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.