**Sample Questions**

1. **Comparison:**
   * Compare the sales and orders using a single chart.
2. **Trends:**
   * Which month recorded the highest sales and orders?
3. **Customer Demographics:**
   * Who purchased more in 2022—men or women?
   * Relation between age and gender based on the number of orders.
4. **Order Status:**
   * What are the different order statuses in 2022?
5. **Geographic Insights:**
   * List the top 10 states contributing to sales.
6. **Sales Channels:**
   * Which channel is contributing to maximum sales?
7. **Product Categories:**
   * What is the highest-selling category?

**Sample Insights**

1. **Demographics:**
   * Women are more likely to buy compared to men (~65% of total customers).
2. **Top States:**
   * Maharashtra, Karnataka, and Uttar Pradesh are the top 3 states (~35% of total sales).
3. **Age Groups:**
   * Adults aged 30–49 years are the highest contributors (~50% of sales).
4. **Sales Channels:**
   * Amazon, Flipkart, and Myntra are the top-performing channels (~80% of sales).

**Final Conclusion**

To improve Vrinda Store sales:

* **Target Audience:** Women customers aged 30–49 years.
* **Geographic Focus:** Maharashtra, Karnataka, and Uttar Pradesh.
* **Marketing Strategy:** Show ads, offers, and coupons on top-performing channels like **Amazon, Flipkart, and Myntra** to attract and engage potential customers.