



# Vrinda Store Data Analysis

## 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.

# Vrinda Store Annual Report 2023

Month

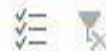


Jan

Feb

Mar

Channel



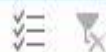
Ajio

Amazon

Flipkart

Meesho

Category



Blouse

Bottom

Ethnic Dress

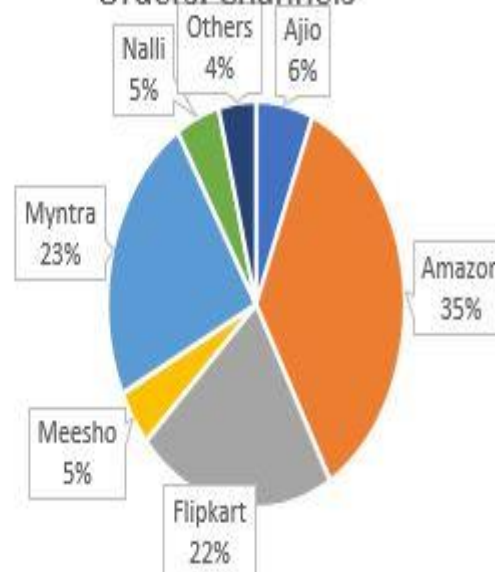
kurta

## Orders Vs Sales

Sum of Amount Count of Order ID



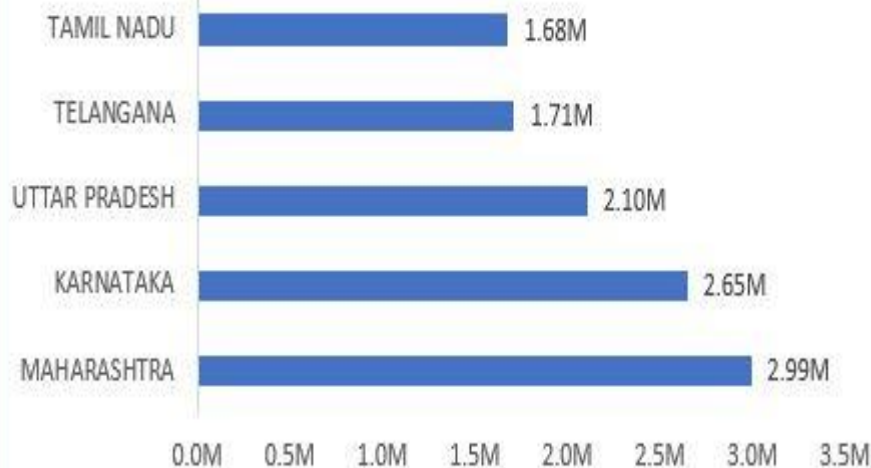
## Orders: Channels



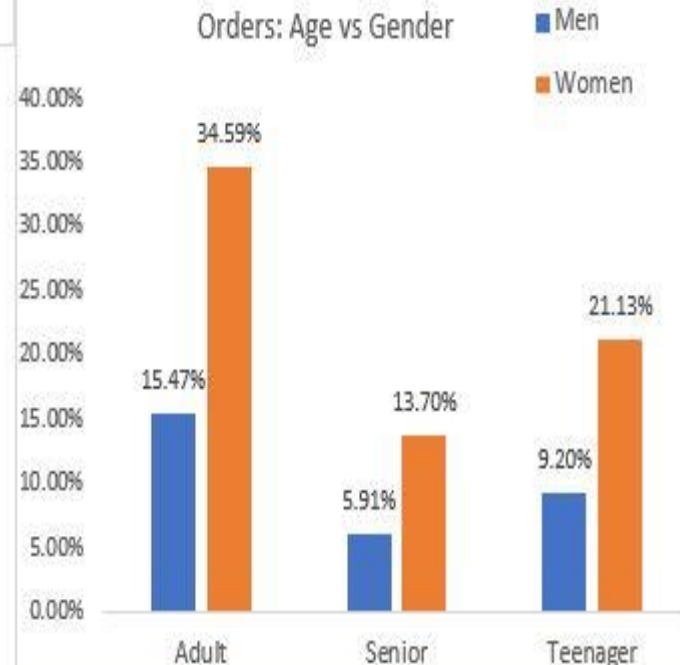
## Order Status



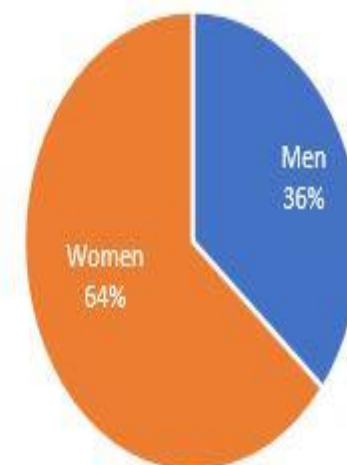
## Sales : Top 5 States



## Orders: Age vs Gender



## Sales: Men vs Women



# Sample Insights

- Women are more likely to buy compared to men (~65%)
- Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%)
- Adult age group (30-49 yrs) is max contributing (~50%)
- Amazon, Flipkart and Myntra channels are max contributing (~80%)

## Final Conclusion to improve Vrinda store sales:

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