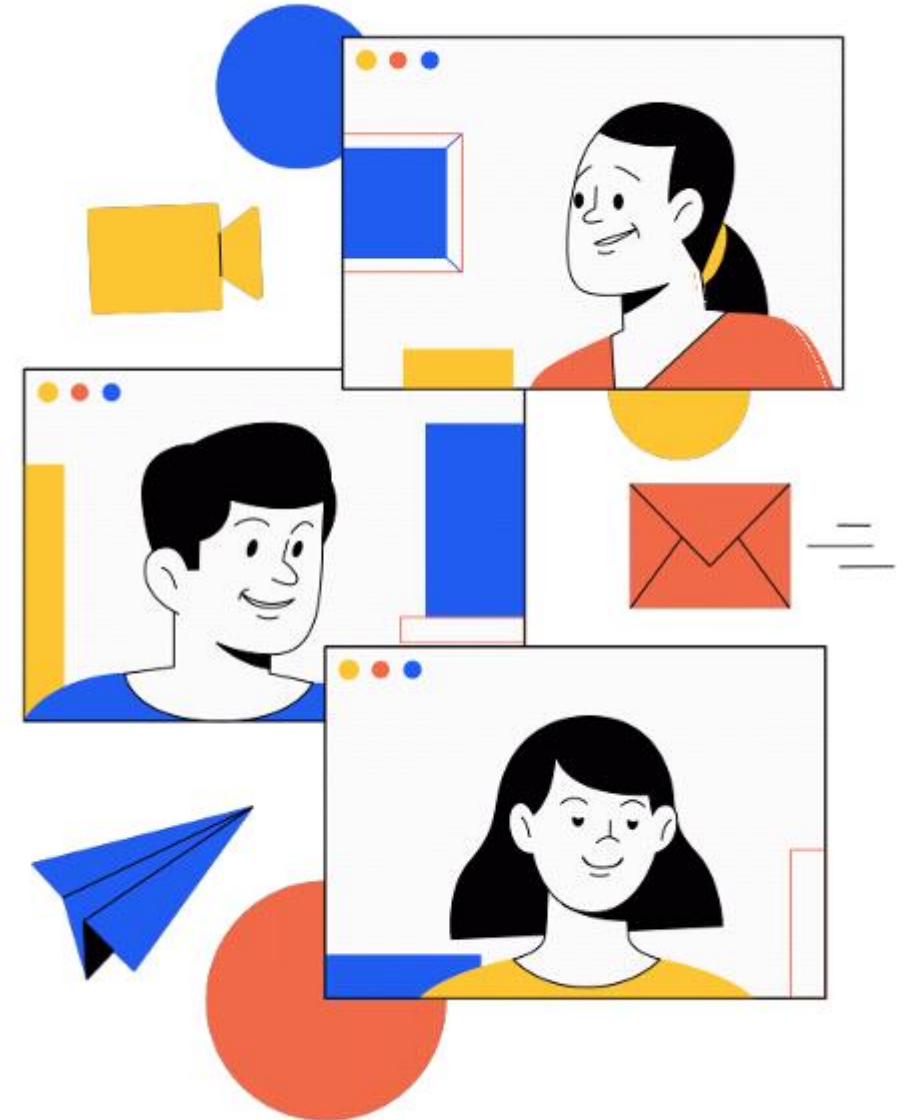




# COMPLETE ANALYSIS

Store Annual Report 2022



# Objective

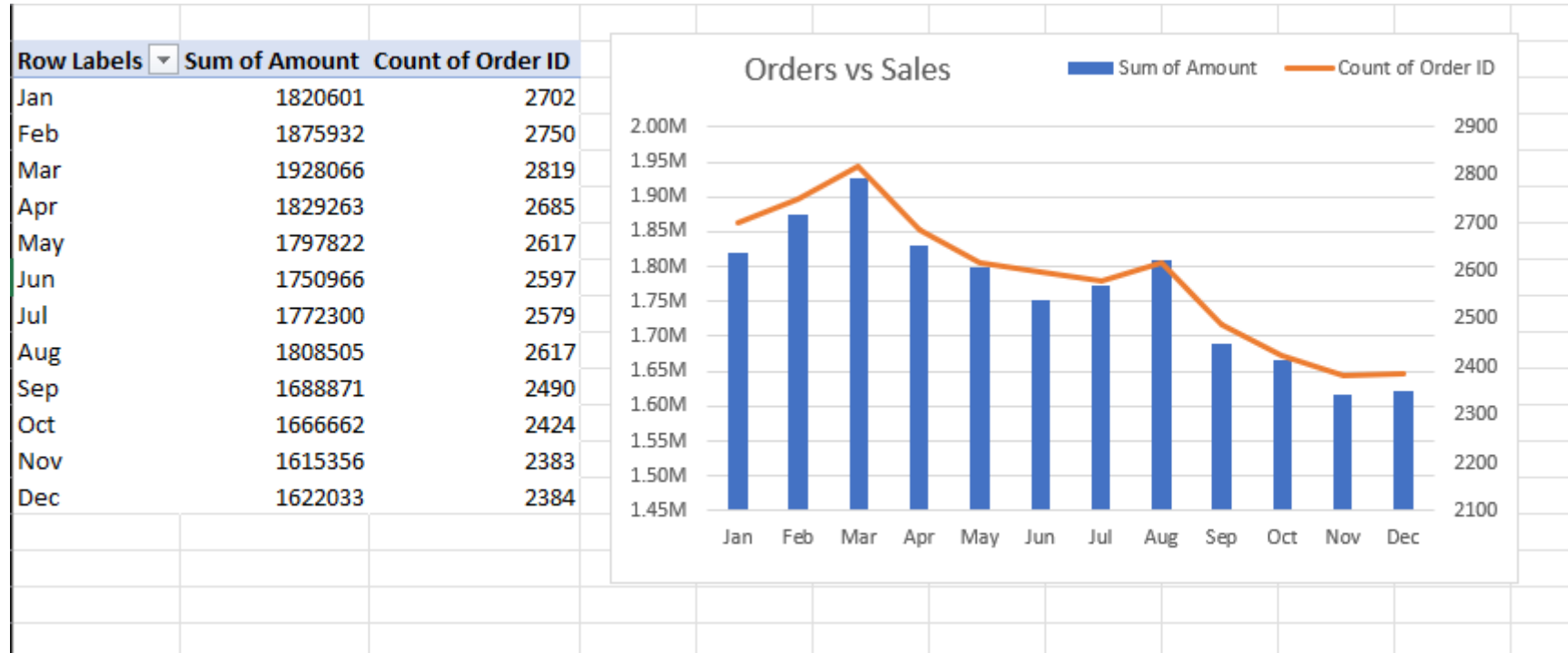
Store wants to create an annual sales report for 2022. So that, Owner can understand their customers and grow more sales in 2023.



