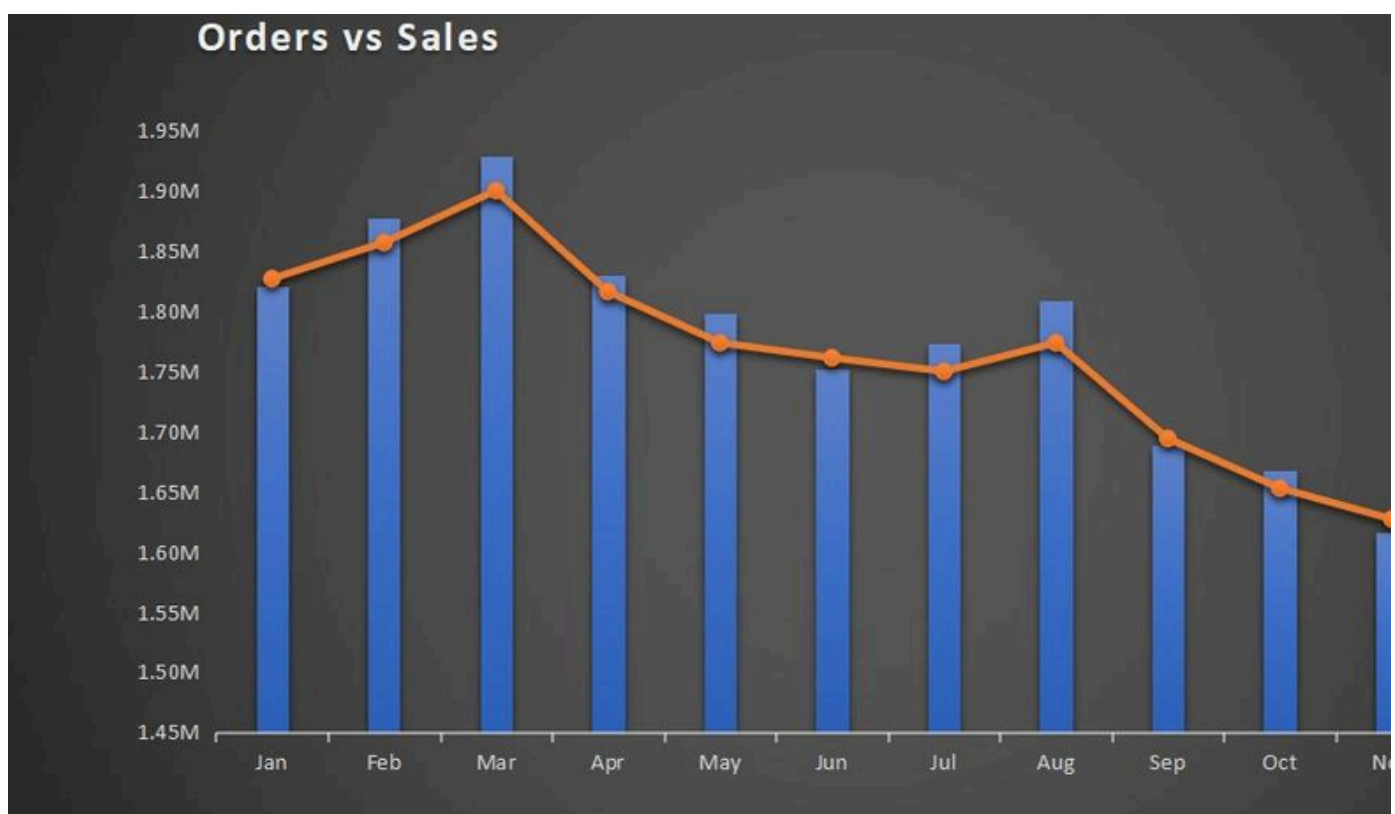


Bussiness Problem

The business problem is that Vrinda Store has a large amount of sales data, but it is difficult to clearly understand performance, customer behavior, and revenue trends just by looking at raw numbers. The company needs a simple way to identify which months, states, products, and sales channels are performing well, where losses are happening due to cancellations or returns, and which customer segments generate the most revenue. Without proper analysis, it becomes hard to make smart business decisions and improve overall sales growth.

