**Project Overview**

This project provides an interactive dashboard analyzing Vrinda Store’s key performance indicators. It showcases:

* **Total Sales** of $21.18M
* **Total Products Sold**: 31,047
* Sales & order trends, demographic breakdowns, order status distribution, top geographic regions, and channel contributions.

**Dashboard Highlights**

1. **Orders vs. Sales**
   * Displays monthly order volume alongside corresponding sales, helping identify seasonal peaks and dips.
2. **Highest Purchase by Gender**
   * Visualizes purchase share between men and women, illustrating overall spending patterns.
3. **Order Status**
   * Breaks down deliveries, returns, cancellations, and refunds to assess fulfillment efficiency.
4. **Top 10 States by Sales**
   * Identifies geographic hotspots driving the highest revenue.
5. **Purchase by Gender and Age Category**
   * Highlights which demographic segments (e.g., adults, seniors, youngsters) are most active.
6. **Sales by Channel**
   * Shows which sales channels (e.g., online marketplaces) generate the highest revenue.

**Key Sales Questions Addressed**

1. **Compare the sales and orders using a single chart.**
2. **Which month had the highest sales and orders?**
3. **Who purchased more, men or women in 2022?**
4. **What are the different order statuses in 2022?**
5. **List the top 10 states contributing to the sales.**
6. **Examine the relationship between age and gender based on number of orders.**
7. **Which channel contributes the most to overall sales?**
8. **Identify the highest-selling category.**

**Insights & Applications**

* **Trend Analysis**: Pinpoint seasonal spikes in orders and sales to optimize inventory and marketing.
* **Demographic Targeting**: Focus on age groups and genders that drive the most purchases.
* **Geographical Strategy**: Allocate resources to top-performing states and explore untapped regions.
* **Fulfillment Optimization**: Reduce returns, cancellations, and refunds by analyzing order status metrics.
* **Channel Efficiency**: Prioritize partnerships and campaigns on the channels generating maximum revenue.

**Conclusion**

This complete dashboard and analysis enable data driven decision making for Vrinda Store. By addressing the key questions ranging from monthly trends to demographic insights. Stakeholders can refine marketing strategies, enhance customer satisfaction, and boost sales performance.