**Vrinda Store Annual Report 2022 Use by Excel**

**Objective**

Vrinda store want 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 orders status in 2022?
* List top 10 states Contributing to maximum sales?
* Relation between age and gender based on number?
* Which channel is contributing to maximum sales?
* Highest selling category, etc.

**Sample Insights**

* Women are more likely to buy compared to men (~64%)
* 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 channel are max contributing (~80)

**Final conclusion to improve Vrinda store sales:**

* Target **women** Customer of age group (**30-40** years) living in **Maharashtra, Karnataka, and Uttar Pradesh** by showing ads/office/coupons available on Amazon, Flipkart and Myntra