

## **Objective:**

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

## **Sample Questions :**

- Compare sales and orders using single charts
- 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 10 states contributing in the sales of 2022 ?
- Relation between age and gender based on number of orders
- Which channel is contributing maximum sales ?
- Highest selling category ?

## **Sample insights :**

1. Women are more likely to buy compared to men(65%).
2. Maharashtra, Karnataka, Uttar Pradesh are the top three states in terms of sales (35%).
3. Adult age group (30-49) is maximum contributing (50%).
4. Amazon, Flipkart, and Myntra channels are max contributor(80%).

## **Final conclusion to improve Vrinda store sales :**

Target women customers of age group(30 to 40 years) living in Maharashtra, Karnataka and Uttar Pradesh by showing adds, offers, coupons available on Amazon, Flipkart and Meesho.