka & UP by ads/coupons/offers available on Amazon, Flipkart &**

**Myntra.**