Virinda Stores Sales Sample Questions (Data Analysis)

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

Sample Insights

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

Conclusion

* Target women customers of the age group(30-49yrs)living in Maharashtra, Karnataka, and Uttar Pradesh by showing them ads/offers/coupons available on Amazon, Flipkart, and Myntra