# Questions

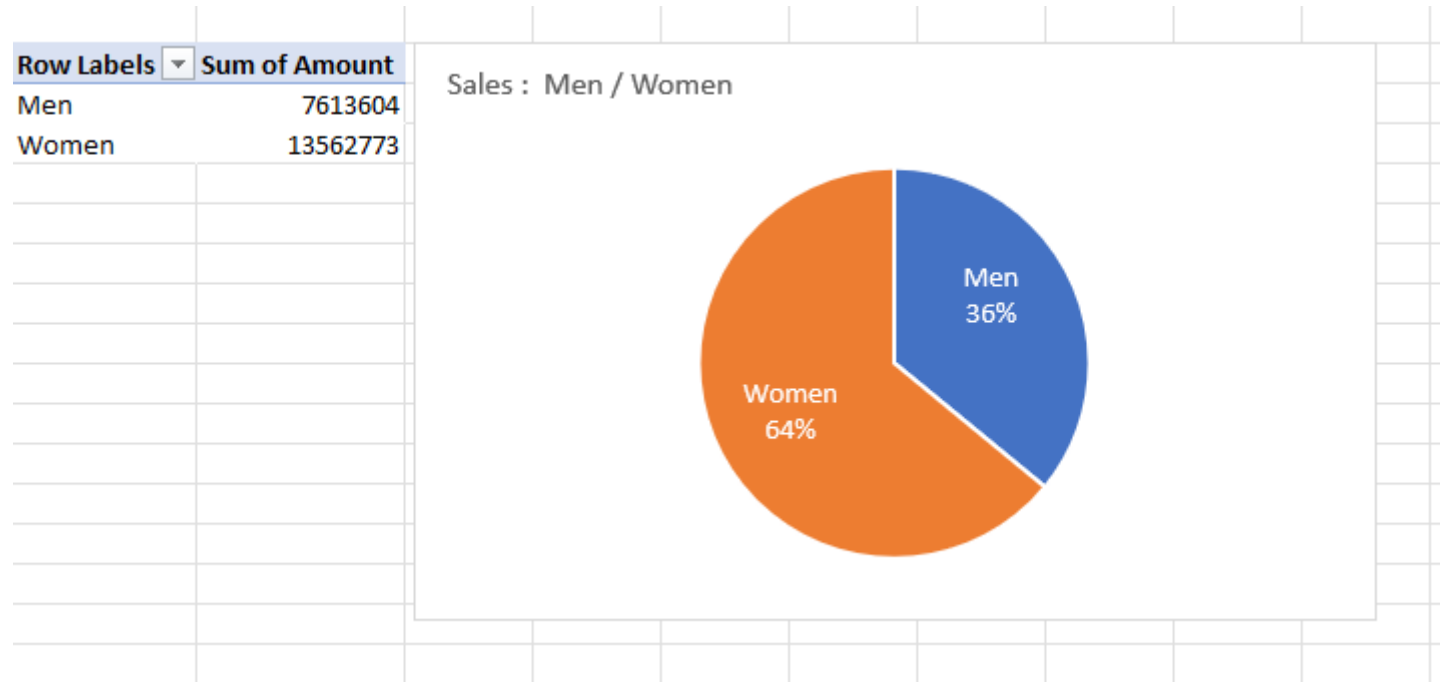
- Compare the sales and orders using single chart
- Which month got the highest sales and orders?
- Who purchased more- men or women in 2022?
- What are different order status in 2022?
- List top 5 states contributing to the sales?
- Relation between age and gender based on number ?
- Which channel is contributing to maximum sales?

