**Vrinda Store Analysis Project**

# ***Objective:***

Vrinda store wants to create an annual sales report for 2022 to help Vrinda better understand their customers and grow their sales in 2023.

# ***Questions to be answered:***

Q.1 Compare the sales and orders using a single chart.

Q.2 Which month got the highest sales and orders?

Q.3 Who purchased more, men or women in 2022?

Q.4 What are the different order status in 2022?

Q.5 List top 10 states contributing to the sales

Q.6 Relation between age and gender based on orders

Q.7 Which channel is contributing to maximum sales?

# ***Insights offered:***

1. The month that got the highest sales and orders is March with **2,819 orders.**
2. The month that got the highest sales and orders is **March.**
3. Women are more likely to buy as compared to men **(~65%).**
4. The different order status in 2022 is delivered, cancelled, refunded, and returned with. delivered being the greater order status **(~92%).**
5. The top 10 states contributing to the sales are as follows-

|  |  |
| --- | --- |
| State | Sales |
| Maharashtra | **2990221** |
| Karnataka | **2646358** |
| Uttar Pradesh | **2104659** |
| Telangana | 1712439 |
| Tamil Nadu | 1678877 |
| Delhi | 1266328 |
| Kerela | 1008940 |
| West Bengal | 922444 |
| Andhra Pradesh | 918499 |
| Haryana | 813320 |

1. The women in the adult age group are contributing to the maximum orders **(~34.59%).**
2. The channels that are contributing to maximum sales are as follows-

* **Amazon - 35.5%**
* **Flipkart - 21.6%**
* **Myntra – 23.3%**

# ***Final conclusion to improve Vrinda store sales:***

**Target women customers aged 30-49years** living in **Maharashtra**, **Karnataka** and **Uttar Pradesh** by showing ads/offers/coupons available on **Amazon**, **Flipkart** and **Myntra.**

\*Refer to the attached Excel sheet for detailed visual representations of the data.