



# VRINDA STORE ANNUAL REPORT 2023

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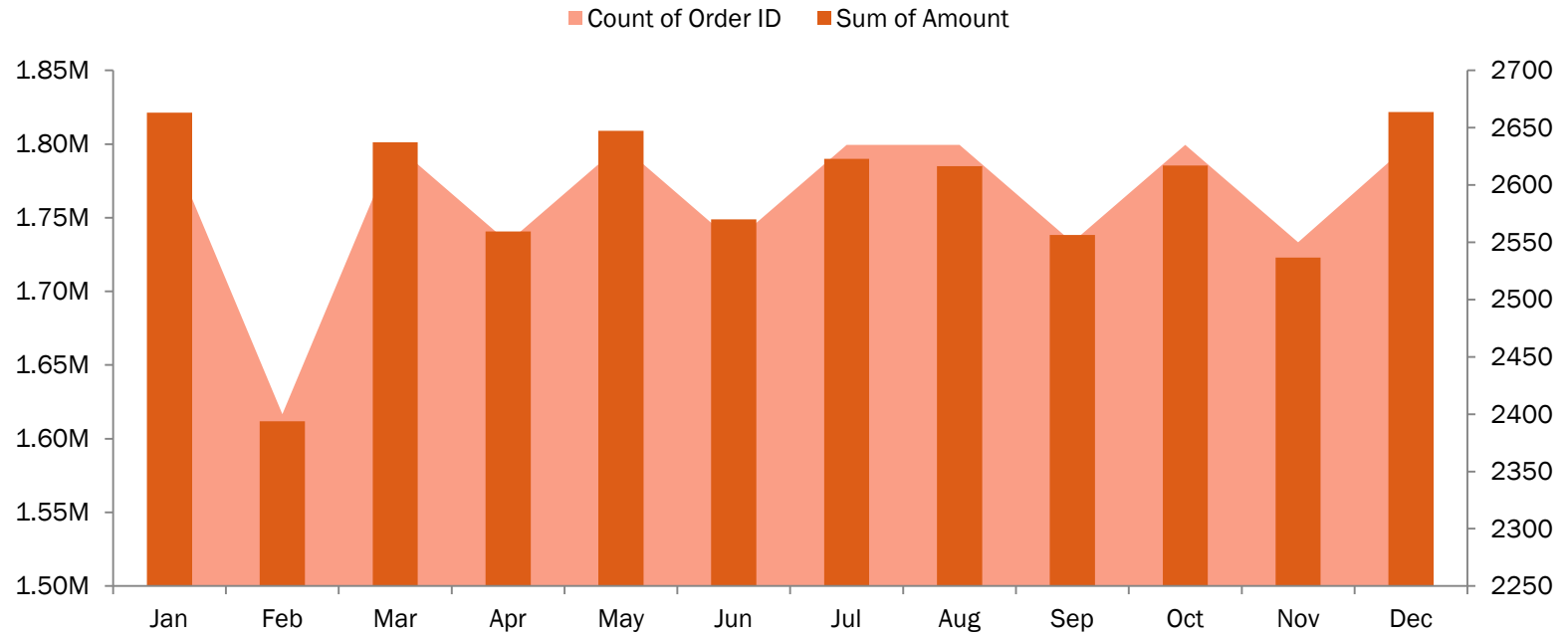
# OBJECTIVE

Vrinda store wants to create an annual sales report for 2023. so that, Vrinda can understand their customers and grow more sales in 2024



