**OBJECTIVE**

Veena Stores wants to create an annual sales report for 2022.

So that, Veena can understand their customers and get more sales in 2023.

**Questions**

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

**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 yr) is max contributing (50%)
* Amazon, Flipkart and Myntra channels are max contributing (80%)

**Final Conclusion to Improve Veena Stores sales**

* Target Women customers of age group (**30-49** yr) living in

**Maharashtra, Karnataka** and **Uttar Pradesh** by sending ads/offers/coupons

available on **Amazon, Flipkart** and **Myntra**.

