**Project Name : Vrinda Store Data Analysis**

* **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.

* **Some Questions we will solve by this project :-**

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 5 states contributing to the sales ?
6. Relation between age and gender based on number
7. Which chaneel is contributing to max sales ?
8. Highest selling category ?

* **What I have done in this project :--**
* **DATA CLEANING :--**

1. Checked null values are there or not otherwise replaced them .
2. There are some columns that have mix datatype like stiring and int so converted them in only one data type.
3. Using formula I have created 2 new columns of age group to set the ages in categroies like senior(age >=50) adult(age >=30) teenager(below 30) .
4. Second column is of months because we need to analyze the data with respect to month.

* **DATA ANALYSIS :--**

Used pivot charts for :--

* Compare sales and orders with single chart .
* Orders Vs Sales showing how much sales happen in each month .
* Men Vs women showing who purchased more
* **Sample insights**
* Women are more likely to buy compared to men (~65%)
* Maharashtra, Karnataka and Uttar Pardesh are the top 3 states(~35%)
* Adult age group (30-4 yr) is max contributing (~50%)
* Amazon , Flipkart and Myntra channels are max contributing(~80%)
* **Final Conclusion to improve Vrinda Store Sales :**

Target Women customers of age group (30-4 yr) live in Maharashtra , Karnataka and Uttar Pardesh by showing ads/offers/coupons available on Amazon,FLipkart,Myntra.