**Problem Statement**

* Compare the sales and orders using a single chart.
* Identify the month with the highest sales and orders.
* Determine whether men or women purchased more in 2022.
* List the different order statuses in 2022.
* Identify the top 10 states contributing to sales.
* Analyze the relation between age and gender based on the number of orders.
* Identify which channel is contributing the most to sales.
* Find the highest selling category.

**Insights of this data**

* Women are more likely to buy compared to men (~65%).
* Maharashtra, Karnataka, and Uttar Pradesh are the top three states contributing to sales.
* The adult age group (30–49 years) is the maximum contributor (~50%).
* Amazon, Flipkart, and Myntra are the top channels contributing to sales.

**Final Conclusion to Improve Vrinda Store Sales**

* Focus marketing efforts on **women customers** aged **30–49 years** living in **Maharashtra, Karnataka, and Uttar Pradesh** by promoting **ads, offers, and coupons** available on **Amazon, Flipkart, and Myntra**.