

Questions and Insights

Serial Number	Questions	Insights
1)	How do Sales and Orders vary by each Month?	March, February, and April had the highest sales, while November, December, October, and September had the lowest sales. January, August, May, July, and June experienced moderate sales. In terms of orders, March, February, January, and April had the highest numbers, whereas December and November had the fewest orders. Orders began to decline starting in August and May, and this downward trend continued through November and December.
2)	Which Gender purchased more?	Women (64%) purchased more than Men (36%).
3)	How do Order Status vary?	Delivered (92%), Cancelled (3%), Returned (3%) and Refunded (2%) are the Order Statuses. This indicates that the business is making good progress in delivering the items to the customers on time.
4)	Which are the top 10 states contributing to Sales?	Maharashtra (14%), Karnataka (12%), Uttar Pradesh (10%), Telangana (8%), Tamil Nadu (8%), Delhi (6%), Kerala (5%), West Bengal (4%), Andhra Pradesh (4%), Haryana (4%) are the top 10 states contributing to highest Sales.
5)	What is the relation between Age and Gender based on number of Orders?	Young Adult Women between Age Group of 18-34 years and Adult Women between Age Group of 35-54 years are purchasing most of orders (Women: 29.91%+28.14%=58.05%) as compared to orders (Men:12.82%+12.82%=25.64%) purchased by Men.
6)	Which Channel contributed to Maximum Orders?	Amazon (35.5%) followed by Myntra (23.4%) and Flipkart (21.6%) channels contributed to Maximum Orders
7)	Which is the highest selling Category?	Set (10.51M), Kurta (4.96M) and Western Dress (3.15M) are the highest selling categories.

Based on the analysis of Vrinda Store's sales data, here are some actionable recommendations to improve sales and generate more revenue:

- Target young adult women aged 18-34 and adult women aged 35-54 in Maharashtra, Karnataka, and Uttar Pradesh by launching seasonal promotions in March, February, and April, incorporating discounts and special product launches, particularly in high-selling categories like Sets, Kurtas, and Western Dresses, while also increasing product listings and promotions on Amazon and enhancing visibility on platforms like Myntra and Flipkart through targeted ads and collaborations.
 - Create specific marketing strategies for the low-selling months (November, December, October, September) to boost engagement. Year-end sales or holiday-themed promotions can attract customers.