

Objective

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

Questions

- Compare the sales and orders using single chart
- Which month got the highest sales and orders?
- Who purchased more- men or women in 2022?
- What are different order status in 2022?
- List top 5 states contributing to the sales?
- Relation between age and gender based on number of orders
- Which channel is contributing to maximum sales?

Insights

- Women are more likely to buy compared to men (~65%)
- Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%)
- Adult age group (30-49 yrs) is max contributing (~50%)
- Amazon, Flipkart and Myntra channels are max contributing (~80%)

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 available on Amazon, Flipkart and Myntra.