- **Project Title : VRINDA STORE SALES DASHBOARD**

- **Your Name : PARMAR VAIBHAV BARIYA**

- **Tool Used (Power BI / Tableau / Excel) : EXCEL**

- **Submission Date : 01-12-2025**

This project focuses on analyzing the Vrinda Store E-commerce dataset for the year 2022. The main objective is to understand customer behavior, sales trends, product performance, and channel efficiency using an interactive Excel dashboard.

Dataset Type:

The dataset used in this project is a Transactional E-commerce Dataset.

Type of Dataset:

Structured Dataset (Rows & Columns)

Domain:

E-commerce / Retail Sales

Nature of Data:

This is a real-world transactional dataset containing detailed information about customer orders placed on various online platforms.

Key Characteristics:

- Customer-Level Data: Gender, age, location

- Order-Level Data: Order ID, Date, Channel, Status, Quantity

- Product-Level Data: SKU, Category, Size

- Sales/Revenue Data: Amount, Currency

- Geographical Data: Shipping city, state, postal code, country

KPI'S:

1. Total Sales Revenue:

This KPI shows the total amount generated from all delivered orders across the year.

- Reflects overall business growth

- Helps understand monthly sales patterns

- Used to compare channels, states, and categories

2. Total Number of Orders:

Represents the **total customer orders placed** across all platforms (Amazon, Myntra, Flipkart, Ajio, Meesho, etc.).

- Indicates brand reach
- Helps identify peak months (Feb, Mar)
- Shows the impact of promotions and sale seasons

3. Average Order Value (AOV):

Measures the average amount spent per order:

$$\text{AOV} = \frac{\text{Total Sales}}{\text{Total Orders}}$$

- Indicates customer spending behavior
- Useful for pricing and bundling strategies

4. Gender Contribution (Men vs Women Sales %):

Your dashboard shows:

- **Women: 64%**
- **Men: 36%**

  This KPI highlights:

- Dominance of female customers
- Target audience insights
- Helps shape marketing strategy

This dashboard is designed to be used by:

This dashboard is designed to be used by **business owners, sales managers, e-commerce analysts, and decision-makers** who want to track Vrinda Store's overall annual performance. It helps them monitor sales trends, understand customer demographics, evaluate channel performance, and identify top-performing states, enabling data-driven decisions for marketing, inventory management, and business growth.

Dataset Information:

