**Vrinda Store MIS Report**

**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.

**Sample Questions that we have solved**

* 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 is different order status in 2022?
* List top 10 states contributing to the sales?
* Relation between age and gender based on number of orders
* Which channel is contributing to maximum sales?
* Highest selling category?

**Insights**

* **March** has the highest sales
* **Women** has most purchased
* Successful **Delivered** is **92%**
* **Maharashtra, Karnataka, UP, Telangana, TN** is **Top 5** sales **States**
* Most no. of sales in **Adult Women (34.59%)**
* **Amazon** alone has **35%** of sales where as **Flipkart** has **22%** of sales

**Final 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.**