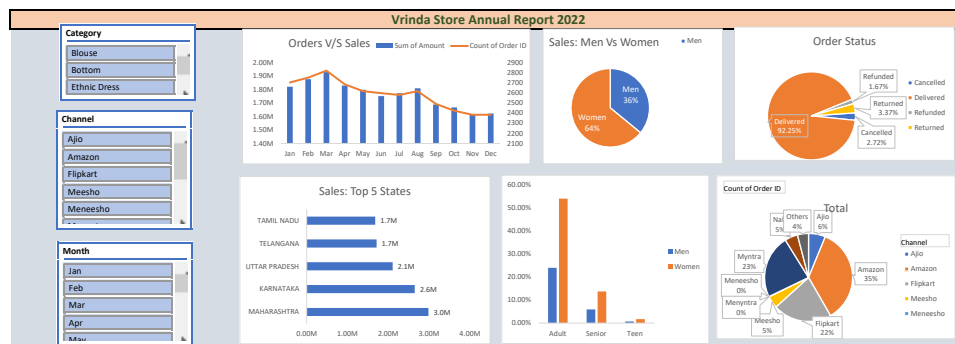


### Objective

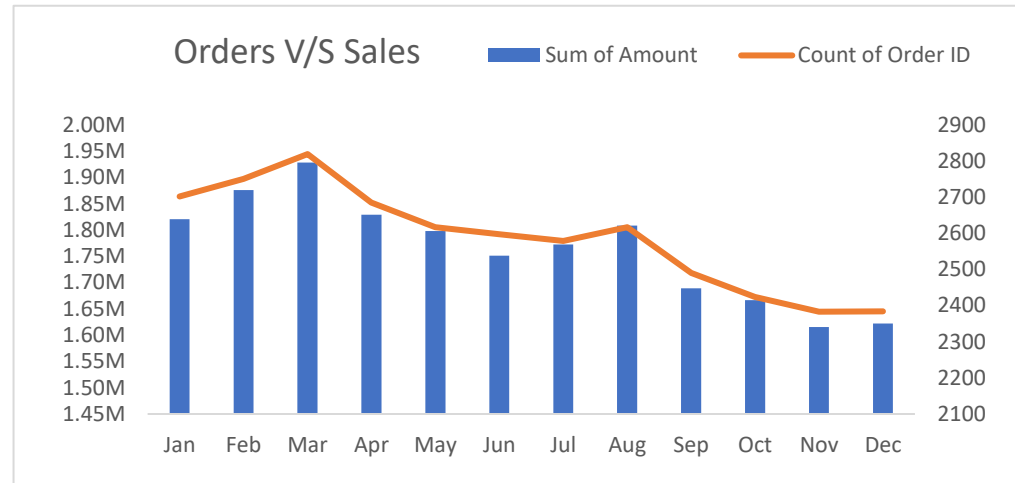
Vrinda store wants to create an annual sales report for 2022. So that, Vrinda can understand their customers and grow more sales in 2023.

### Samples Questions

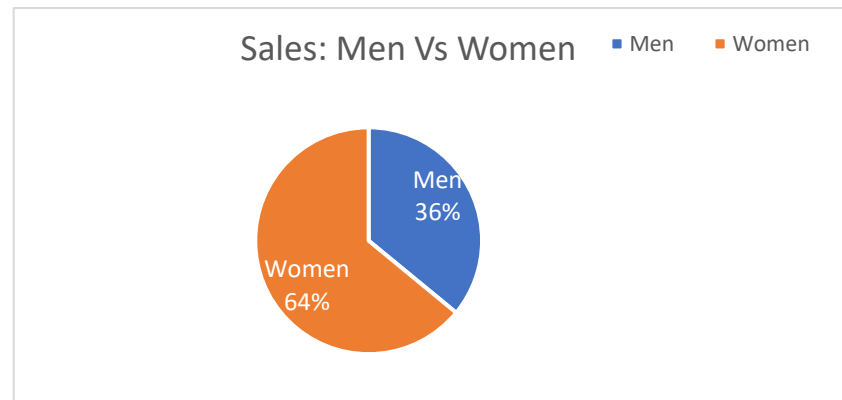
1. Compare the sales and orders using single chart.
2. Which month got the highest sales and orders?
3. Who purchased more - men or women in 2022?
4. What are different order status in 2022?
5. List top 10 states contributing to the sales?
6. Relation between age and gender based on number .
7. Which channel is contributing to maximum sales?
8. Highest selling category?