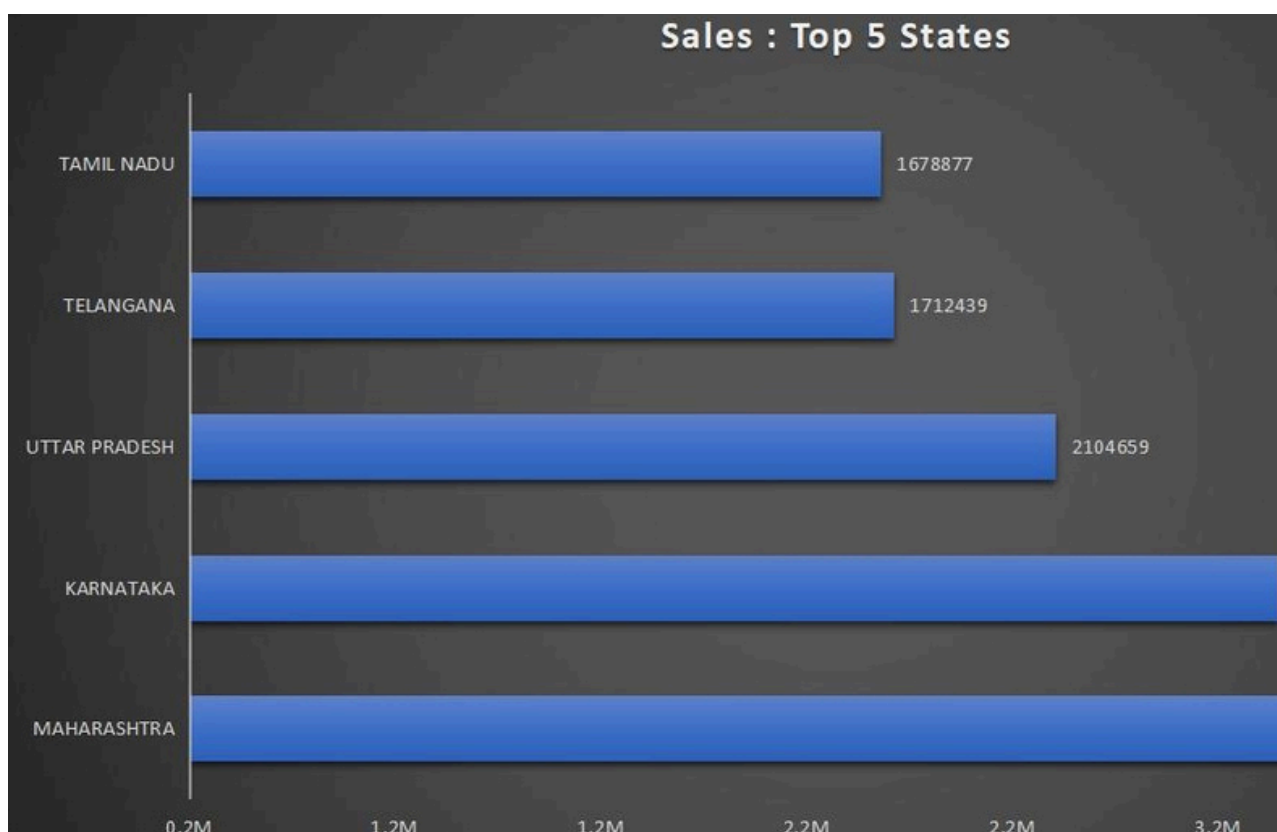
1. Orders vs Sales (Monthly Trend)



This chart shows how sales amount and number of orders change month by month.

