**Vrinder Store Annual Sales Report 2022**

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

**Compare sales and orders?**

**Who purchased more, men or women in 2022?**

Women are more likely to buy as compare to men

Women 64% and Men 36%.

**Which month got highest sales and orders?**

March has highest on 1st 1.90M, February 2nd 1.87M, April 3rd 1.82M

Mahrashtara, Karnataka and Utter pradesh are the Top 3 states (35%)

**What are different order status in 2022?**

Delivered 92%, Cancelled 3%, Returned 3%, Refunded 3%.

**List top states contributing to the sales?**

Haryana, Utter Pradesh, Mahrashtra, Delhi, Karnataka.

**Relation between age and gender based on number of orders?**

Adult age group (30-49) is maximum contributing (50%)

**Which channel is contributing maximum sales?**

Amazon, Flipkart and Myntra channels are maximum contributing.

**Highest selling category?**

Set 1.00M, Kurta 0.45M, Western Dress 0.33M

**Final Conculsion to improve Vrindra Store**

Target women customers of age group (30-49) years living in Maharashrta, Karnataka, Utter Pradesh by showing ads, offers/coupons available on Amazon, Flipkart and Myntra