

## Sample Questions

- ☐ Compare the sales and orders using single chart
- ☐ Which month got the highest sales and orders?
- ☐ Who purchased more- men or women in 2022?
- ☐ What are different order status in 2022?
- ☐ List top 10 states contributing to the sales?
- ☐ Relation between age and gender based on number
- ☐ Which channel is contributing to maximum sales?
- ☐ Highest selling category?, etc.



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## Sample Insights

- ❑ Women are more likely to buy compared to men (~65%)
- ❑ Maharashtra, Karnataka and Uttar Pradesh are the top 3
- ❑ Adult age group (30-49 yrs) is max contributing (~50%)
- ❑ Amazon, Flipkart and Myntra channels are max contributing



## Final Conclusion 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**