

VRINDA STORE 2022 ANNUAL SALES REPORT TO GROW MORE SALES IN 2023

1. Compare the sales and orders using single chart
2. Which month got the highest sales and orders?
3. Who purchased more- men or women in 2022?
4. What are different order statuses in 2022?
5. List top 10 states contributing to the sales?
6. Relation between age and gender based on number of sales
7. Which channel is contributing to maximum sales?

INSIGHT

Most orders and sales in March month.

Most order placed through Amazon, Flipkart and Myntra application.

Maharashtra, Karnataka, Uttar Pradesh top 3 states contributed most to the sales.

Most orders placed by women between Age group 30 to 49.

CONCLUSION

Target 30 to 49 age group living in Maharashtra Karnataka and Uttar Pradesh by showing ads/offers/coupons available on amazon, Flipkart and Myntra