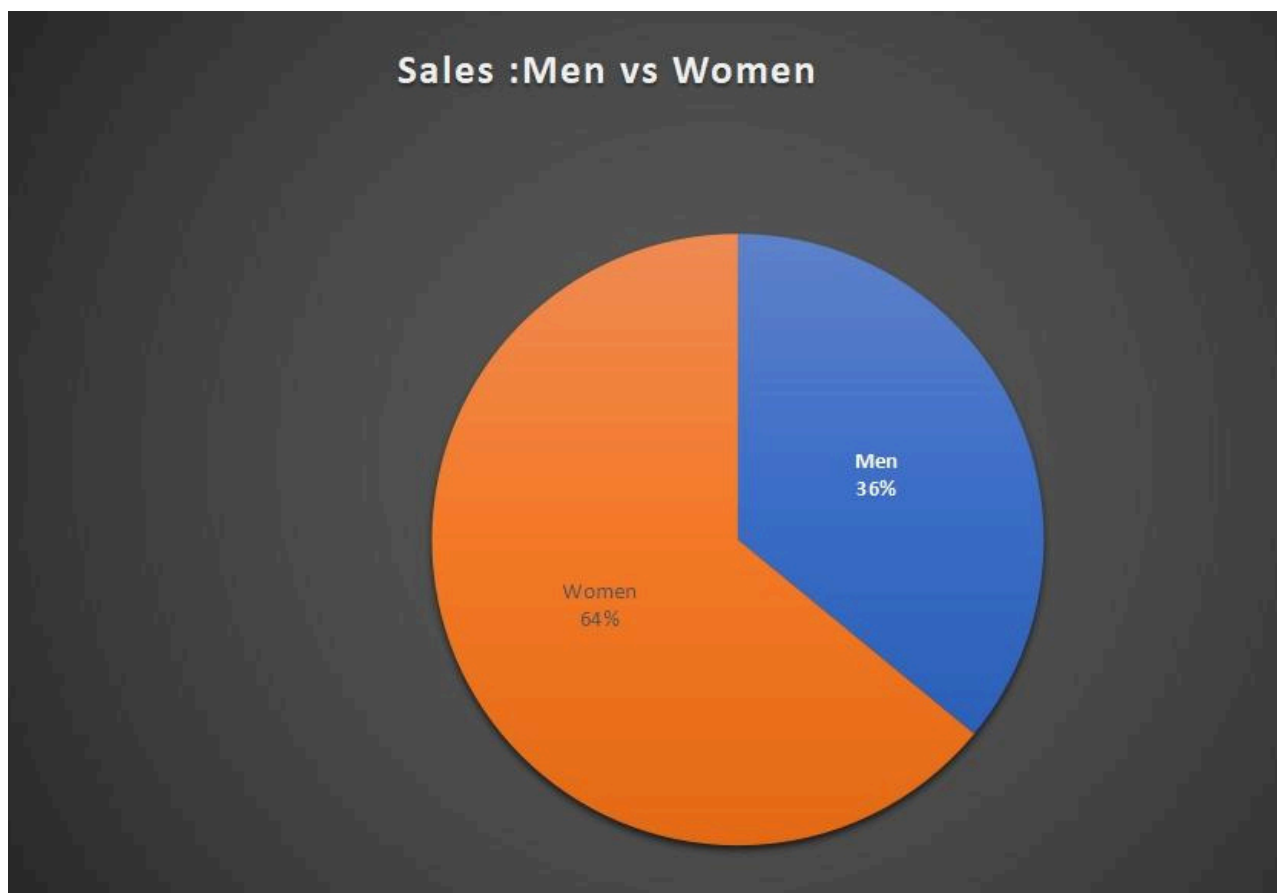
It helps us understand business performance throughout the year. We can clearly see that some months perform better than others, possibly due to festivals, discounts, or seasonal demand. When orders increase, sales also increase, which shows a strong positive relationship between order volume and revenue. This chart helps management identify peak months and slow months so they can plan marketing campaigns accordingly.

