**Vrinda Store Data Analysis**

**Objective :**

Vrinda Store wants to craete an annual sales report for 2022. So that, Vrinda can understand their customers and grow more sales in 2023.

**Sample Questions :**

1. Can you show me a picture that compares how many things we sold and how many orders we got?

2. In which month did we sell the most and get the most orders?

3. Who bought more things in 2022,Male or Female? What are the different stages of an order in 2022?

4. Can you tell me the top 10 places where people bought the most from us?

5. Can you show me how the age and gender of people affect the number of things they buy?

6. Which way of selling is making us the most money?

7. What type of thing are we selling the most?

**Sample 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. The adult age Group (30-49 yrs) is max contributing (~50%)
4. Amazon, Flipkart and Myntra channels are max Contributing(~80%)

**Final Conclusion to improve Vrinda store Sales :**

Target Women customers of the age Group(30-49 yrs) lives in Maharashtra, Karnataka, and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart, and Myntra.