## Compare the sales and orders using single chart



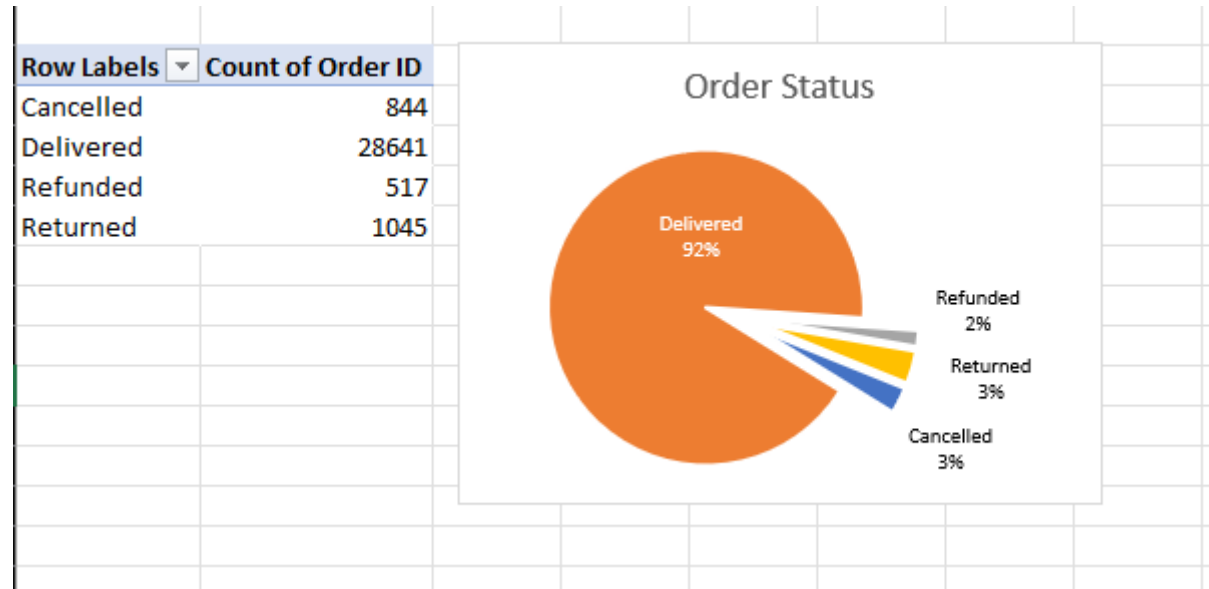
March has the highest Sales and Orders

## Who purchased more- men or women in 2022?



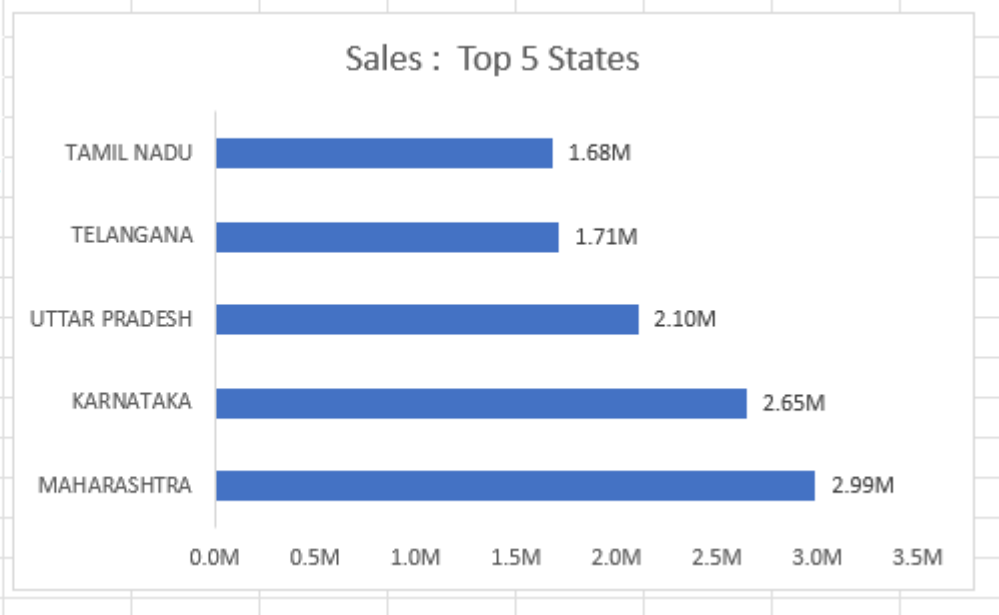
Women purchased 13562773 almost 67% in 2022

