



Excel & SQL

Vrinda Store

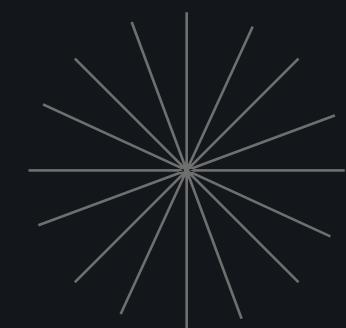
Hello, and welcome to analysis of Vrinda Store. I'm thrilled to have you here as we delve into the realm of style, sophistication, and innovation.

Created by **Aayush Basnet**



About Project

This project presents insights from the analysis of Vrinda Store's 2022 data, integrating sales performance, customer demographics, and operational metrics. The primary objective is to create a comprehensive annual sales report to guide strategic decisions and enhance sales in 2023



Objectives



- To analyze and interpret data to
- Understand customer demographics.
- Highlight sales trends.
- Improve marketing and operational strategies for 2023.

Steps and Method

- Data Cleaning and Preprocessing:
- Descriptive Analysis
- Demographic Segmentation
- Channel Performance Analysis
- Geographic Analysis
- Order Status Analysis



Sample Questions

1. Compare the sales and orders using single chart
2. Which month got the highest sales and orders?
3. Who purchased more- men or women in 2022?
4. What are different order status in 2022?
5. List top 10 states contributing to the sales?
6. Relation between age and gender based on number of orders.
7. Which channel is contributing to maximum sales?
8. Highest selling category?
9. Filters the Top 2 Ranked category for each channel and sorts them by total sales.

Orders Vs Sales

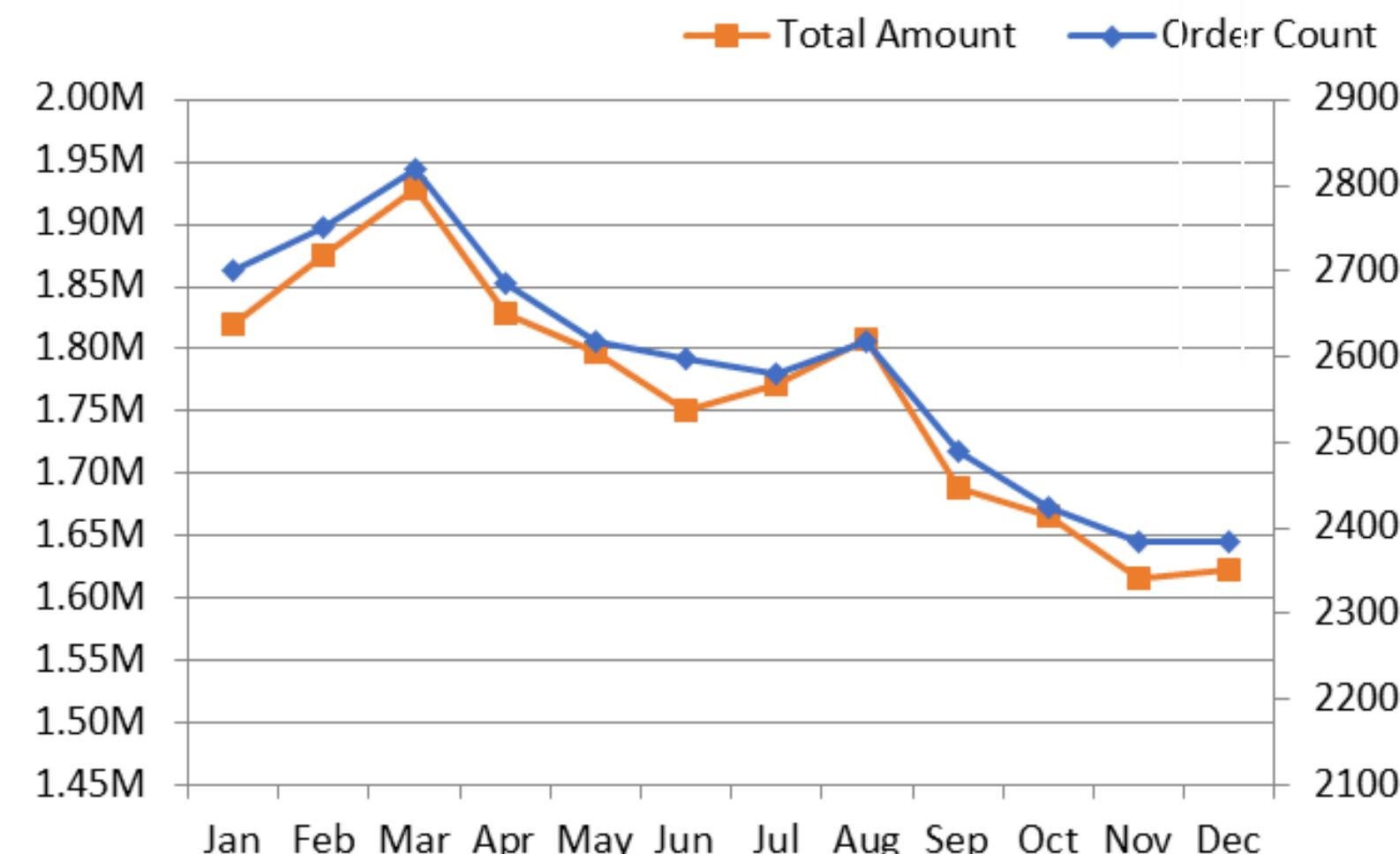
-- 1. Which month got the highest sales and orders?

```
SELECT [Month],  
       sum(Amount) as total_sales,  
       count([Order ID]) as total_order  
  From project..Vrinda_Store  
 GROUP BY [Month]  
 ORDER BY total_sales DESC, total_order DESC;
```

