**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 single chart?
2. Who purchases more? Men/ Women in 2022?
3. What is different order status in 2022?
4. List top 5 states contributing to the sales?
5. Relation between age and gender based on number of orders
6. Which channel is contributing to maximum sales?

**Steps:**

1. Data Cleaning:
   1. Verify all the columns and make sure all columns are correctly populated uniformly without any null values
2. Data Processing:
   1. Create new column: Age Group by using formula
      1. =IF(E2>=50,"Senior",IF(E2>=30,"Adult","Teenager"))
   2. Create Month column
      1. =TEXT(DateCol,"mmm")

**Sample Insights**

* Women are more likely to buy compared to men (~65%)
* Maharashtra, Karnataka, UP is the top 3
* Adult age group (39-49 yrs.) is max contributing (~50%)
* Amazon, Flipkart and Myntra channels are max contributors

**Conclusion to improve Vrinda Store Sales:**

Target women customers of age group (30-49 yrs.) living in Maharashtra, Karnataka and UP by showing ads/offers/ coupons on Amazon Flipkart and Myntra.