## What are different order status in 2022?

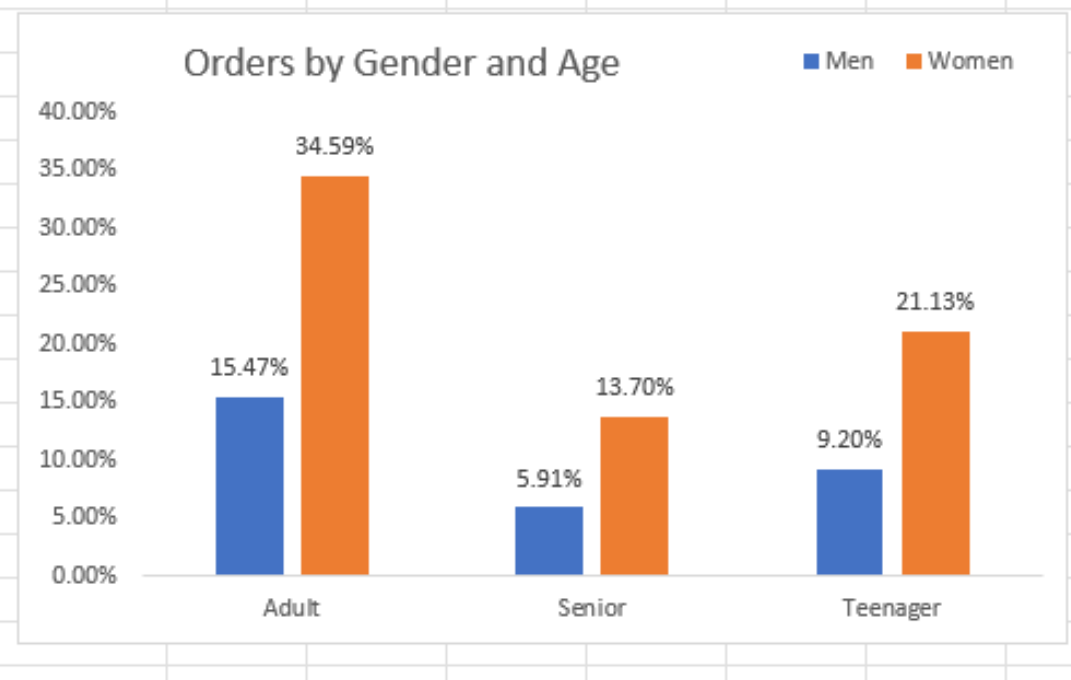


## List top 5 states contributing to the sales?

MAHARASHTRA	2990221
KARNATAKA	2646358
UTTAR PRADESH	2104659
TELANGANA	1712439
TAMIL NADU	1678877



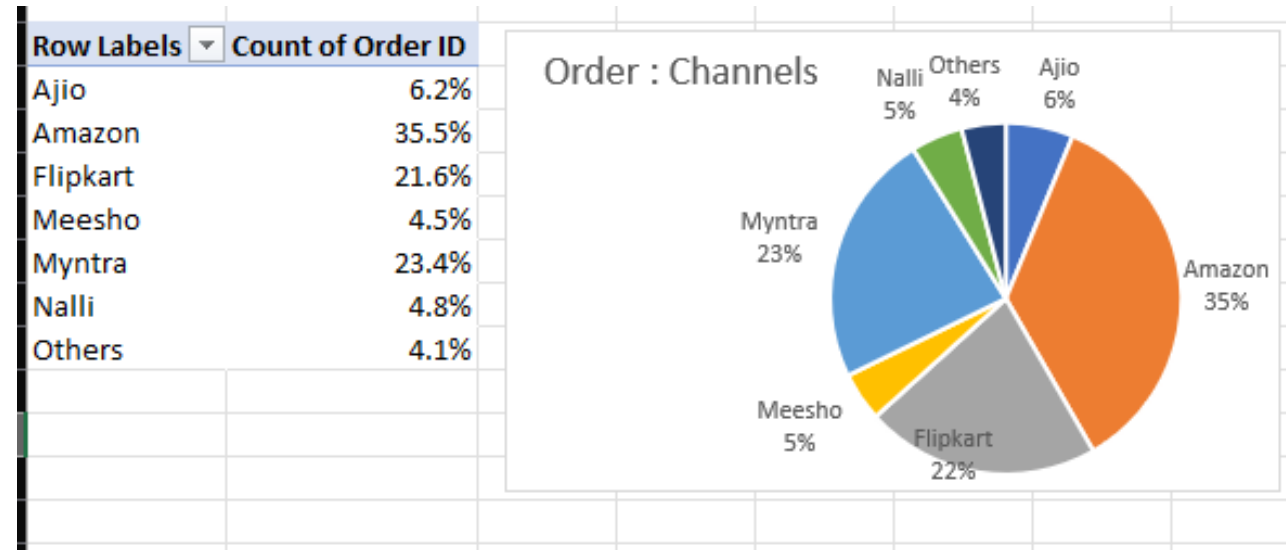
## Relation between age and gender based on number ?

[illegible]

**Audlt age Group (30-49 yrs) Womens are max Contributing ( 34.59%)**



## Which channel is contributing to maximum sales?





Amazon, Flipkart and Myntra channels are max contributing (~80%)

# DashBoard

## Store Report 2022

### Store Report Annual 2022

M...  

Jan

Feb

Mar

Apr

May

Jun

Ch...  

Ajio

Ama...

Flipk...

Mee...

Ca...  

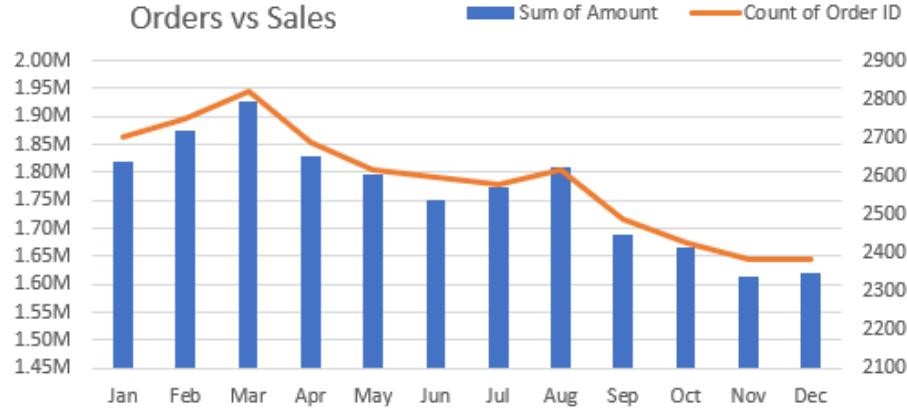
Blouse

Bott...

