


Vindra Store

 **Project Objective:** Vindra Store wanted to understand their customers better and boost sales by creating an annual sales report for 2022. My task was to analyse the data and provide actionable insights.

Key Questions Addressed:

1. Compare the sales & order using a single chart.
2. Identify the month with the highest sales & orders.
3. Determine whether men or women purchased more.
4. Analyse the different order statuses in 2022.
5. List the top 10 states contributing to sales.
6. Identify the channel contributing the maximum sales.
7. Find the highest-selling category.

Data Set - <https://bit.ly/3X381ok>

