Vrinda Store Data Analysis Project

In this project, we are creating a data analysis project for vrinda store. Vrinda Store is an online business that sells its products on various ecommerce platforms like amazon, myntra, ajio etc. Their goal is to get an analysis of their sales data in order to understand the data & use it tactically for business growth.

# 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.

# Questions for the Analysis

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

# Insights

* Women are more likely to buy compared to men (~65%)
* Maharashtra, Karnataka & Uttar Pradesh are top 3 States (~35%)
* Adult Group (30-49 yrs.) is contributing to max sales (~50%)
* Amazon, Myntra & Flipkart are top channels (~80%)

# Final Conclusion to Improve Sales

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