- Dataset name : Vrinda Store E-commerce Dataset

- Source (Kaggle / sample dataset / your own): Sample dataset

- No. of rows :31002

- No. of columns : 21

index	Order ID	Cust ID	Gender	Age	Age Group	Date	Month	Status	Channel	SKU	Category	Size	Qty	currency	Amount	ship-city	ship-state	ship-postal-code	ship-country	B2B
1	171-1029312-3038738	1029312	Women	44	Adult	04-12-2022	Dec	Delivered	Myntra	JNE1233-BLUE-KR-031-XXL	kurta	XXL	1	INR	376	MOHALI	PUNJAB	140301	IN	FALSE
2	405-2183842-2225946	2183842	Women	29	Teenager	04-12-2022	Dec	Delivered	Ajio	SET414-KR-NP-L	Set	L	1	INR	1449	GURUGRAM	HARYANA	122002	IN	FALSE
3	171-1641533-8921966	1641533	Women	67	Senior	04-12-2022	Dec	Delivered	Myntra	SET261-KR-PP-S	Set	S	1	INR	453	KOLKATA	WEST BENGAL	700029	IN	FALSE
4	404-7490807-6300351	7490807	Women	20	Teenager	04-12-2022	Dec	Delivered	Amazon	SET110-KR-PP-M	Set	M	1	INR	729	THANJAVUR	TAMIL NADU	613007	IN	FALSE
5	403-9293516-4577154	9293516	Women	62	Senior	04-12-2022	Dec	Delivered	Myntra	JNE2294-KR-A-XXL	kurta	XXL	1	INR	544	GURUGRAM	HARYANA	122001	IN	FALSE
6	407-1298130-0368305	1298130	Men	49	Adult	04-12-2022	Dec	Delivered	Flipkart	JNE3797-KR-XXL	Western Dress	XXL	1	INR	735	SANGLI MIRAJ KUPWAD	MAHARASHTRA	416436	IN	FALSE
7	407-1298130-0368305	1298130	Men	23	Teenager	04-12-2022	Dec	Delivered	Meesho	JNE3801-KR-XXL	kurta	XXL	1	INR	735	BENGALURU	KARNATAKA	560029	IN	FALSE
8	171-5561216-3398711	5561216	Women	70	Senior	04-12-2022	Dec	Delivered	Others	JNE3405-KR-M	kurta	M	1	INR	435	GURUGRAM	HARYANA	122001	IN	FALSE
9	408-2935263-2935550	2935263	Women	75	Senior	04-12-2022	Dec	Delivered	Amazon	JNE3474-KR-E-XL	kurta	XL	1	INR	385	BENGALURU	KARNATAKA	562149	IN	FALSE
10	404-2648970-9042715	2648970	Women	43	Adult	04-12-2022	Dec	Delivered	Myntra	JNE3466-KR-L	kurta	L	1	INR	771	VIJAYAWADA	ANDHRA PRADESH	520002	IN	FALSE
11	404-2648970-9042715	2648970	Women	76	Senior	04-12-2022	Dec	Delivered	Amazon	JNE3795-KR-S	kurta	S	1	INR	517	THIRUVANANTHAPURAM	KERALA	695018	IN	FALSE
12	404-2648970-9042715	2648970	Women	45	Adult	04-12-2022	Dec	Delivered	Myntra	J0181-TP-M	Top	M	1	INR	399	ARAKONAM	TAMIL NADU	631003	IN	FALSE
13	408-0265357-4939534	265357	Women	18	Teenager	04-12-2022	Dec	Delivered	Amazon	SET217-KR-PP-XL	Set	XL	1	INR	786	GUWAHATI	ASSAM	781017	IN	FALSE
14	403-9268874-7296313	9268874	Men	44	Adult	04-12-2022	Dec	Delivered	Myntra	SET185-KR-NP-M	Set	M	1	INR	911	BENGALURU	KARNATAKA	562125	IN	FALSE
15	407-0442660-2736366	442660	Women	52	Senior	04-12-2022	Dec	Delivered	Amazon	SET333-KR-DPT-M	Set	M	1	INR	967	HYDERABAD	TELANGANA	500098	IN	FALSE
16	406-7482261-1657136	7482261	Women	18	Teenager	04-12-2022	Dec	Delivered	Nalli	J0124-TP-L	Top	L	1	INR	523	NEW DELHI	DELHI	110062	IN	FALSE
17	407-7039962-7080347	7039962	Men	30	Adult	04-12-2022	Dec	Delivered	Meesho	SET304-KR-DPT-XL	Set	XL	1	INR	1115	Bhubaneswar	ODISHA	751022	IN	FALSE
18	407-3422488-7373923	3422488	Women	48	Adult	04-12-2022	Dec	Delivered	Others	SET184-KR-PP-XS	Set	XS	1	INR	563	SIROHI	RAJASTHAN	307001	IN	FALSE
19	171-8974687-6745940	8974687	Men	24	Teenager	04-12-2022	Dec	Delivered	Myntra	J0161-DR-XXL	Western Dress	XXL	1	INR	473	MUMBAI	MAHARASHTRA	400097	IN	FALSE
20	406-0244536-2177175	244536	Women	46	Adult	04-12-2022	Dec	Delivered	Amazon	SET233-KR-PP-M	Set	M	1	INR	545	AMRITSAR	PUNJAB	143001	IN	FALSE
21	404-4376789-3345166	4376789	Women	43	Adult	04-12-2022	Dec	Delivered	Nalli	J0231-SKD-XXXL	Set	3XL	1	INR	1164	LUCKNOW	UTTAR PRADESH	226024	IN	FALSE
22	408-1943310-9789160	1943310	Men	31	Adult	04-12-2022	Dec	Refunded	Myntra	J0339-DR-XXL	Western Dress	XXL	1	INR	743	NEW DELHI	DELHI	110087	IN	FALSE
23	403-0950590-5005155	950590	Men	30	Adult	04-12-2022	Dec	Delivered	Myntra	SET210-KR-PP-XXXL	Set	3XL	1	INR	575	MADURAI	TAMIL NADU	625014	IN	FALSE
24	406-3935670-5720350	3935670	Women	19	Teenager	04-12-2022	Dec	Delivered	Ajio	SET110-KR-PP-XS	Set	XS	1	INR	788	Meerut	UTTAR PRADESH	250002	IN	FALSE
25	402-0398999-0011565	398999	Women	37	Adult	04-12-2022	Dec	Delivered	Amazon	SET273-KR-NP-M	Set	M	1	INR	612	HYDERABAD	TELANGANA	500060	IN	FALSE
26	403-5438780-7231546	5438780	Women	37	Adult	04-12-2022	Dec	Delivered	Others	MEN5025-KR-XXL	kurta	XXL	1	INR	533	INDORE	MADHYA PRADESH	452014	IN	FALSE
27	406-8343960-8137102	8343960	Women	62	Senior	04-12-2022	Dec	Delivered	Flipkart	JNE3690-TU-XL	Top	XL	1	INR	484	DAVANAGERE	KARNATAKA	577004	IN	FALSE
28	406-0986513-0498758	986513	Men	20	Teenager	04-12-2022	Dec	Delivered	Flipkart	SET184-KR-PP-XXXL	Set	3XL	1	INR	563	RUDRAPUR	UTTARAKHAND	263153	IN	FALSE
29	406-0947452-6044339	947452	Men	77	Senior	04-12-2022	Dec	Delivered	Flipkart	JNE3797-KR-XXL	Western Dress	XXL	1	INR	735	CHENNAI	TAMIL NADU	600103	IN	FALSE
30	406-1326018-3426760	1326018	Men	26	Teenager	04-12-2022	Dec	Delivered	Amazon	SET183-KR-DH-XS	Set	XS	1	INR	759	PRAYAGRAJ	UTTAR PRADESH	230304	IN	FALSE
31	406-9281717-2212317	9281717	Men	40	Adult	04-12-2022	Dec	Delivered	Amazon	JNE3797-KR-XXL	Western Dress	XXL	1	INR	715	GREAT NICOBAR	ANDAMAN & NICO	744302	IN	FALSE
32	408-6866119-6793128	6866119	Men	52	Senior	04-12-2022	Dec	Delivered	Amazon	J0414-DR-XXL	Western Dress	XXL	1	INR	885	AHMEDABAD	GUJARAT	380058	IN	FALSE
33	403-9400852-1350710	9400852	Women	38	Adult	04-12-2022	Dec	Delivered	Others	JNE3601-KR-M	kurta	M	1	INR	301	SALEM	TAMIL NADU	636007	IN	FALSE
34	408-2606836-0473931	2606836	Men	39	Adult	04-12-2022	Dec	Delivered	Myntra	J0231-SKD-XL	Set	XL	1	INR	1238	GUWAHATI	ASSAM	781020	IN	FALSE
35	405-8481179-1130753	8481179	Men	37	Adult	04-12-2022	Dec	Delivered	Amazon	SET320-KR-NP-S	Set	S	1	INR	856	CHENNAI	TAMIL NADU	600119	IN	FALSE
36	406-9686095-5057139	9686095	Women	73	Senior	04-12-2022	Dec	Delivered	Flipkart	J0351-SET-L	Set	L	1	INR	650	VADODARA	GUJARAT	390021	IN	FALSE

