

Objective

- Ecommerce store wants to create an annual sales report for 2022.
- So that,store can understand their customers and grow more sales in 2023.



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 5 states contributing to the sales.
- Relation between age and gender based on number of orders.
- Which channel is contributing to maximum sales.
- Highest selling category.

Sample Insights & Conclusion

- Women are more likely to buy compared to men (~65%).
- Maharashtra, Karnataka, Uttar Pradesh, Telangana, Tamil Nadu are the top 5 states.
- 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, Telangana, Tamil nadu.
- By showing ads/offers/coupons available on Amazon, Flipkart and Myntra.