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

**Insight**

**Sample Insights**

* Women are more likely to buy compared to men (~65%)
* Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%)
* Adult age group (30-49 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 Uttar Pradesh** by showing ads/offers/coupons available on **Amazon, Flipkart and Myntra.**