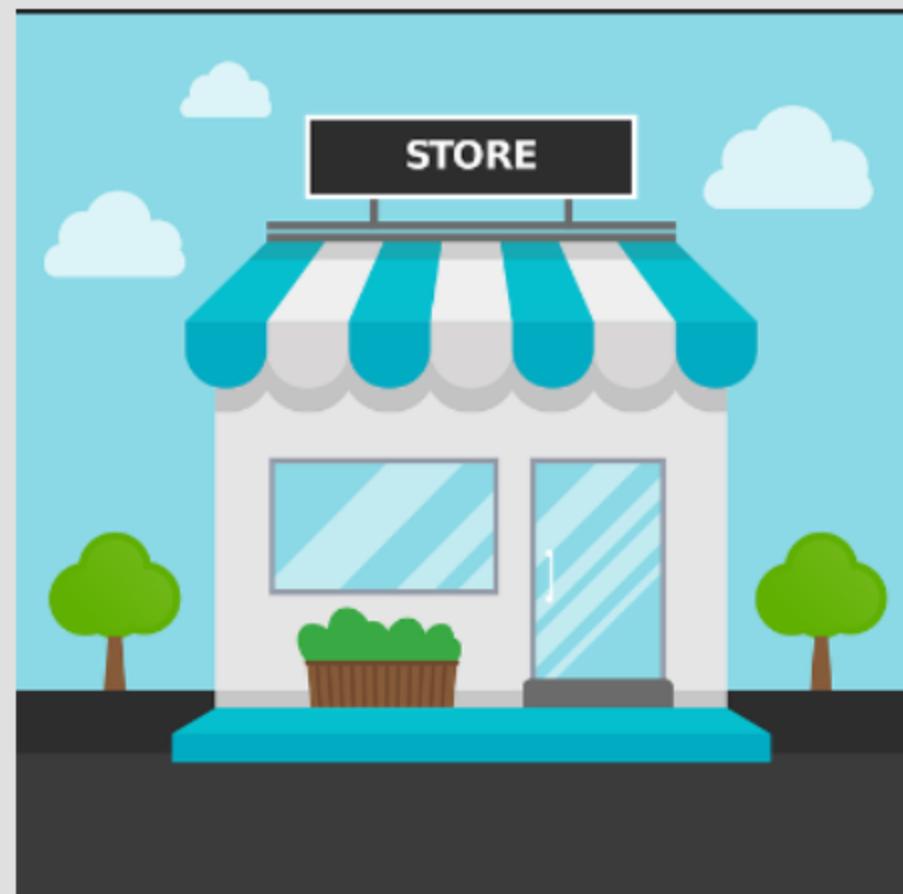


Objective

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



Sample questions

- * Comapare a sales and order using single chart.
- * Which month gets 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 states?
- * Highest selling category?

Sample Insights

- :- Women are more likely to buy compared to men (-65%)
- :- Maharashtra,Karnataka and Uttar pradesh are the top3 states (-35%)
- :-Adult age group (30-49 yrs) is max contributig (-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.