-- Result: March Month got the highest sales(1,928,066M) and orders(2819) followed by Feb, April, & Jan

Results Messages

Month	total_sales	total_order
Mar	1928066	2819
Feb	1875932	2750
Apr	1829263	2685
Jan	1820601	2702
Aug	1808505	2617

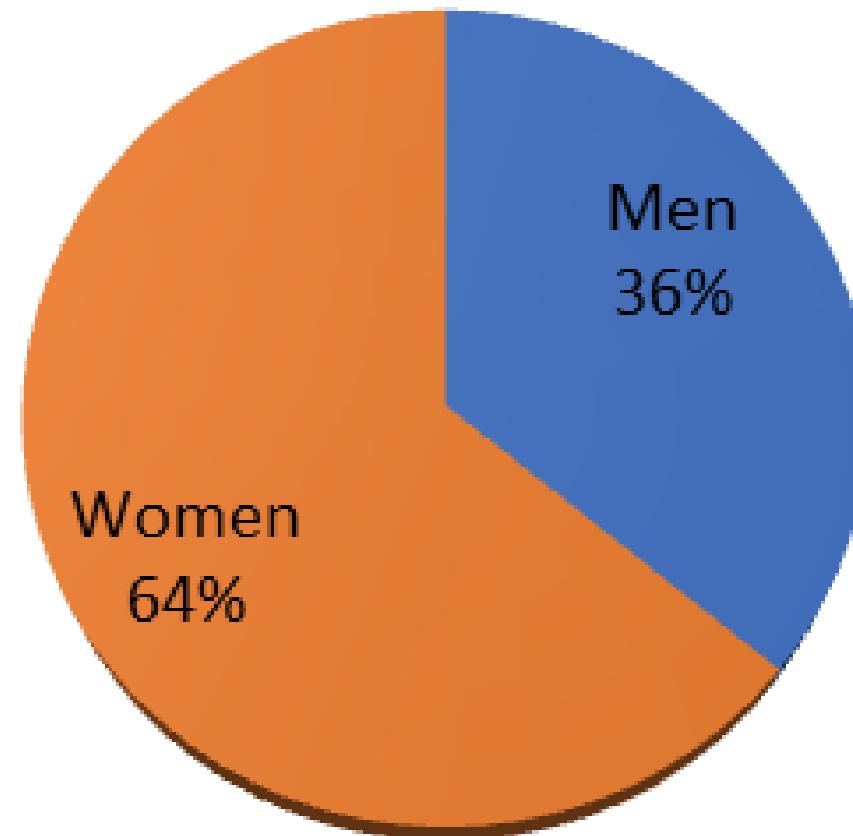


March Month got the highest sales(1,928,066M) and orders(2819) followed by Feb, April, & Jan

Sales: Men Vs Women

Row Labels	Sum of Amount
Men	7613604
Women	13562773

Sales: Men vs Women



```
-- 2. Who purchased more- men or women in 2022?  
SELECT Gender,  
       SUM(Amount) as total_Sales,  
       ROUND(  
              (SUM([Amount]) /  
               (SELECT SUM([Amount]) FROM project..Vrinda_Store) * 100), 2) AS Percentage_of_Totalsales_Gender  
FROM project..Vrinda_Store  
GROUP BY Gender;  
-- Result: Women dominated total sales (64.05%) compared to Men(35.95%)
```