2. Top 5 States by Sales



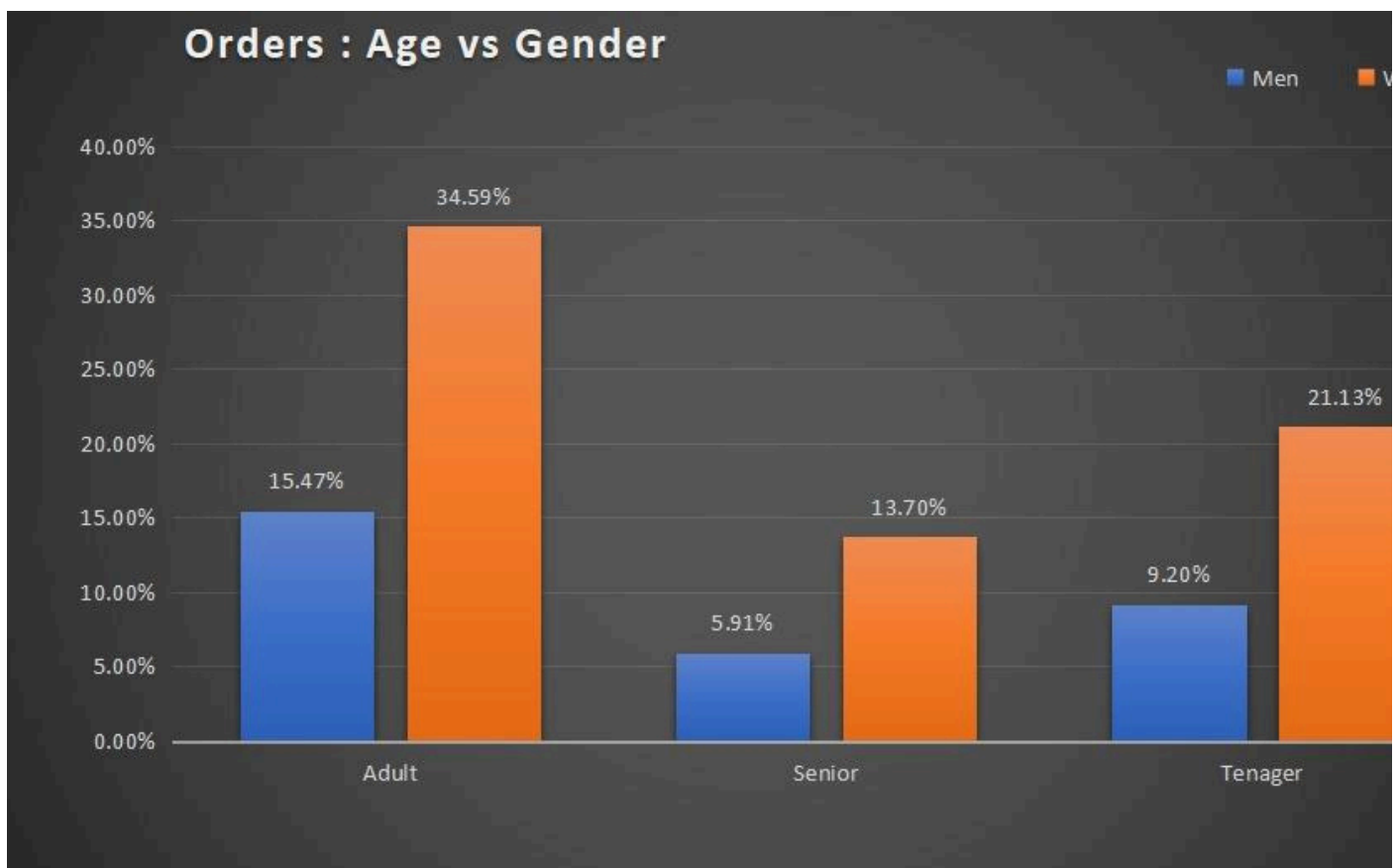
This chart highlights the top five states that generate the highest revenue. It shows that a few states contribute a major portion of total sales. This means the business has strong demand in specific regions. These states can be targeted for further expansion, promotions, and better inventory planning. At the same time, low-performing states may need better marketing strategies.

