

Objective:

Vrinda store want to create an annual sales report for 2022. So that, Vrinda can understand their customers and grow more sales in 2023.

Questions:

1. Compare the sales and orders using single chart
2. Which month got the highest sales and orders?
3. Who purchased more-men or women in 2022?
4. What are different order status in 2022?
5. List top 10 states contributing to the sales?
6. Relation between age and gender based on number of orders
7. Which channel is contributing to maximum sales?
8. Highest selling category?

Vrinda Store Annual Report 2022

Month

- Jan
- Feb
- Mar
- Apr
- May

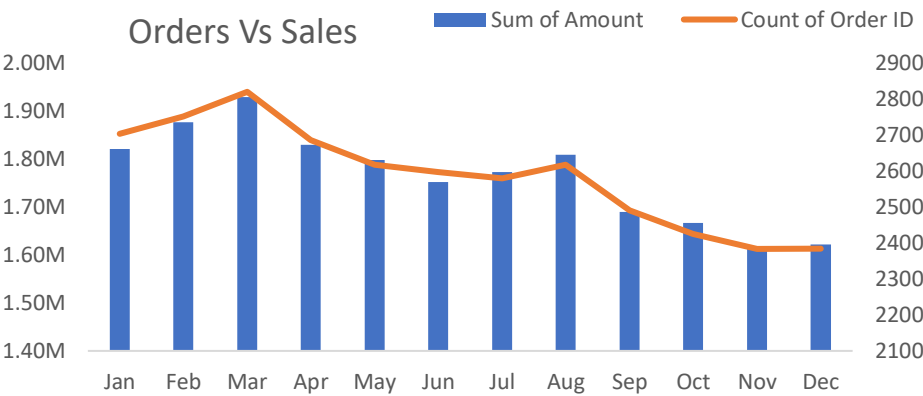
Channel

- Ajio
- Amazon
- Flipkart
- Meesho

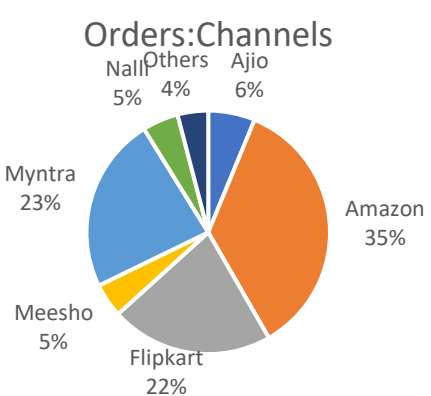
Category

- Saree
- Set
- Top
- Western Dress

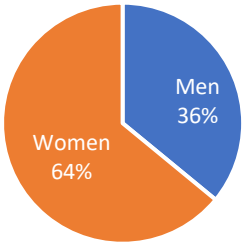
Orders Vs Sales



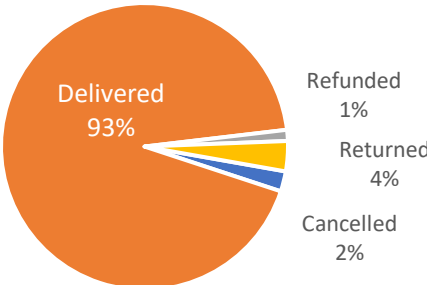
Orders:Channels



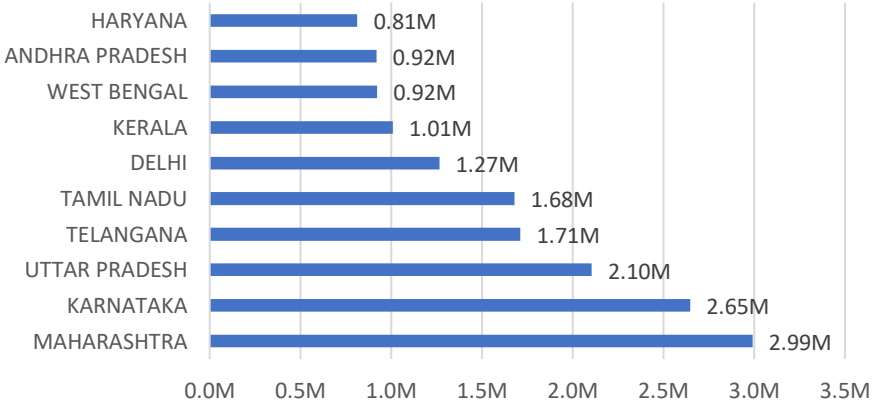
Sales: Men Vs Women



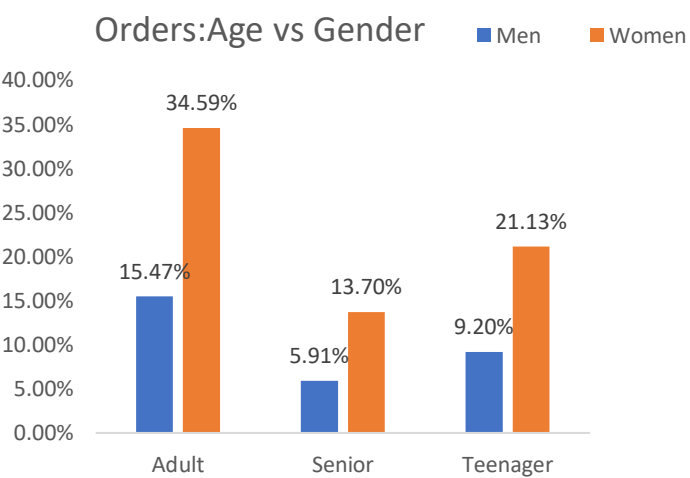
Order Status



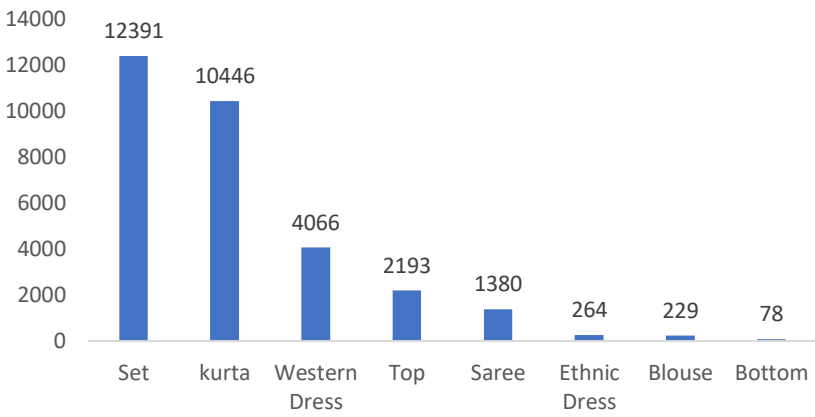
Sales:Top 10 States



Orders:Age vs Gender



Category Vs Orders



Vrinda Store Insight

- ◆ Women are more likely to buy compared to men (~64%)
- ◆ Maharashtra, karnataka and uttar pradesh are the top 3 states(~48%)
- ◆ Adult age group(30-49 yrs) is max contributing(~50%)
- ◆ Amazon , Flipkart and Myntra channels are max contributing(~80%)
- ◆ Set and Kurta are max contibuting(~74%)

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 on Set and kurta available on Amazon , Flipkart and Myntra.