

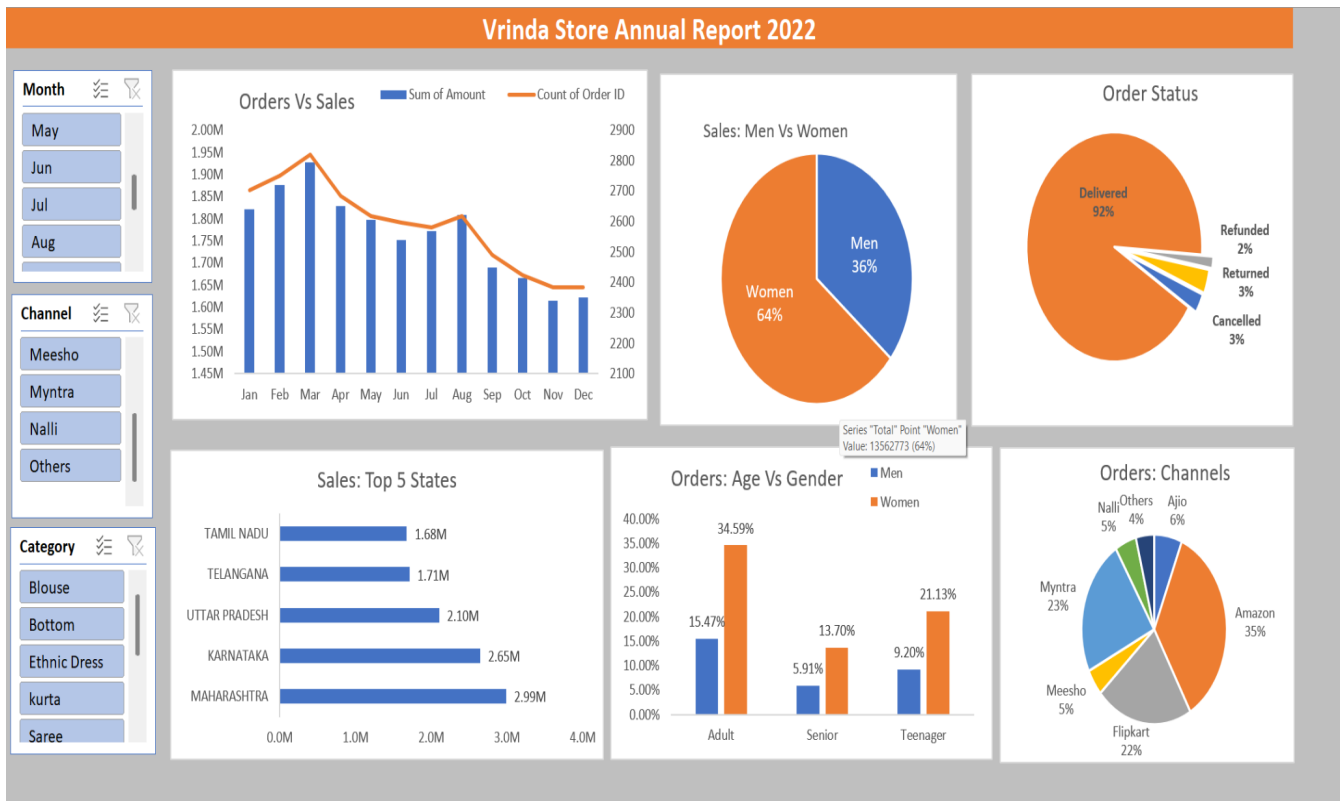


# Vrinda Store

## Annual Sales Report 2022

Clothing & Lifestyle Retail Insights





### Objective - (VRINDA STORE DATA ANALYSIS ANNUAL REPORT 2022)

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

### Sample Questions

1. Compare sales and orders.
2. Best month for sales?
3. Men vs Women buyers?
4. Order status breakdown.
5. Top 10 contributing states.
6. Age-gender order relationship.
7. Best performing sales channel.
8. Highest selling category.

### Sample Insights

- Women buy more (~65%)
- Maharashtra, Karnataka, UP are top states (~35%)
- Age 30–49 contributes most (~50%)
- Amazon, Flipkart, Myntra contribute ~80%

### Final Conclusion

Target women (30–49 yrs) in top states using ads/offers on Amazon, Flipkart, Myntra.