**PROBLEM STATEMENT: Vrinda stores want to create a annual sales report for 2022. So that they can understand their customer and increase their sales in 2023.**

**DATA SET LINK :** [**https://bit.ly/3Ypatqu**](https://www.youtube.com/redirect?event=video_description&redir_token=QUFFLUhqazRjejhXYlBfZU90YjRPWFJzU1F1SVE1Mzdnd3xBQ3Jtc0ttZ3h1OVVoWkJqU1ZWNVlvcnVCc3JHQ2V3d3JJNjk5NW1yVmVXNU5fcFBFeDZqalZMWnJiZ1VPbVJOU2YwRDhNZVA5bU9fM2xjb2tiZ0YyTGlUbWZpZjZsTE9qZDNCbjhBTHFwWDZNZ2w0WS0ydG1ydw&q=https%3A%2F%2Fbit.ly%2F3Ypatqu&v=gTK5rNhWJyA)

**QUESTIONS:**

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

**INSIGHTS**

* Women make larger purchases than males. (~ 64%)
* Amazon, Flipkart, and Myntra are where the majority of sales are made. (~ 81%)
* People above the age of 20 (50 years old) had shopped the most.
* More sets and kurtas are bought. (~ 74%)
* The top 3 states are Uttar Pradesh, Karnataka, and Maharashtra.

**CONCLUSION To improve sales:**

Focus on women customers in Uttar Pradesh, Karnataka, and Maharashtra who are between the ages of 20 and 50. Offer certain discount codes for Myntra, Flipkart, and Amazon in addition to broadening the selection and style of sets and kurtas.