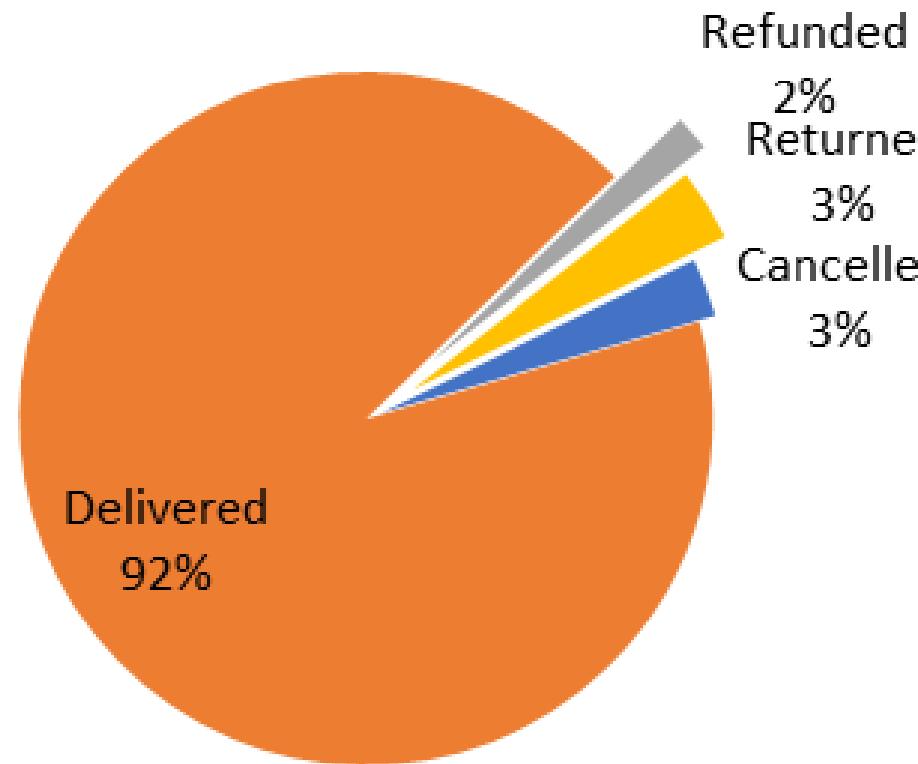
Gender	total_Sales	Percentage_of_Totalsales_Gender
Women	13562773	64.05
Men	7613604	35.95

Women dominated total sales (64.05%) compared to Men(35.95%)

Order Status

Row Labels	Count of Order ID
Cancelled	844
Delivered	28641
Refunded	517
Returned	1045

Order Status



-- 3 What are different order status in 2022?

```
SELECT Status,  
count([Order ID]) as total_orders,  
Round(  
    (cast  
        (count([Order ID]) as float) /  
        (SELECT cast(count([Order ID]) as float) FROM project..Vrinda_Store) * 100),  
    2) As Percentage_of_OrderStatus  
FROM project..Vrinda_Store  
GROUP BY Status  
ORDER BY Percentage_of_OrderStatus DESC;  
-- Result: Around 93% of orders are delivered which is positive sign for store.
```