Data Cleaning & Preparation :

1. Data Cleaning:

a. Removed Duplicate Records:

    All duplicate rows were identified and deleted to avoid repeated counting of

    Orders of customers.

b. Handled Missing Values:

    Missing entries in categorical fields (such as *Category, Size, Channel, Status*) were filled using appropriate methods, while missing numerical values were corrected or removed based on data context.

c. Corrected Data Types:

- Order Date was converted into proper *Date* format.

- Amount and Quantity were formatted as numeric values.

- Gender, Category, Channel, State, Status were converted to text/categorical fields.

d. Removed Invalid / Inconsistent Values:

- Incorrect spellings in categories were corrected.

- Invalid dates and order statuses were standardized.

- Outliers in the "Amount" column were checked and addressed.

2. Data Transformation:

a. Created New Time-based Columns:

To enable trend analysis, additional date fields were extracted:

- Month Name

- Month Number

- Year

b. Created Calculated Fields:

- Total Sales = Sum of Amount

- Total Orders = Count of Order ID

- Average Order Value (AOV)

- Profit % (if applicable)

c. Standardized Text Fields:

All text columns were cleaned by applying:

- Proper case format

- Removal of leading/trailing spaces

- Uniform naming conventions for categories, gender, and states

Dashboard Requirements :

Kpi's :

