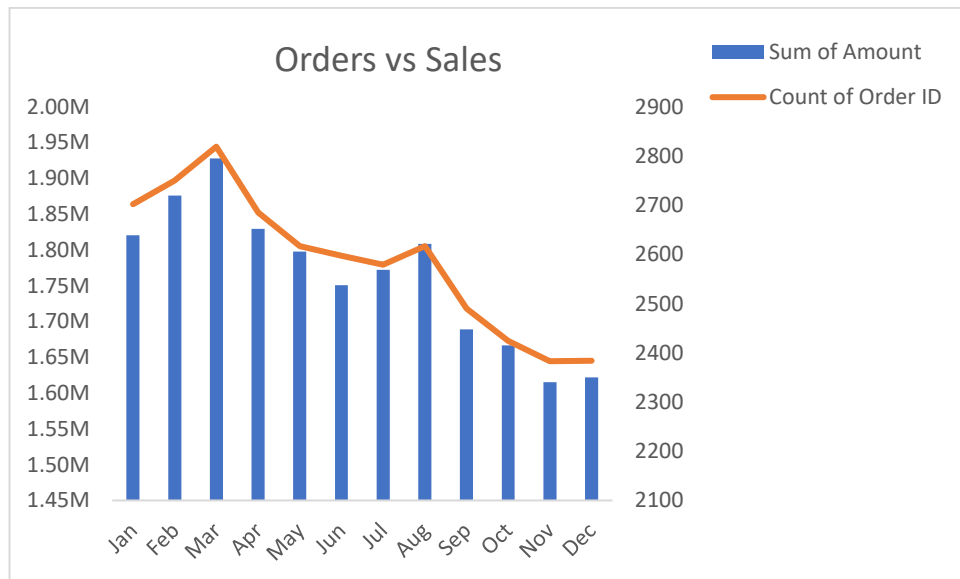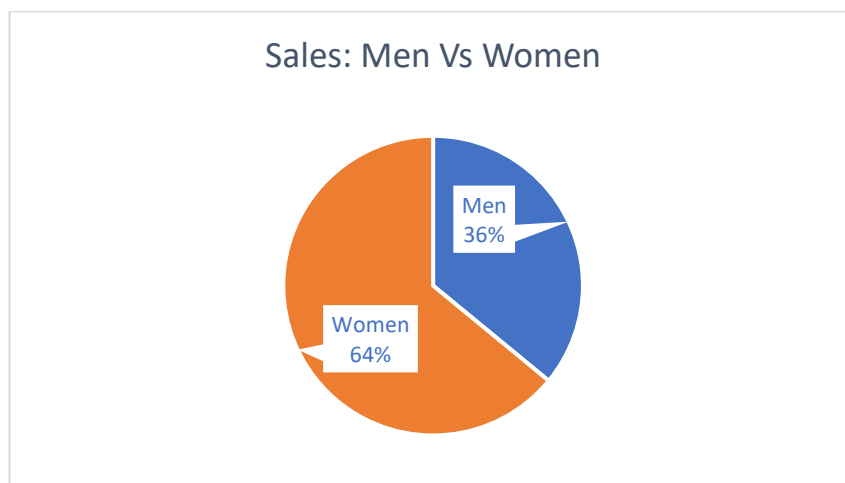**OBJECTIVE**: Vrinda store wants to create an annual sales report for 2022. So that, Vrinda can understand their customers and grow more sales in 2023.
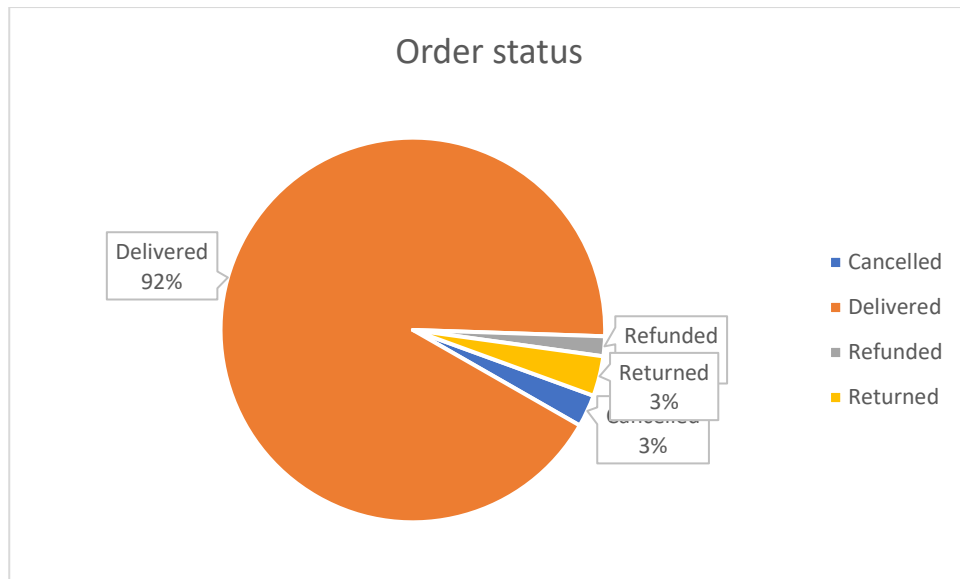
Sample Questions:

