**Vrinda Store Annual Report 2022**

**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.

**Sample Questions**

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

**Extract the data / Collect the data**

**Data Cleaning**

**Data Processing:** translating data into usable information.

**Data Analysis**

**Final Report**

**Sample Insights**

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

**Final Conclusion to Improve Vrinda Store Sales:**

Target women customers of the age group (30-49 years) living in Maharashtra, Karnataka, and Uttar Pradesh by showing ads/offers/coupons on Amazon, Flipkart, and Myntra.