



VRINDA STORE

Explore our virtual
aisles and discover the
endless possibilities of
our online store.



OBJECTIVES

Vrinda store wants to create an annual sales report for 2023. So that, Vrinda can understand their customers and grow more sales in 2024



Outputs of following points

- Compare the sales and orders using single chart
- Which month got the highest sales and orders? تھسا
- Who purchased more- men or women in 2022?
- What are different order status in 2022?
- List top 10 states contributing to the sales?
- Relation between age and gender based on number of orders
- Which channel is contributing to maximum sales?
- Highest selling category?, etc.

Key Outputs

- Women are more likely to buy compared to men (~65%)
- Maharashtra, Karnataka and Uttar Pradesh are the top 3
- Adult age group (30-49 yrs) is max contributing (~50%)
- Amazon, Flipkart and Myntra channels are max contributi

Final Conclusion to improve Vrinda store sales:

- 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