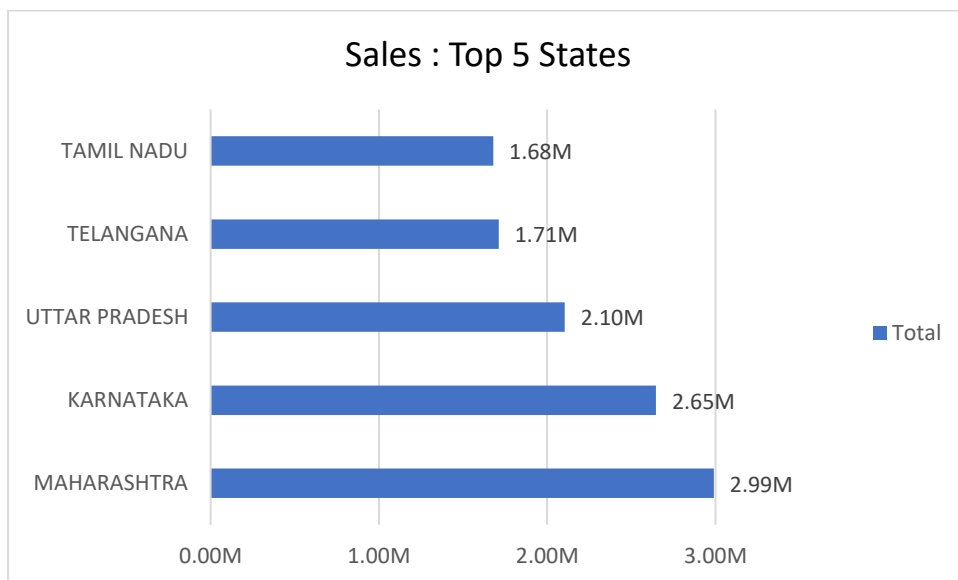1. Compare the sales and orders using single chart?