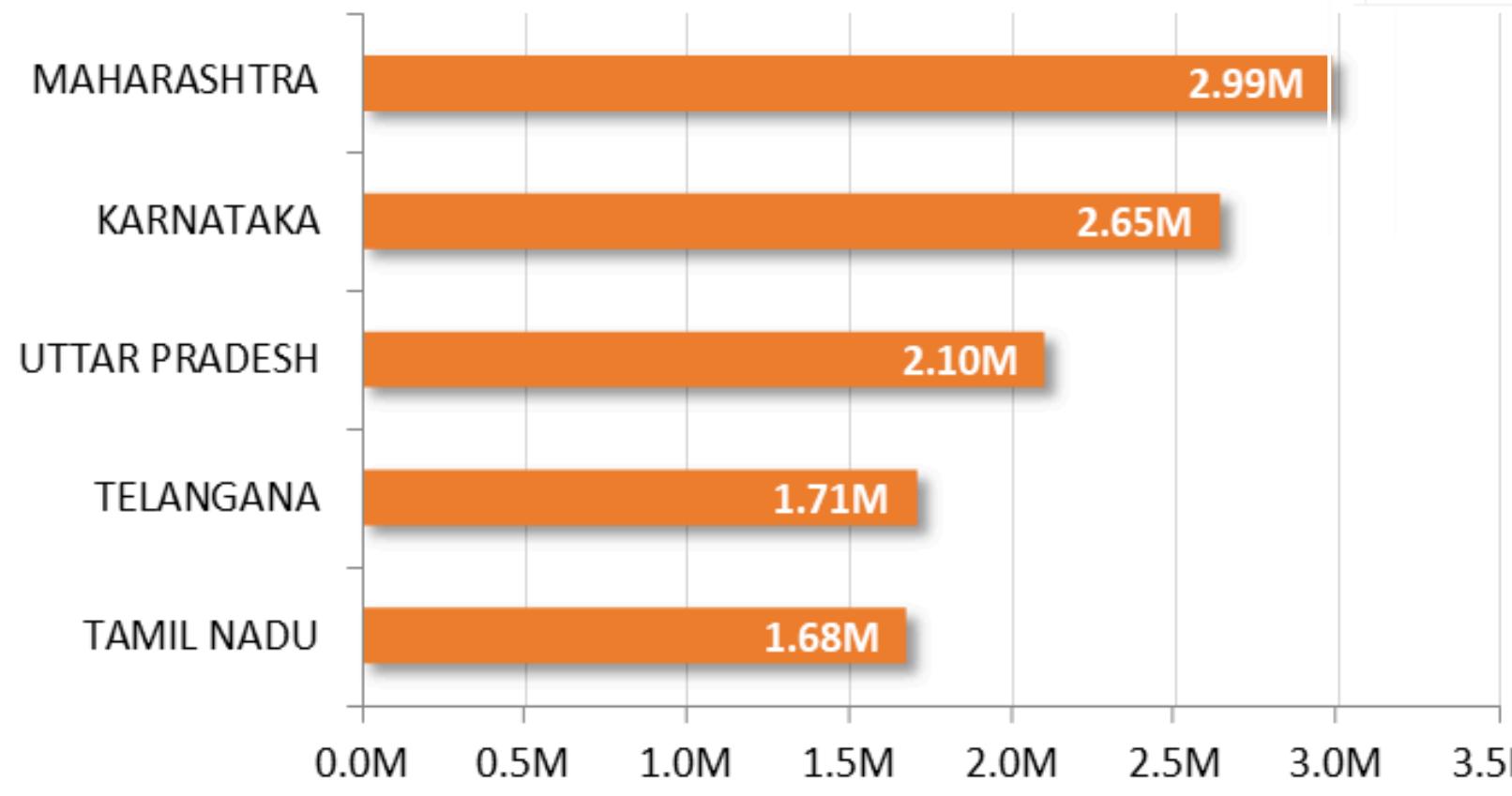
Status	total_orders	Percentage_of_OrderStatus
Delivered	28641	92.25
Returned	1045	3.37
Cancelled	844	2.72
Refunded	517	1.67

Around 93% of orders are delivered which is positive sign for store.

Top States: Sales

Row Labels	Total Amount
TAMIL NADU	1678877
TELANGANA	1712439
UTTAR PRADESH	2104659
KARNATAKA	2646358
MAHARASHTRA	2990221

Sales: Top 5 States



```
-- 4. List top 10 states contributing to the sales?
SELECT Top 10 Ship_State,
       sum(Amount) as total_sales,
       Round(
              sum(Amount) /
              (SELECT sum(Amount) FROM project..Vrinda_Store)*100,2) as states_per_sales
FROM project..Vrinda_Store
GROUP BY Ship_State
ORDER BY total_sales DESC;
```

-- Result: Round 50% sales comes from 5 states: Maharashtra, Karnataka, Uttar Pradesh, Telangana & Tamil Nadu

Ship_State	total_sales	states_per_sales
MAHARASHTRA	2990221	14.12
KARNATAKA	2646358	12.5
UTTAR PRADESH	2104659	9.94
TELANGANA	1712439	8.09
TAMIL NADU	1678877	7.93
DELHI	1266328	5.98
KERALA	1008940	4.76
WEST BENGAL	922444	4.36
ANDHRA PRAD...	918499	4.34
HARYANA	813320	3.84

Round 50% sales comes from 5 states: Maharashtra, Karnataka, Uttar Pradesh, Telangana & Tamil Nadu