1) **ORDER VS SALES:**

Row Labels	Sum of Amount	Count of Order ID
Jan	1820601	2702
Feb	1875932	2750
Mar	1928066	2819
Apr	1829263	2685
May	1797822	2617
Jun	1750966	2597
Jul	1772300	2579
Aug	1808505	2617
Sep	1688871	2490
Oct	1666662	2424
Nov	1615356	2383
Dec	1622033	2384

2) **MEN VS WOMEN**

Row Labels	Sum of Amount
Men	7613604
Women	13562773

3)**ORDER STATUS**

Count of Order ID
844
28641
517
1045

4) SUM OF AMOUNT OF STATES

Row Labels	Sum of Amount
MAHARASHTRA	2990221
KARNATAKA	2646358
UTTAR PRADESH	2104659
TELANGANA	1712439
TAMIL NADU	1678877
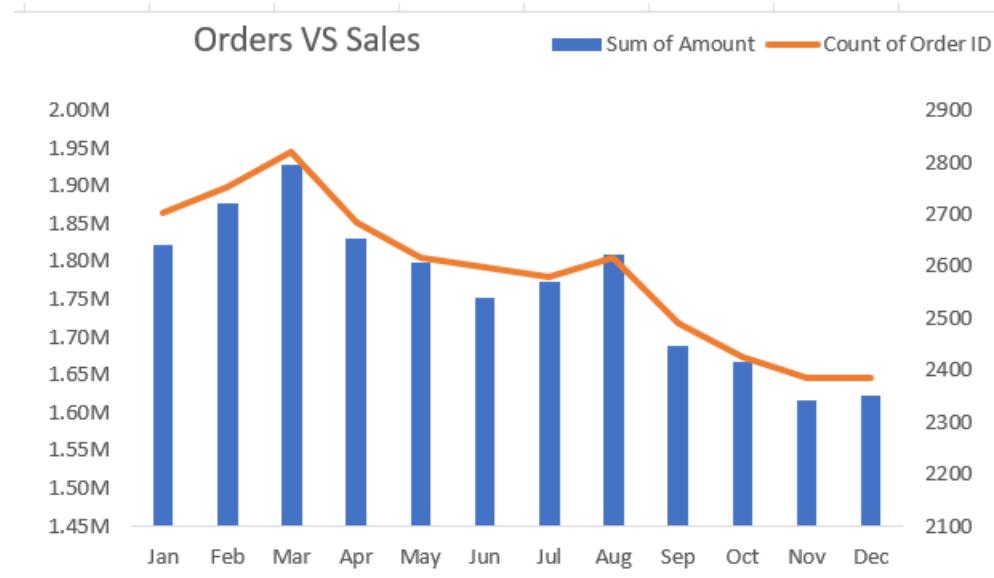
5) ORDERS: AGE VS GENDER

Count of Order ID	Column Labels	
Row Labels	Men	Women
Adult	15.47%	34.59%
Senior	5.91%	13.70%
Teenager	9.20%	21.13%
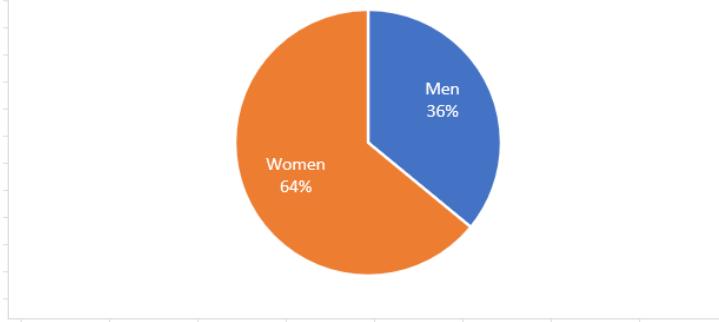
6) ORDERS:CHANNELS

