**Objective**

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

**Questions and Insights**

* Which month got highest sales and orders?

**Ans** – March

* Who purchased more Men or Women?

**Ans** – Women are more likely to buy compared to men (~65%).

* List Top 5 states contributing to maximum sales.

**Ans** – Maharashtra, Karnataka, Uttar Pradesh, Telangana, Tamil Nadu are the top 5 states (~53.61%).

* Which channels are contributing to maximum sales?

**Ans** – Amazon, Flipkart and Myntra are contributing to maximum sales (~80%).

* Which Age group is contributing to maximum sales?

**Ans** – Adult Age group (30-49 years) is contributing to maximum sales (~50%).

**Conclusion**

Vrinda Store should target **women** customers of **age group (30 – 49 years)** living in **Maharashtra, Karnataka, Uttar Pradesh, Telangana, Tamil Nadu** by showing ads/ offers/ coupons available on **Amazon, Flipkart and Myntra**.