

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

Sample Insights :

- *Women are more likely to buy compared to men(-65%)
- *Maharashtra, Karnataka & Uttar Pradesh are top 3 States(-35%)
- *Adult age group (30 – 49) is more contributing (-50%)
- *Amazon, Flipkart & Myntra channel are max contributing (-80%)

Final Conclusion to improve Vrinda Store Sales.

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