**Objective**

Vijay Sales Store wants to create an annual sales report for 2022. So that, Vijay can understand their customers and grow more sales in 2023.

**Sample Questions.**

1. Compare the sales and orders using single charts
2. Which month got the highest sales and orders?
3. Who purchased more- men or women in 2022?
4. What are the different order status in 2022?
5. List top 5 states contributing to the sales?
6. Relation between age & gender based on number.
7. Which channel is contributing to maximum sales?
8. Highest selling category? Etc.,

**Sample Insights**

1. Women are more likely to buy compares to men (-65%)
2. Maharashtra, Karnataka & UP are the Top-3 states (- 35%)
3. Adult age Group (30-40 Yrs) is max contribution (-50%)
4. Amzon, Flikart & Mytra channels are max contribution (-80%)

**Final Conclusion to improve Vijay Sales Store Sales:**

* Targeting Women customers of age group (30-49 yrs) living in Maharashtra, Karnataka & UP by showing ads/offers/coupons available on Amazon, Flipkart & Myntra