

# Vrinda Store Data Analytics (Excel project)

## 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 Insights

1. Woman are more likely to buy compared to men – 65%
2. Maharashtra, Karnataka, Up 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 contribution – 80%

## Final conclusion

Target woman customer of age group 30 n- 49 years living in **Maharashtra, Karnataka, Up** by showing ads / offers / coupons available on **Amazon, Flipkart and Myntra**