**Vrinda Store Analysis**

* Compare the sales and orders using chart.
* Which month got the highest sales & orders?
* Who purchased more – Men or Women?
* What are different order status in 2022?
* List top 10 States contributing to sales.
* Relation between age & gender based on number of orders.
* Which channel is contributing to maximum sales?
* Highest selling category?

**Insights**

* Women buy more than Men and contributes to around 65% of revenue.
* Maharashtra, Karnataka, Uttar Pradesh are top 3 states contributing to revenue.
* Adult (30-50 years) age group contributes maximum around 50%.
* Amazon, Flipkart, Myntra generates maximum revenue.

**Recommendations**

* Target women of age group 30-50 years living in Maharashtra, Karnataka, Uttar Pradesh.
* Offers discounts & deals on Amazon, Flipkart, Myntra to attract more customers on these platforms.