**Vrinda Store Data Analysis (2022)**

I have used excel to analyse Vrinda Store Data. I built different charts and then made a automated dashboard using those charts.

I have cleaned the data, process the data, analyse the data then generates the insights from the data.

**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 is different order status in 2022?
* List top 10 states contributing to the sales?
* Relation between age and gender based on number
* Which channel is contributing to maximum sales?

**Sample Insights:**

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

**Final 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.**