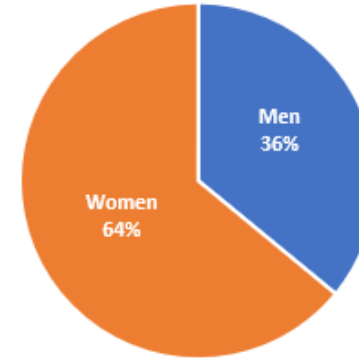
Ethn...

kurta

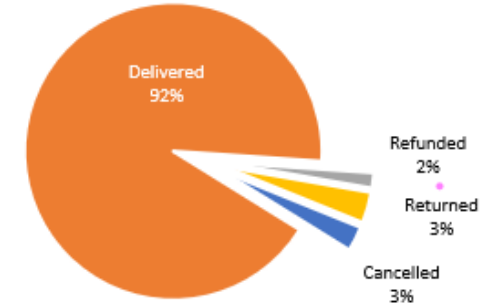
#### Orders vs Sales



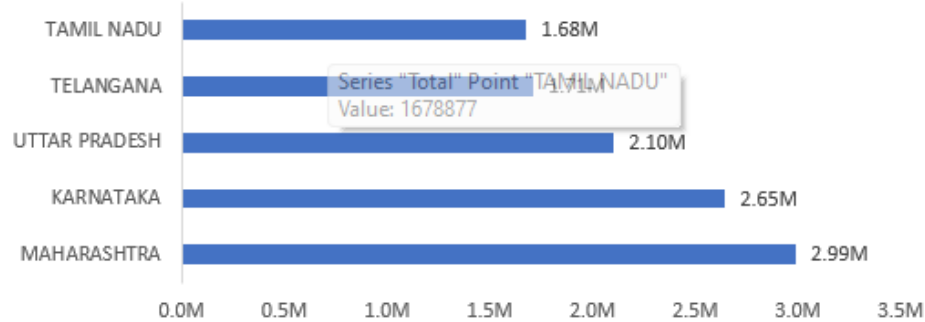
#### Sales : Men / Women



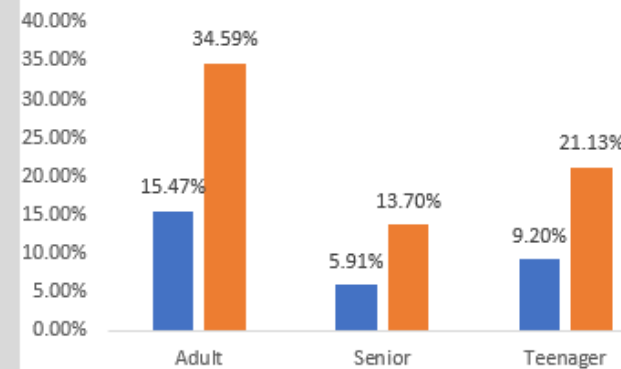
#### Order Status



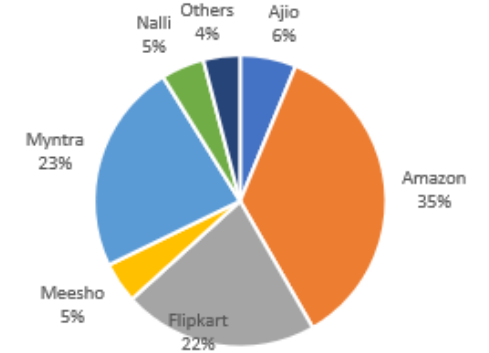
#### Sales : Top 5 States



#### Orders by Gender and Age



#### Order : Channels



# Insights

- Women are more likely to buy compared to men (~65%)
- Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%)
- Adult age group (30-49 yrs) is max contributing (~50%)
- Amazon, Flipkart and Myntra channels are max contributing (~80%)

## 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**