* **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 charts.
2. Which months got the highest sales and orders?
3. Who purchased more---- men or women in 2022?
4. List top 5 states contributing to sales?
5. Relation between age and gender based on number of orders.
6. Which channel is contributing to maximum sales?
7. Highest selling category?
8. What is different order status in 2022? etc.

**Sample Insights :**

1. Women are more likely to buy compared to men (65% approx.)
2. Maharashtra, Karnataka, UP, Telangana and Tamil Nadu are top 5 states (53% approx.)
3. Age group of 30-49yrs is maximum contributing (50% approx.)
4. Amazon, Flipkart and Myntra channels are max contributing (80% approx.)
5. Set, Kurta and Western dress are the highest sales category.
6. March is the highest sales month(1.90m rupees).

**Final conclusion:**

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.