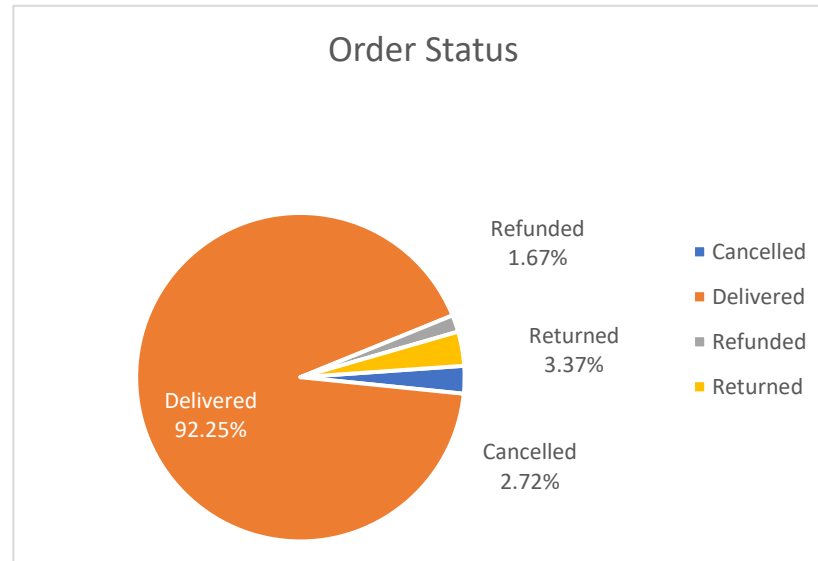
Row Labels	Sum of Amount	Count of Order ID
Jan	1820601	2702
Feb	1875932	2750
Mar	1928066	2819
Apr	1829263	2685
May	1797822	2617
Jun	1750966	2597
Jul	1772300	2579
Aug	1808505	2617
Sep	1688871	2490
Oct	1666662	2424
Nov	1615356	2383
Dec	1622033	2384



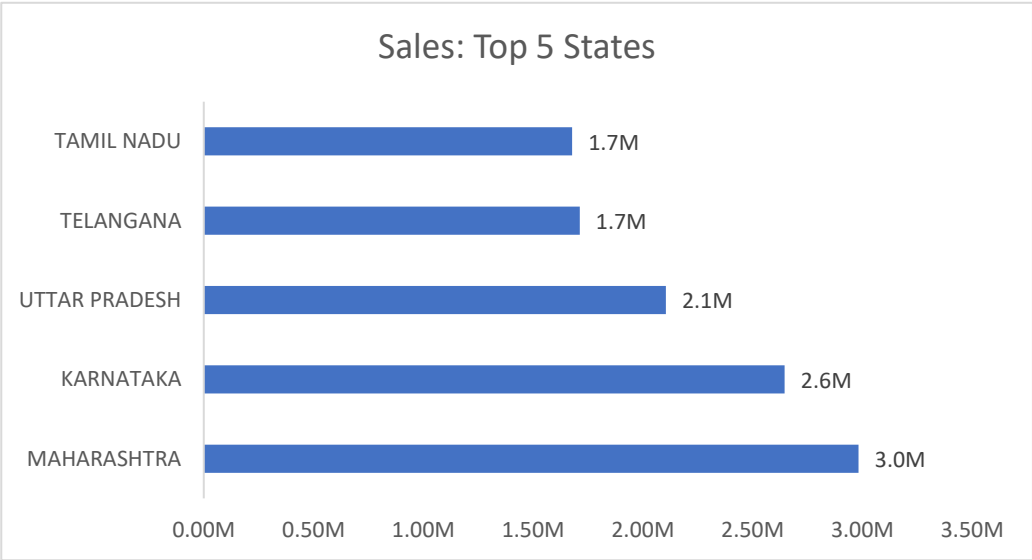
Row Labels	Sum of Amount
Men	7613604
Women	13562773