Row Labels	Count of Order ID
Ajio	6.2%
Amazon	35.5%
Flipkart	21.6%
Meesho	4.5%
Myntra	23.4%
Nalli	4.8%
Others	4.1%
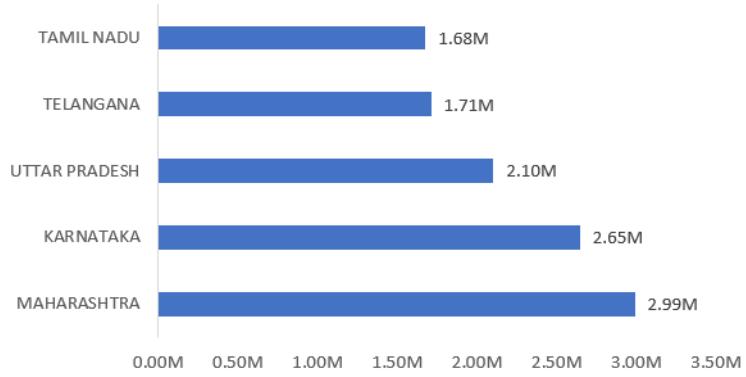
Charts :
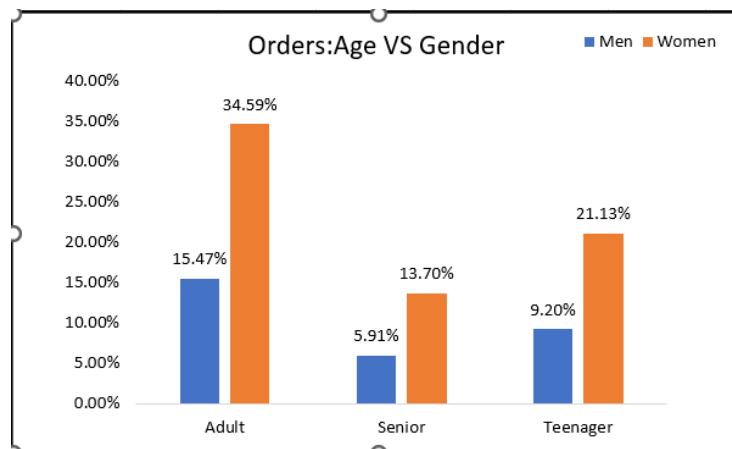
Sales:Men VS Women

Men 36%

Women 64%

Sales Of Top 5 States

State	Sales
TAMIL NADU	1.68M
TELANGANA	1.71M
UTTAR PRADESH	2.10M
KARNATAKA	2.65M
MAHARASHTRA	2.99M

0.00M 0.50M 1.00M 1.50M 2.00M 2.50M 3.00M 3.50M

Orders:Age VS Gender

■ Men ■ Women

Age	Men	Women
Adult	15.47%	34.59%
Senior	5.91%	13.70%
Teenager	9.20%	21.13%

40.00%
35.00%
30.00%
25.00%
20.00%
15.00%
10.00%
5.00%
0.00%

Filters / Slicers:

Month

- Jan
- Feb
- Mar
- Apr

Channel

- Ajio
- Amazon
- Flipkart
- Meesho
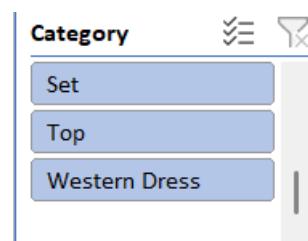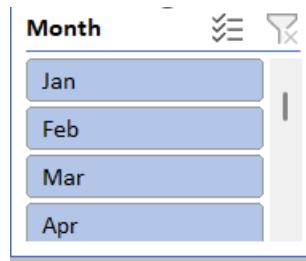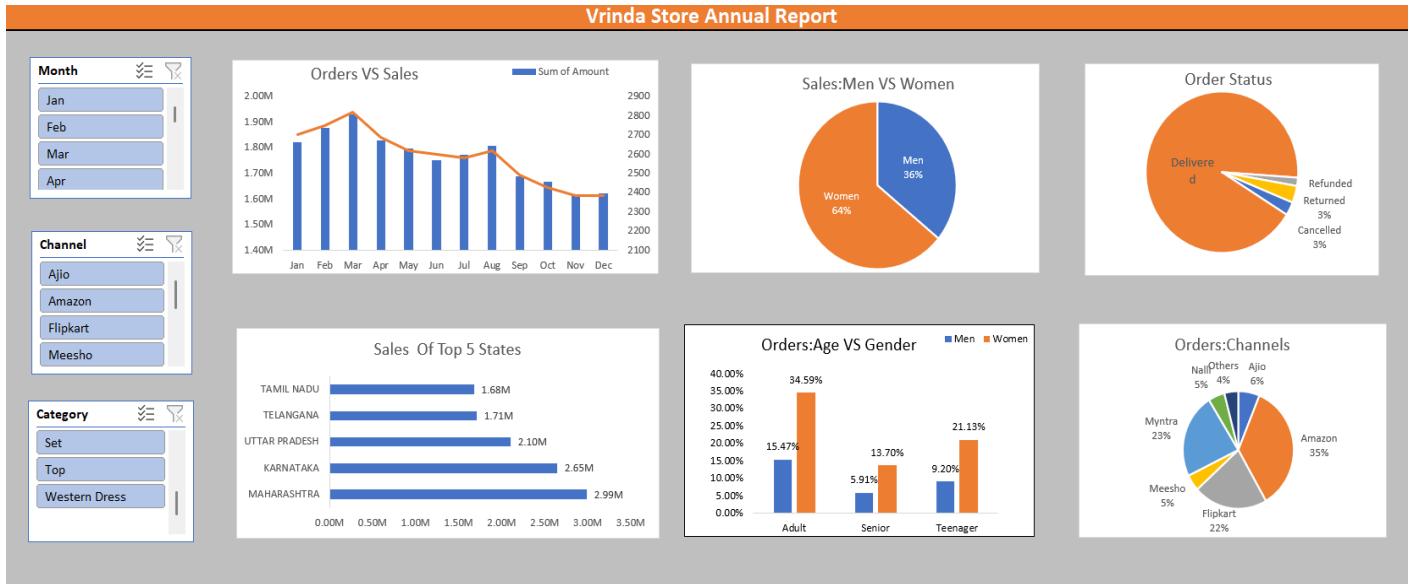
Category

