**Vrinda Store Sales Analysis using Excel – By Akarsh R**

**Objective**

Vrinda Store wants to create an annual sales report for 2024. So that, they can understand their customers and grow more sales in 2025.

**Questions crafted for the analysis**

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 2024?
4. What are different order statuses in 2024?
5. List top 5 states contributing to the sales?
6. Relation between age and gender based on number.
7. Which channel is contributing to maximum sales?

**Insights**

* Women are more likely to buy compared to men (~64%)
* Maharashtra, Karnataka, and Uttar Pradesh are the top 3 states
* Adult age group (30-49 yrs) is max contributing (~50%)
* Amazon, Flipkart and Myntra channels are max contributing (~80%)

**Final Conclusion and plan of action to improve Vrinda store sales:**

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