**Data Analysis question**

1. Compare the sales and orders using single chart
2. Who purchased more-men or women in 2022?
3. What is different order status in 2022?
4. List top 5 states contributing to the sales?
5. Relation between age and gender based on number of orders
6. Which channel is contributing to maximum sales?

Conclusion:

* Women are more likely to buy compared to men (~65%)
* Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%)
* Adult age group (30-49 yrs) is max contributing (~50%)
* Amazon, Flipkart and Myntra channels are max contributing (~80%)

**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.