- Set
- Top
- Western Dress
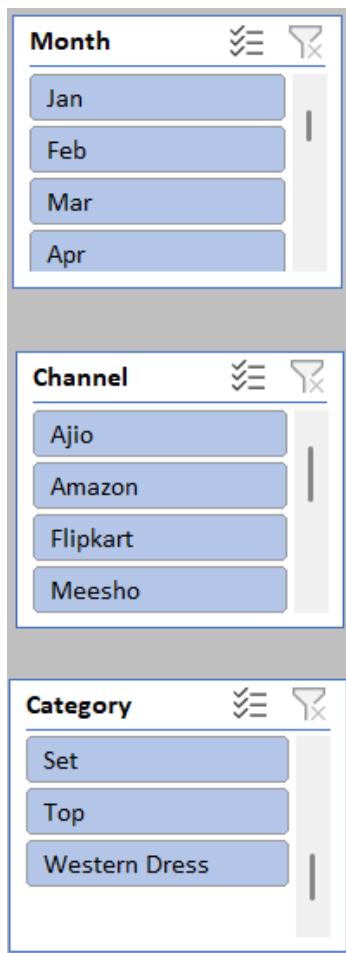
Professional Layout:

DASHBOARD OF SALES BY CATEGORY:

FLITER PANNEL WITH SLICERS:

Insights & Summary:

Based on the dashboard analysis of Vrinda Store's e-commerce performance, the following key Insights were observed:

1. Female customers contribute the highest sales.

Women account for a significantly larger share of total sales, making them the primary target segment for marketing campaigns.

2. The top-performing age group is 30–49 years.

This age group shows the highest purchasing frequency, indicating strong buying power and brand engagement.

3. Amazon, Flipkart, and Myntra are the top sales channels.

These platforms generate the majority of revenue, showing strong dependence on major e-commerce partners.

4. The top-performing states include Maharashtra, Karnataka, and Uttar Pradesh.

These states contribute the highest share of orders, representing strong market potential.

5. Apparel categories such as Saree, Kurti, and Western Wear dominate sales.

Clothing-related products are the most purchased categories by customers.

6. Most orders fall under the "Delivered" status.

This indicates an efficient order fulfilment process with minimal cancellations or returns.

7. Customer demand increases around mid-year months.

Months such as **March to June** show higher order volumes, possibly due to seasonal demand and promotions.

8. The total sales amount shows steady growth across months.

A healthy upward trend indicates improved customer engagement and consistent performance.

9. High volume of repeat customers contributes to overall revenue.

Returning customers indicate customer satisfaction and brand loyalty.

10. The business has strong potential for targeted marketing.

Focusing on key demographic groups (women aged 30–49) and high-performing states can significantly boost future sales.

SUMMARY:

The Vrinda Store dashboard analyzes 8,524 e-commerce records to understand customer behavior and sales performance. Results show that female customers, especially those aged 30–49, make the most purchases. Amazon, Flipkart, and Myntra are the top sales channels, while Maharashtra, Karnataka, and Uttar Pradesh lead in total orders. Clothing categories like Saree and Kurta generate the highest sales. Most orders are successfully delivered, and mid-year months show higher sales. The dashboard highlights key customer segments and trends that can help improve marketing and product strategies.