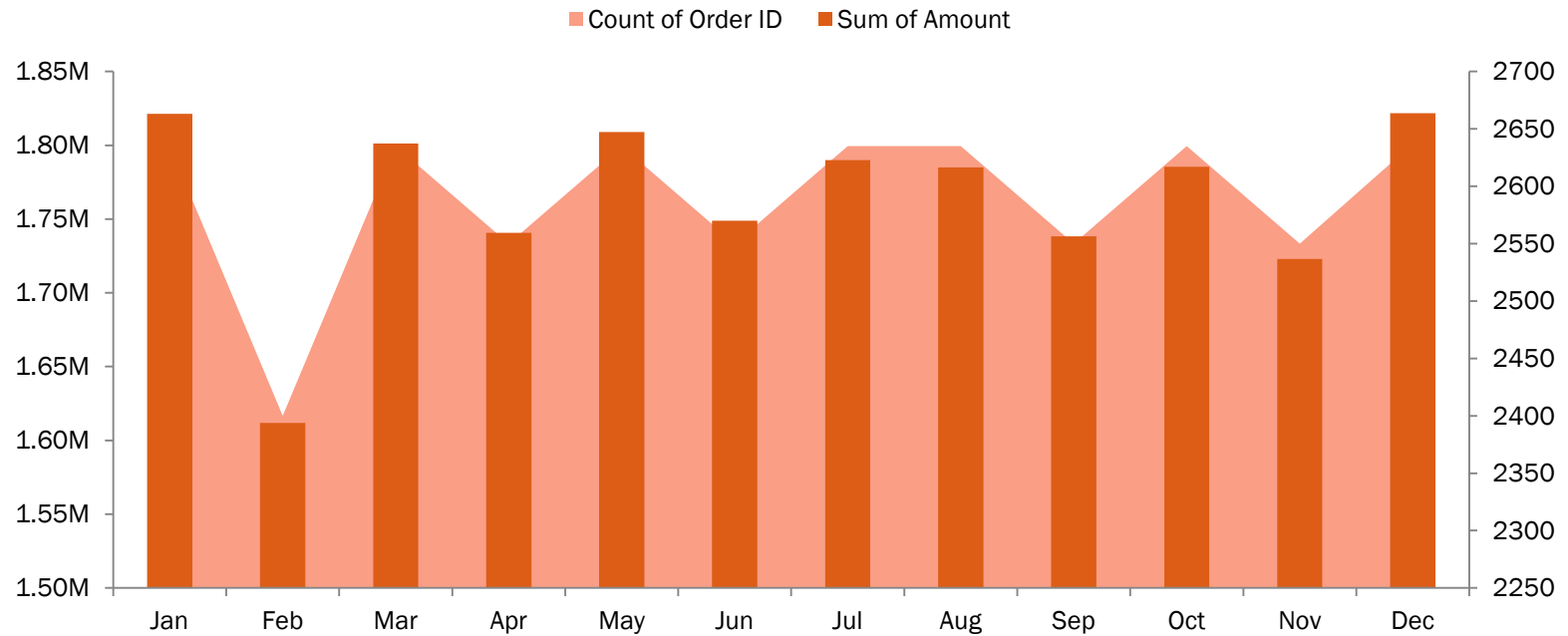
# COMPARE THE SALES AND ORDERS

## Orders Vs Sales



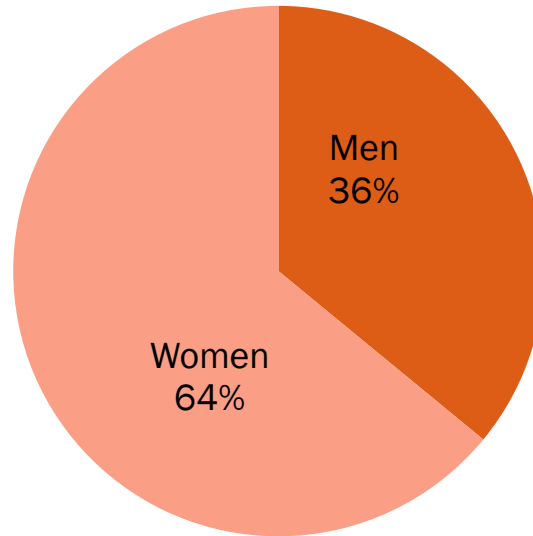
# MONTH GOT THE HIGHEST SALES AND ORDERS

