# Report :

Objective: Vrinda stores wants to create an annual sales report for 2022. So that, Vrinda can understand their customers and grow more sales in 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 of top 10 states contributing to the sales?
- Relation between age and gender based on number of order?
- Which channel is contributing to maximum sales?
- Highest selling category? , etc.

Dashboard:-
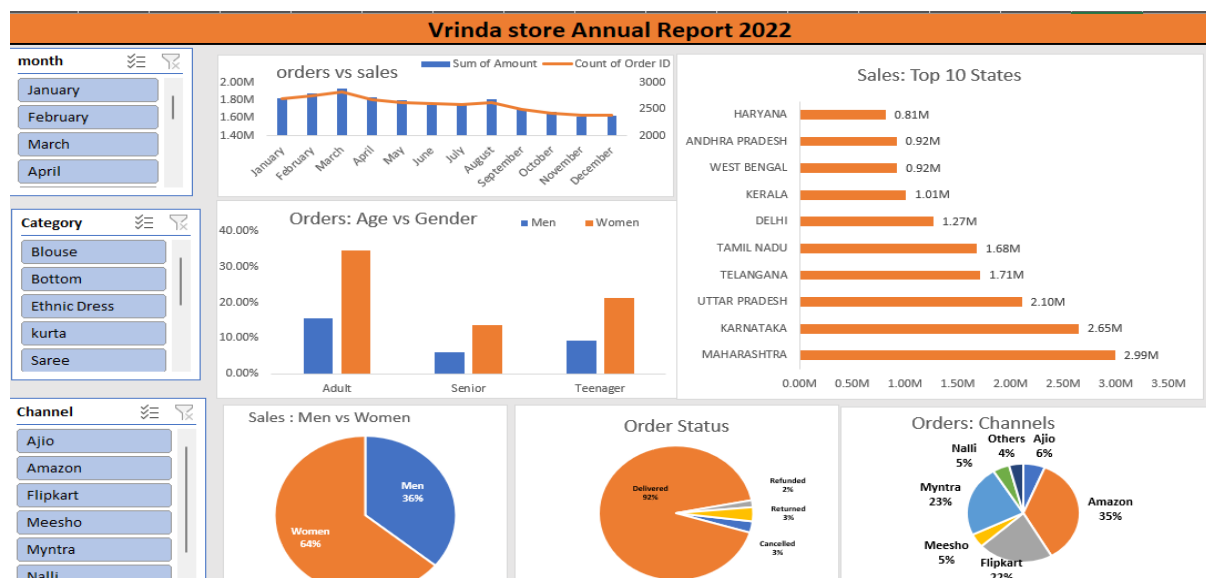
Sample insights:-

- 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 yrs) living in **Maharashtra, Karnataka and Uttar Pradesh** by showing ads/offers/coupons available on **Amazon, Flipkart and Myntra**