**VRINDA STORE DATA ANALYSIS**

**Business Problem**

*Vrinda Store wants to create an annual sales report for 2022. So that, Vrinda can understand their customers and grow more sales in 2023*

**Business Questions**

1. Compare the sales and orders using single chart.
2. Which month got the highest sales and orders?
3. Who purchased more? Men or women in 2022?
4. What are different order status in 2022?
5. List top 5 stats contributing to the sales?
6. Relation between age and gender based on number of orders.
7. Which channel has the maximum contribution?

**Business Insights**

1. Orders and sales revenue are on decrease since March.
2. March has the highest sales (~INR 1.92M) and order volumes (2819).
3. Women are most likely to buy compared to men (~65%).
4. Majority of the orders were delivered (92%).
5. Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%).
6. Adult age group (30 – 49 yrs) has maximum contribution (~50%).
7. Amazon, Flipkart and Myntra channels have maximum contribution (~80%).

**Suggestion**

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.