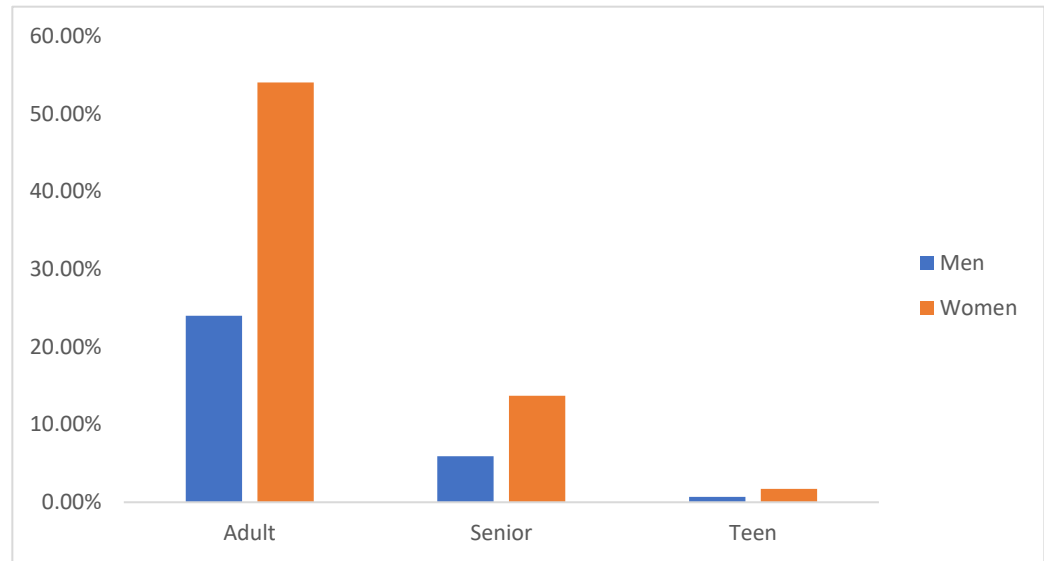
Row Labels	Count of Order ID
Cancelled	844
Delivered	28641
Refunded	517
Returned	1045



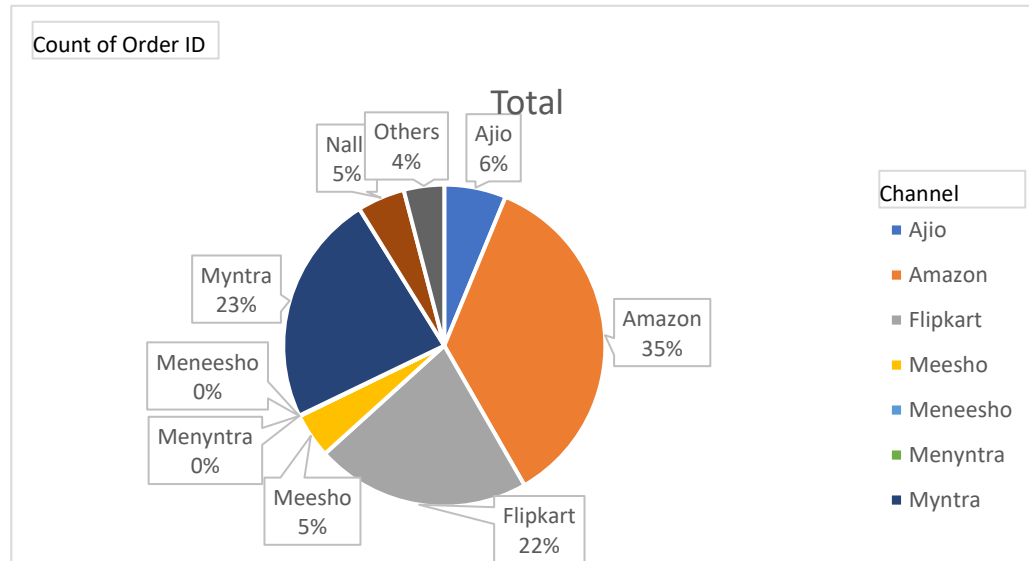
Row Labels	Sum of Amount
MAHARASHTRA	2982659
KARNATAKA	2646358
UTTAR PRADESH	2104659
TELANGANA	1712439
TAMIL NADU	1678244



Count of Order ID	Column Labels	
Row Labels	Men	Women
Adult	23.98%	54.02%
Senior	5.91%	13.70%
Teen	0.69%	1.70%



Row Labels	Count of Order ID
Ajio	6.2%
Amazon	35.5%
Flipkart	21.6%
Meesho	4.5%
Meneesho	0.0%
Menyntra	0.1%
Myntra	23.3%
Nalli	4.8%
Others	4.1%





## Sample insights

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

## Final Conclusion to improve Vrinda store sales:

- \*Target **women** customers of age group (**30-49** yrs) live in **Maharashtra, Karnataka, and Uttarpradesh** by showing ads/offers/coupons available

ble on **Amazon**, **Flipcart** and **Myntra**.