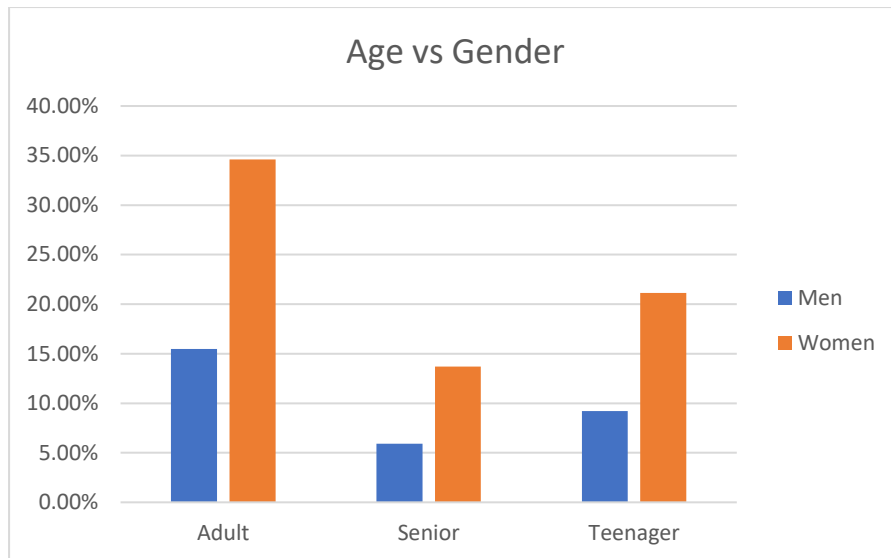2. Who purchased more – men or women in 2022?

3. What are the different order status in 2022?

Order status

Delivered 92%
Refunded 3%
Returned 3%
Cancelled 3%

Legend:
- Cancelled
- Delivered
- Refunded
- Returned

4. List of top 5 states contributing to the sales?

Sales : Top 5 States

State	Total
TAMIL NADU	1.68M
TELANGANA	1.71M
UTTAR PRADESH	2.10M
KARNATAKA	2.65M
MAHARASHTRA	2.99M

5. Relation between age and gender based on number of orders.

Age vs Gender

6. What channel is contributing to maximum sales?

Orders: Channels
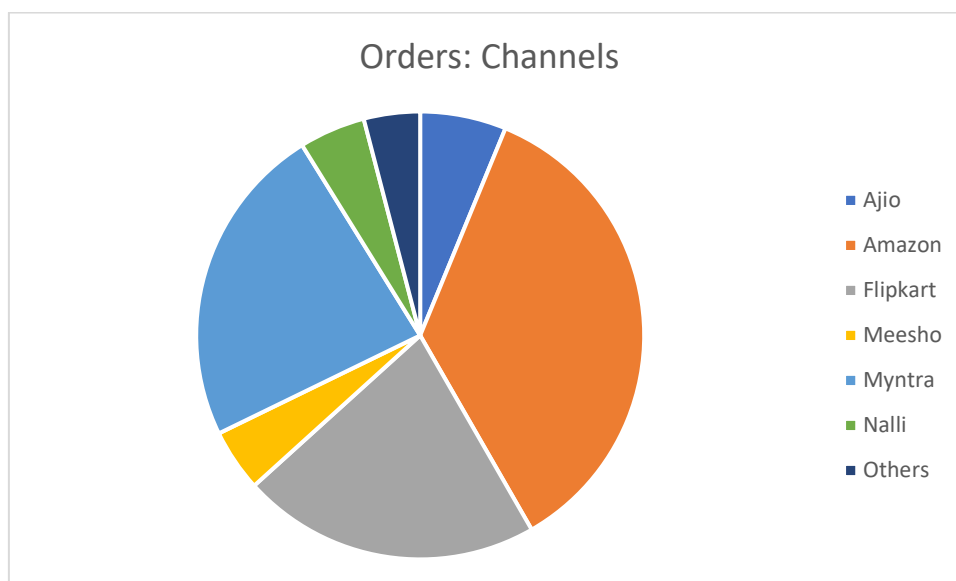
Insights from the graphs:

1. Women are more likely to buy compered to men.
2. Maharashtra, Karnataka, UP, Telangana and Tamil Nadu are top 5 states.
3. Age group (30 to 50 yrs) are major contributors.
4. Amazon, Flipkart and Myntra are best channels.

Final conclusion: Target women customers age group (30 to 50 yrs) living in top 5 states for channels Amazon, Flipkart and Myntra.

Please refer to Analysis excel file for live graphs and pivot tables.