**VRINDA STORE ANALYSIS**

**Objective:**

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

**Sample Questions:**

1. Compare the sales and orders using a single chart.
2. Which month got the highest sales and orders?
3. Who purchased more - men or women in 2022?
4. What are different order statuses in 2022?
5. List top 5 states contributing to the sales?
6. Relation between age and gender based on number of orders
7. Which channel is contributing to maximum sales?

Steps:

1. Data Cleaning
2. Data Processing
3. Data Analysis

Sample Insights:

* Women are more likely to purchase compared to men.
* Maharashtra, Karnataka and Uttar Pradesh are top 3 states
* Adult age group is max contributing
* Amazon, Flipkart, Myntra are max contributing

Final Conclusion:

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, Myntra