

## VRINDA STORE ANNUAL REPORT ANALYSIS

### Objective :

- ❖ Vrinda store wants to create an annual sales report for 2022 .
- ❖ So that ,Vrinda can understand their customers and grow more sales 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 5 states contributing to the sales?
- Relation between age and gender based on number?
- Which channel is contributing to maximum sales?
- Highest selling category?, etc.

### Insights :-

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

### ➤ Final Conclusion to improve Vrinda store sales:

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