3. Sales by Gender



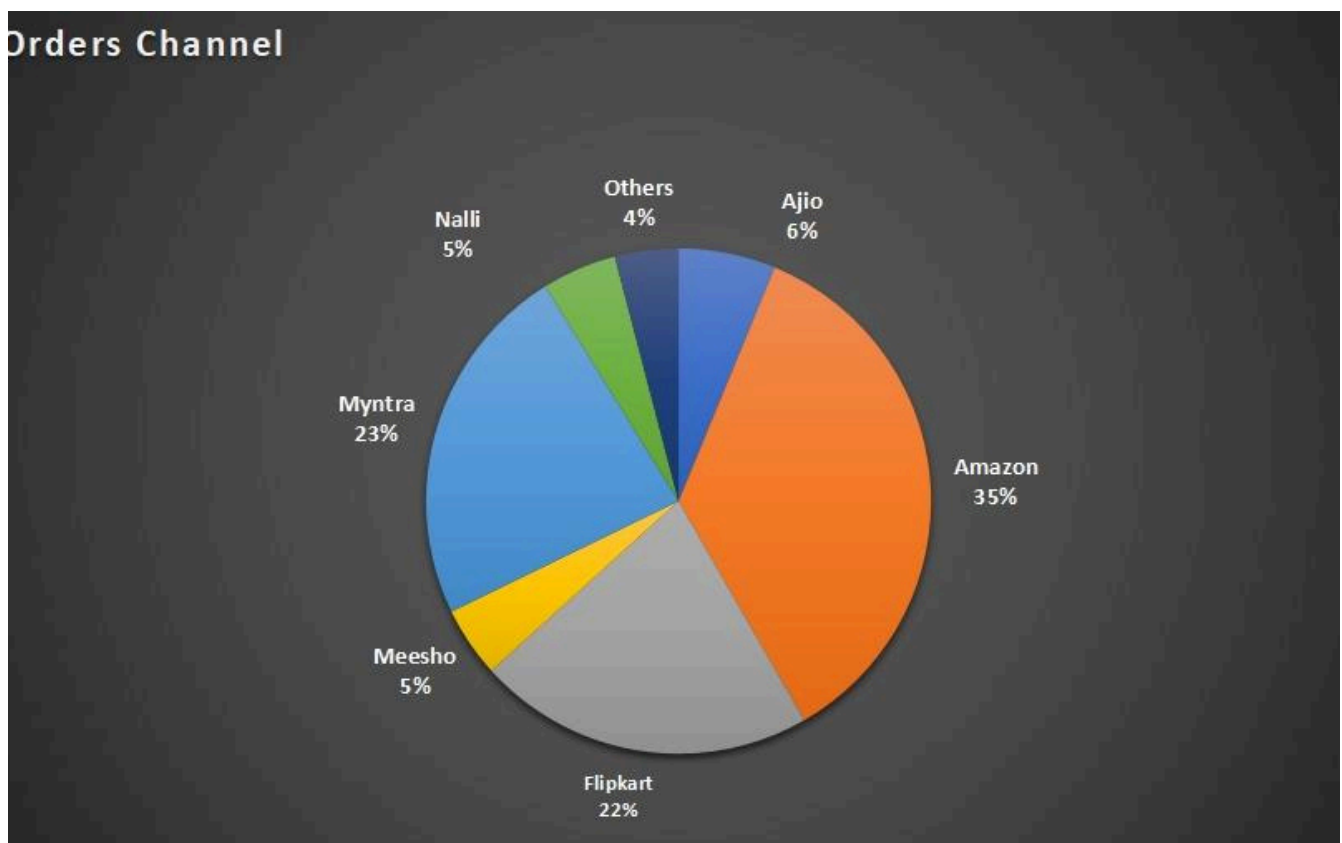
This chart shows how much revenue is generated by male and female customers. From the dashboard, we can identify which gender group contributes more to total sales. This insight helps in designing gender-focused marketing campaigns, personalized offers, and product recommendations. Understanding gender-based purchasing behavior improves customer targeting and increases sales efficiency.

4. Age Group vs Gender (Customer



This chart compares different age groups (Teenagers, Adults, Seniors) along with gender. It helps us understand which age category is most active in purchasing products. Usually, one specific age group contributes the highest sales, which becomes the primary target audience for the business. This information helps in creating better advertising strategies and selecting the right products for the right customers.

