**Vrinda store data analysis**

Question need to analyze:-

* Compare the sales and orders using a single chart
* Which month got the highest sales and orders?
* Who purchased more - men or women in 2022?
* What are the different order statuses in 2022?
* List the top 10 states contributing to sales.
* Relation between age and gender based on the number of sales made.
* Which channel is contributing to maximum sales?
* Highest selling category?

Insights & Next Steps

* 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 contributing
* March month got highest sales & Orders

Final Conclusion to improve Vrinda store sales:

* Target women customers of the age group (30-49 yrs) living in Maharashtra,

Karnataka, and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart, and Myntra can improve sales.