Objective

Vrinda stores wants to create an annual sales report for 2022, so that they can increase their sales by 2023 by understanding the customer behaviour.

Questions:

1. Compare the sales and orders using a single chart
2. Which month got the highest sales and orders?
3. Who made more purchase in 2022- Men or Women?
4. What are different order status in 2022?
5. List top 10 states that are contributing to the sales?
6. Relation between Age and Gender based on Number of Orders?
7. Which channel is contributing to Maximum sales?
8. What are the highest selling Categories?

Insights:

- Women are more likely to buy compared to Men
- Customers ,aged between 30 and 49 years are contributing maximum

 to the sales.

- Maharashtra, Karnataka and Uttarpradesh are the top 3 States.
- Amazon, Flipkart and Myntra are the channels contributing the most towards the sales.

Conclusion:

Target should be **Women** customers, aged between **30 and 49** years, living in **Maharashtra, Karnataka and Uttarpradesh** by providing **ads/offers/coupons** on **Amazon, Flipkart and Myntra.** That will Increase the Sales Significantly.