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

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 10 states contributing to the sales?

6. Relation between age and gender based on number of orders

7.Which channel is contributing to maximum sales?

8. Highest selling category?

After Cleaning , Processing and Analysing the data :

Conclusion:

**Important 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 years) is max contributing (50%)

Amazon, Flipkart and Myntra channels are max contribution (80%)

**Final Conclusion to improve Vrinda store sales:**

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**