Excel Project Que

1. Compare the sales and orders using a single chart.
2. Identify the month with the highest sales and orders.
3. Determine who purchased more in 2025, men or women?
4. List the different order statuses in 2025.
5. Highlight the top 10 states contributing to overall sales.
6. Analyze the relationship between age and gender based on the number of orders
7. Evaluate which channel contributed the most to sales.
8. Identify the highest selling category.

Sample Insights

* Women are more likely to buy compared to men (~65%).
* Top contributing states: Maharashtra, Karnataka, and Uttar Pradesh.
* Adult age group (30-49 years) contributes the most to sales (~50%).
* Top-performing channels: Amazon, Flipkart, and Myntra.

Final Conclusion to Improve Vrinda Store Sales

* Target women in the 30-49 age group residing in Maharashtra, Karnataka and Uttar Pradesh
* Use ads/offers/coupons through Amazon, Flipkart and Myntra to effectively reach the target audience.