

VRINDA STORE ANNUAL REPORT 2022

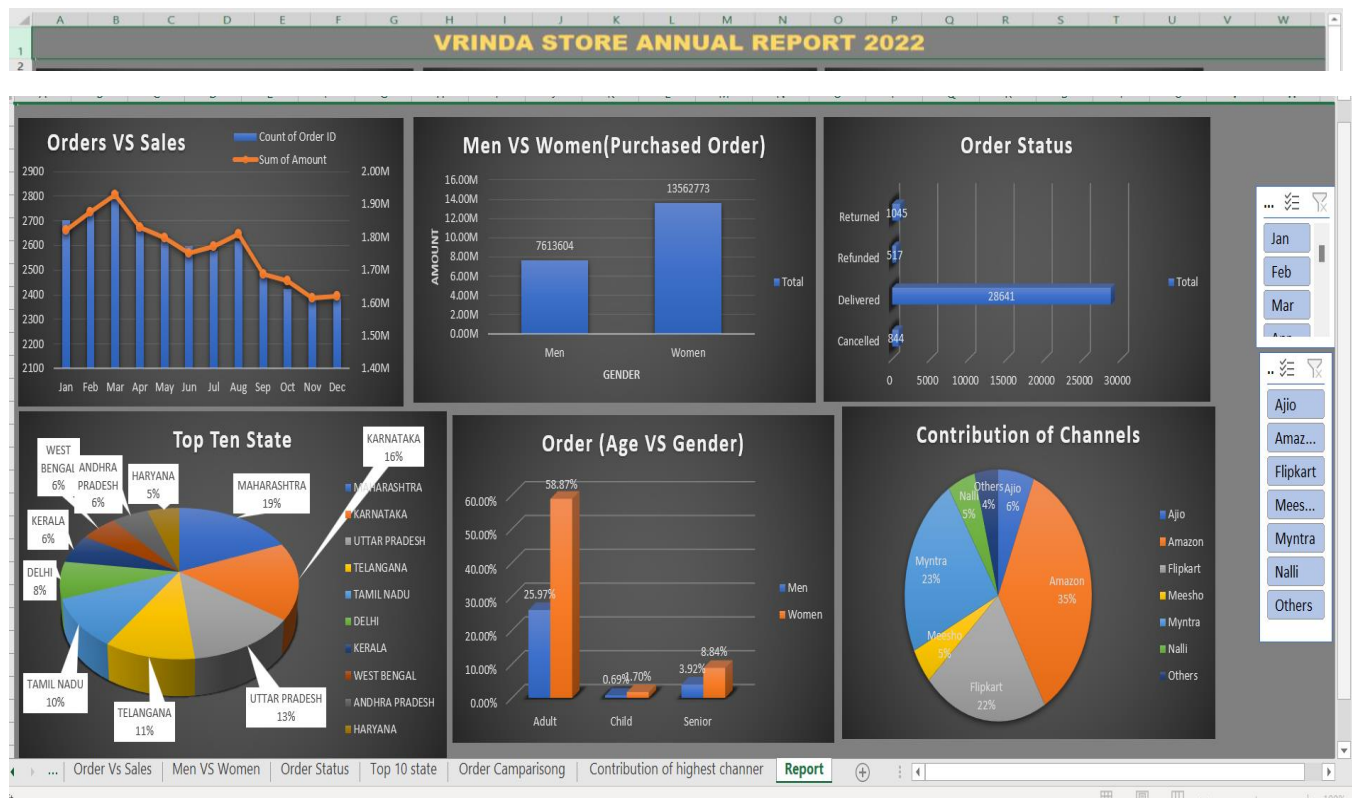
Objective

The Vrinda shop aims to provide a sales report every year till 2022. so that in 2023 Vrinda may better understand their customer and increase sales.

Problem statement:

1. Using a single chart, compare sales and orders.
2. In what month did sales and orders reach their highest?
3. In 2022, who purchased more—men or women?
4. List the ten states with the highest sales contributions.
5. The number of orders defines the relationship between age and gender?
6. With the most sales contribution, which channel?

Final Dashboard:



Insights

- Compared to males, women are more likely to purchase.
- The top five states are Maharashtra, Karnataka, Uttar Pradesh, Telangana, and Tamil Nadu.
- The maximum contribution age for adults is 19 to 59.
- Max contributing channels are Flipkart and Amazon.
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Conclusion

women in the age range of **19 to 59** who reside in **Maharashtra, Karnataka, Uttar Pradesh, Telangana and Tamil Nadu** by displaying the deals and discounts that are available on **Amazon and Flipkart**.