**Sample Questions:**

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

**Insights:**

* Women are more likely to purchase more ~ 69%
* Amazon is the highest seller.
* Maharashtra, Uttar Pradesh and Karnataka are the top 3 states.
* Adult age group is contributing more ~ 86%

**Conclusion:**

To improve the sales of Vrinda Store, target women of age group “adult” living in Maharashtra, Uttar Pradesh and Karnataka through the help of ads, promotion, coupons available on Amazon, Flipkart and Myntra.