**VRINDA STORE DATA ANALYSIS 2022**

**OBJECTIVE:**

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

**SAMPLE QUESTIONS:**

1. Which month got the highest sales and orders?
2. Who purchased more – men or women in 2022?
3. What are different order statuses in 2022?
4. List top 10 states contributing to the sales?
5. Relationship between age and gender based on number of sales.
6. Which channel is contributing to maximum sales?

**SAMPLE INSIGHTS**:

* Women are more likely to buy compared to men **(~6**5)
* 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 channel are max contributing **(~80%)**

**FINAL CONCLUSION:**

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