Vrinda store sales analysis

**Business Problem Statement:**

In this “Vrinda store analysis portfolio project”, we gain insights into its sales data to optimize its operations and improve profitability. The company is particularly interested in understanding the following aspects:

**Overview of Vrinda store sales dataset:**

* Total no of orders
* Total sales
* Average profit

**Sales Performance Analysis:**

* Identify the top-selling products and categories.
* Analyze sales trends over the years and highlight any significant patterns.

**Customer Segmentation:**

* Segment customers based on their purchasing behavior.
* Understand which segments contribute most to the sales.

**Shipping and Order Management:**

* Evaluate the efficiency of different shipping modes.
* Analyze shipping costs and their impact on overall profitability.
* Assess order processing times and identify areas for improvement.

**Profitability and Cost Analysis:**

* Analyze profit margins for different product categories and sub-categories.
* Evaluate the impact of discounts on overall profitability.
* Identify products or regions that may require cost optimization.

**Global Sales/Product Quantity Overview:**

* Analyze the distribution of sales across different countries.

**State-Level Category Exploration:**

* Understand the most used product categories in different states.

**Regional Sub-Category Analysis:**

* Analyze the popularity of sub-categories in different regions.