**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:**

* Compare the sales and orders using single chart
* Which month got the highest sales and order
* Who purchased more men or women in 2024
* What is different order status in 2024
* List top 10 states contributing to the sales
* Relation between age and gender based on number of orders
* Which channel is contribution to maximum sales
* Highest selling category? Etc.

**Sample Insights:**

* Women are more likely to buy compare to men (~65%)
* Maharashtra, Karnataka and Uttar Predesh are the top 3 states (~35%)
* Adult 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.**