## Orders Vs Sales



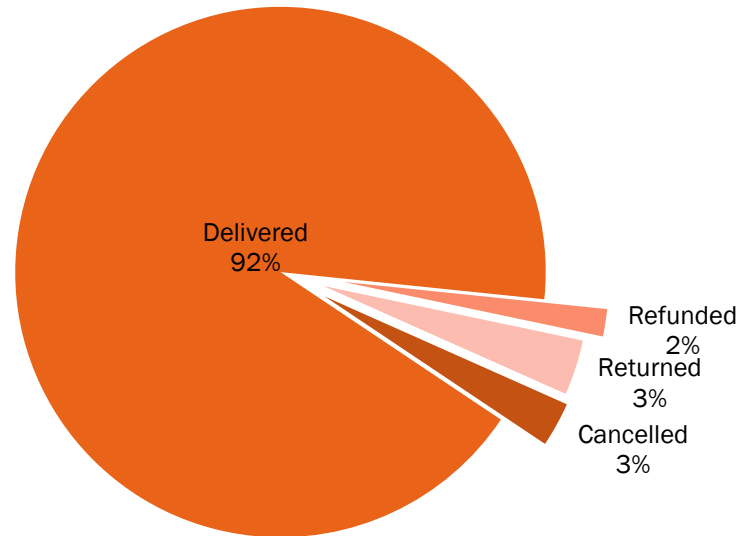
# PURCHASED MORE MEN OR WOMEN IN 2023

Sales: Men Vs Women



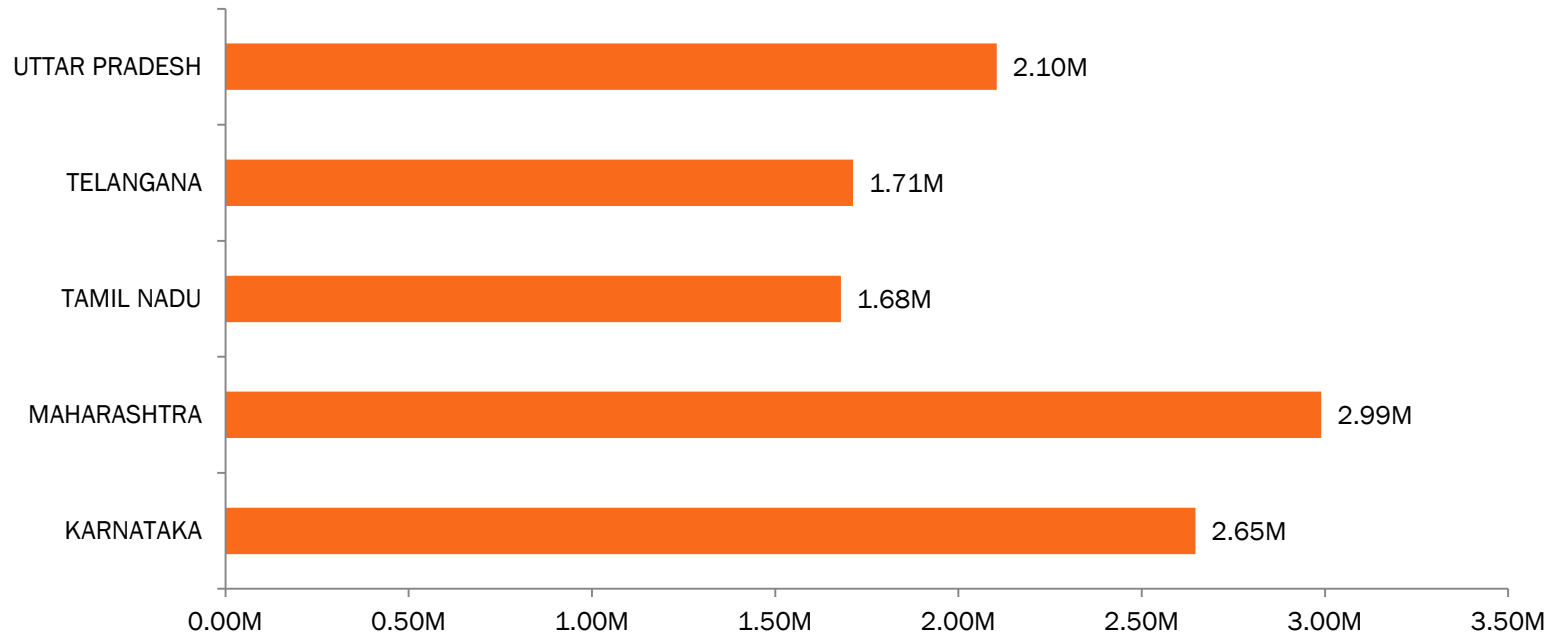
# DIFFERENT ORDER STATUS IN 2023

Order Status



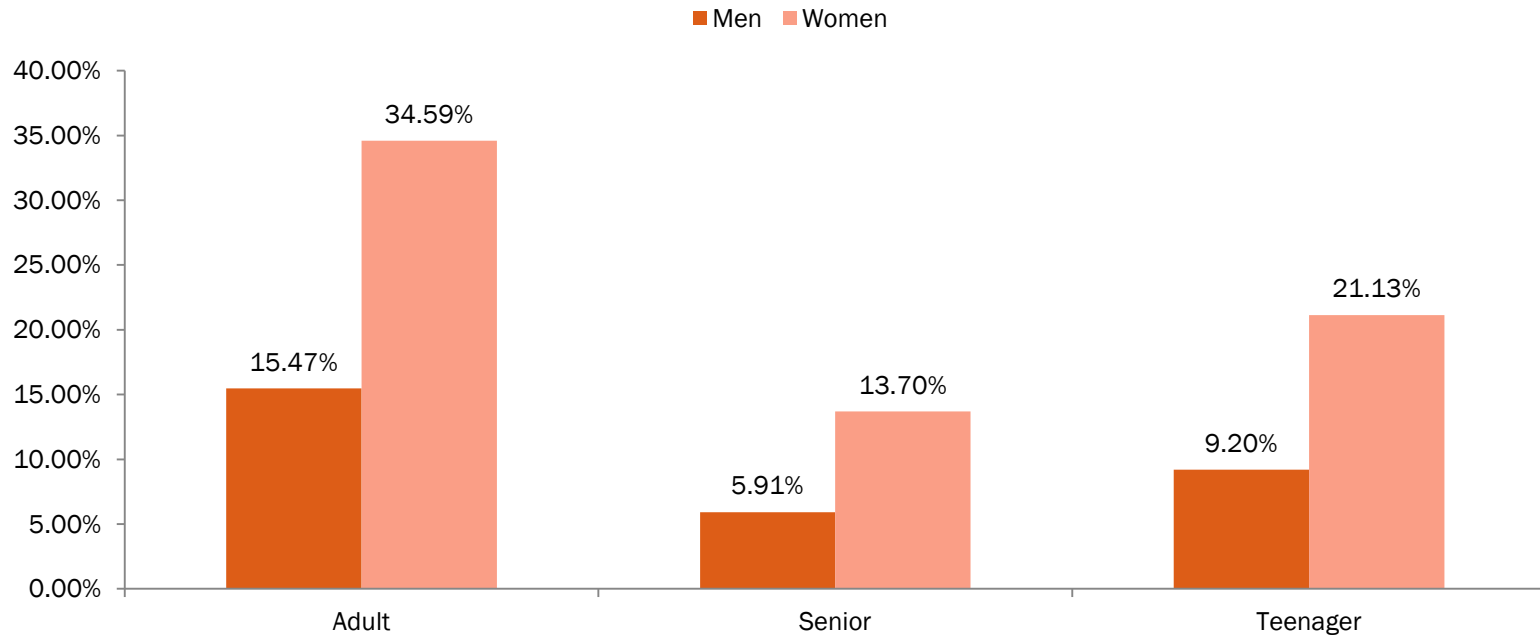
# TOP 5 STATUS CONTRIBUTING TO THE SALES

Sales: Top 5 States



# RELATION BETWEEN AGE AND GENDER BASED ON NUMBER

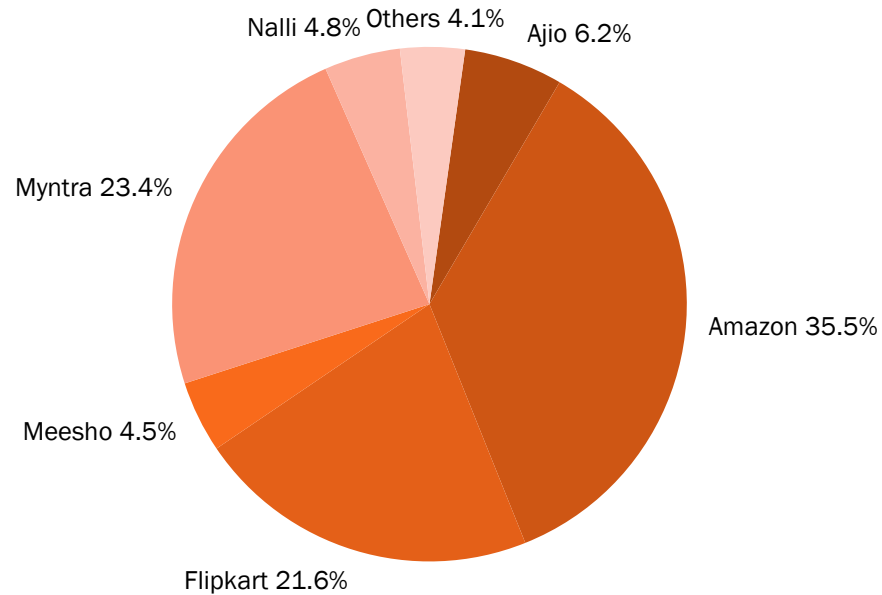
Orders: Age Vs Gender





# CHANNELS IS CONTRIBUTING MAXIMUM SALES 2023

## Orders: Channel



# SAMPLE 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 yrs) 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(**30-49** yrs) living in **Maharashtra, Karnataka and Uttar Pradesh** by showing ads/offers/coupons available on **Amazon, Flipkart and Myntra**