**Vrinda Store Sales analysis report :2023**

**Objective**

There is a Vrinda store who wants to create annual sales report for 2023.

So that, Vrinda can understand their customers and he can understand what new

Offer he has to give his customer and make a strategy to increase sales and grow

More sales in 2024

**Research Questions**

* Compare the sales and orders using single chart
* Which month got the highest sales and orders?
* Who purchased more men or women in 2023?
* What is different order status in 2023?
* List top 10 states contributing to the sales?
* Relation between age and gender based on number
* Which channel is contributing to maximum sales?
* Highest selling category? etc.

**Hapothesis/insigh**

* **Women** are more likely to buy compared to men(~65%)
* **Maharastra, 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:**

Target women customer of age group (30-49 yrs) living in Maharastra, Karnatakaand, Uttarpradesh by showing ads/offer/coupons available on Amazon, Flipkart and Myntra .and make strategy, new attractive offer should be made for remaining states, male category and other age group where sales are decreasing .whereas total sales can increase.

**Analysis And Finding:**

Above this chart we can see that there are more orders and sales in the month of

January, February, March, April and less in the other months. there for should make strategy

To increase sales and orders in the remaining month.

from Above bar graph we can see that purchasing power is more in the adult group compare

To other age group and women is more in that too. there for we should make new offers and strategies to increase sales for male category and other age group.

From Above graph we can see that there are top 10 state where sales are high and Maharashtra, Karnataka, Uttar Pradesh are top 3 states by sales. So we should provide more

New offers in this state .and strategy should be made for them and also good offers should Be made where sales are decreasing

From above pie chart we can see that highest sales and orders are from Flipkart, amazon And Myntra channel

From above pie chart we can see that most of the sales have been made by women So that To increase the sales by men new offers should be given and new strategy Should be made.

From above pie chart we can see that delivered item status are more than other like Return, cancelled. however we should make strategy and enhance product quality To reduce refund, cancelled and refund status.