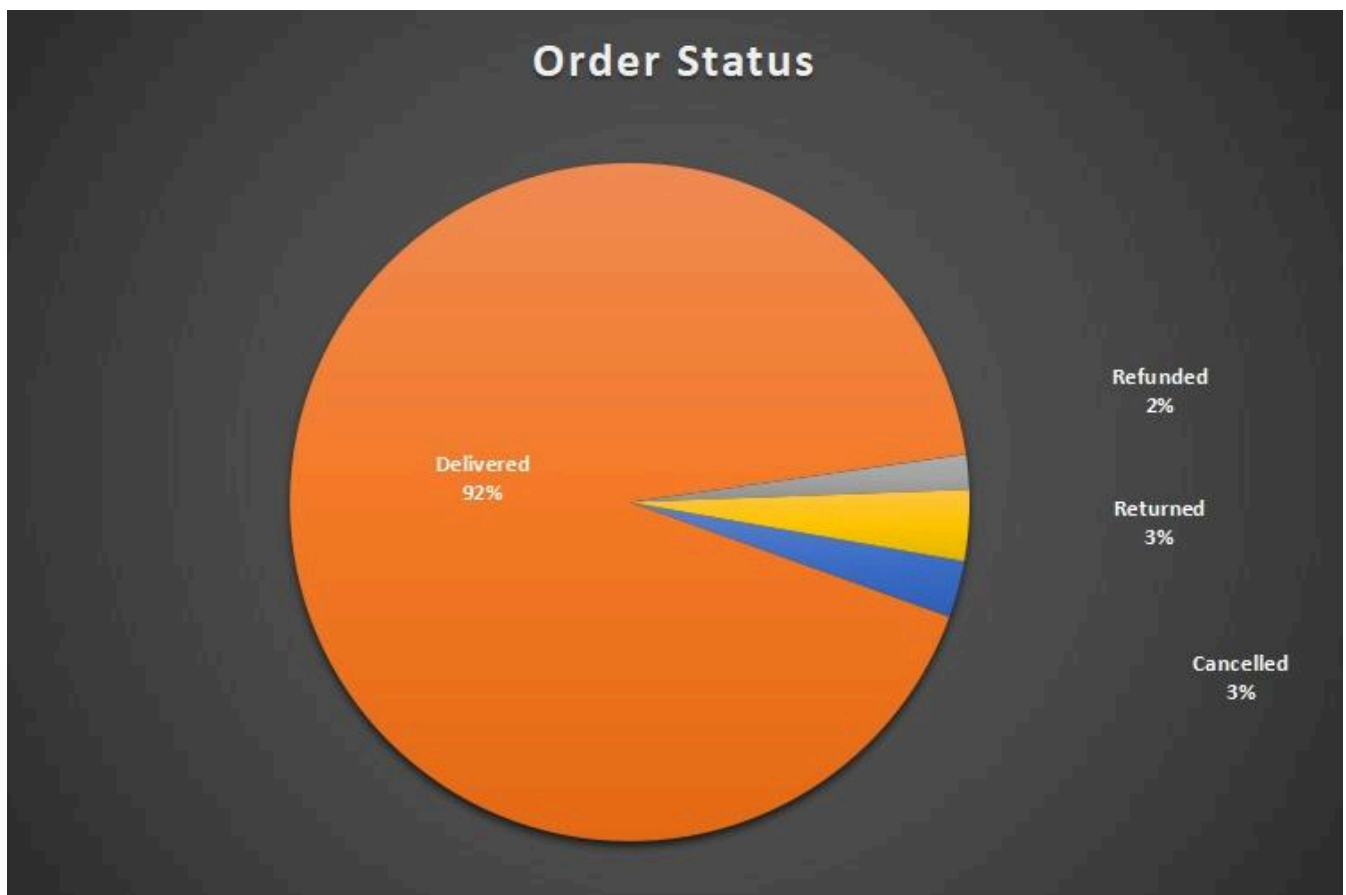
5. Orders by Sales Channel



This chart shows which platforms (Amazon, Flipkart, Myntra, etc.) bring the most orders.

It helps identify the most profitable sales channel. The company can invest more in high-performing platforms and improve strategies for lower-performing ones. Channel performance analysis is important for partnership decisions and marketing budget allocation.

6. Order Status Breakdown



This chart shows the percentage of Delivered, Cancelled, Returned, and Refunded orders. Most orders are successfully delivered, which is a positive sign. However, cancellations and returns reduce overall profit. By analyzing this data, the company can improve delivery processes, product descriptions, or quality control to minimize losses.



Overall Summary

The dashboard converts raw sales data into meaningful business insights. It helps understand sales trends, customer behavior, regional performance, and operational efficiency.

This report supports better decision-making and helps the business focus on growth opportunities while reducing losses.