**Objective :** Vrinda Store wants to create an anuall sales report for 2022. So that,Vrinda can understand their customers and grow more sales in 2023

**Questions**

1. Compare the sales and order 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 5 states contributing to the sales?
6. Relation between age and gender based on number of orders
7. Which channel is contributin to maximum sales?
8. Highest selling category?

**Steps :**

1. **Data Cleaning:**

* Identify and document the data quality issues
* Remove or fill missing values
* Identify and deal with outliers and errors
* Standardize and normalize the data
* Verify the accuracy and consistency of the data

1. **Data Processing:**

* Determine the research question or objective
* Collect and organize the data
* Preprocess and clean the data as necessary
* Apply statistical or machine learning techniques to the data
* Evaluate the results of the analysis
* Interpret the results and draw conclusions

1. **Data Analysis:**

* Identify the research question or objective
* Collect and organize the data
* Preprocess and clean the data as necessary
* Apply appropriate statistical or machine learning techniques
* Analyze the results of the analysis
* Interpret the results and draw conclusions

1. **Data Visualization:**
   * + Determine the message you want to convey
     + Choose appropriate data visualization techniques
     + Design and create the visualization using a software tool or programming language
     + Evaluate the effectiveness of the visualization
     + Refine the visualization as necessary

**Insights**

1. Women are more likely to buy compared to men (~65%)
2. Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%)
3. Adult age group adult and senior is max contributing (~65%)
4. Amazon, Flipkart and Myntra channels are max contributing (~80%)

**Final Conclusion to improve Vrinda Store sales:**

Target women customer of age group adult and senior living in Maharashtra, Karnataka and uttar Pradesh by showing ads/offers/coupons available on amazon, flipkart and myntra.