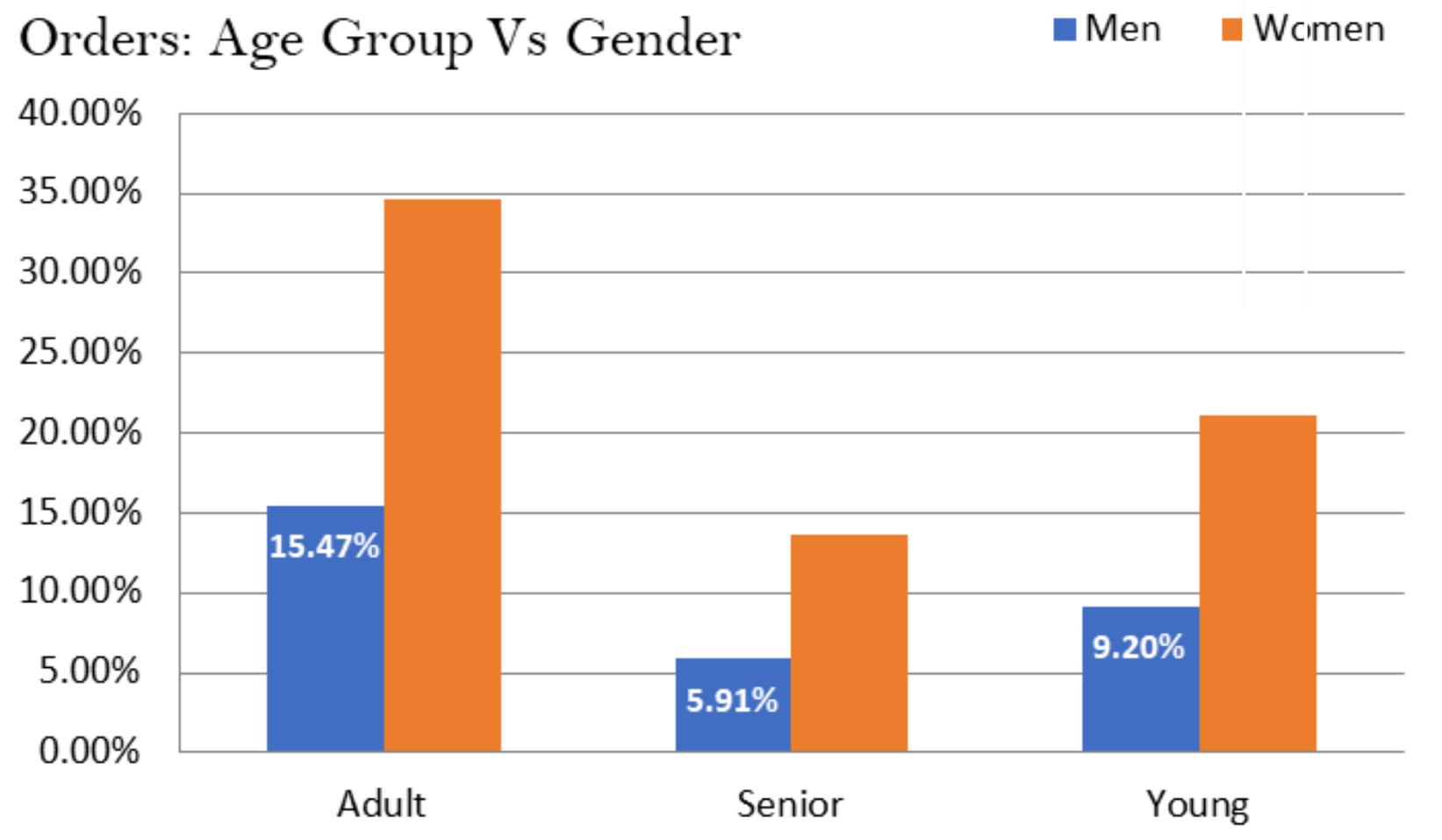
Order: Age vs Gender

Adult Women age between 30-50 contributed most in sales (~35%), followed by Young Women age between 18-29 by ~22%.

Top Buyer in term of Age_Group & Gender: Adult Women, Young Women & Adult Men(~16%)

```
-- 5. Relation between age and gender based on number of orders.
SELECT [Age Group],
Gender,
count([Order ID]) as total_orders,
Round((cast(
    count([Order ID]) as float) /
    (SELECT cast(count([Order ID]) as float) FROM project..Vrinda_Store) * 100),
2) As Percentage_of_OrderStatus
FROM project..Vrinda_Store
GROUP BY [Age Group], Gender;
/* Result: Adult Women age between 30-50 contributed most in sales (~35%), followed by Young Women age between 18-29 by ~22%.
Top Buyer in term of Age_Group & Gender: Adult Women, Young Women & Adult Men(~16%) */
```

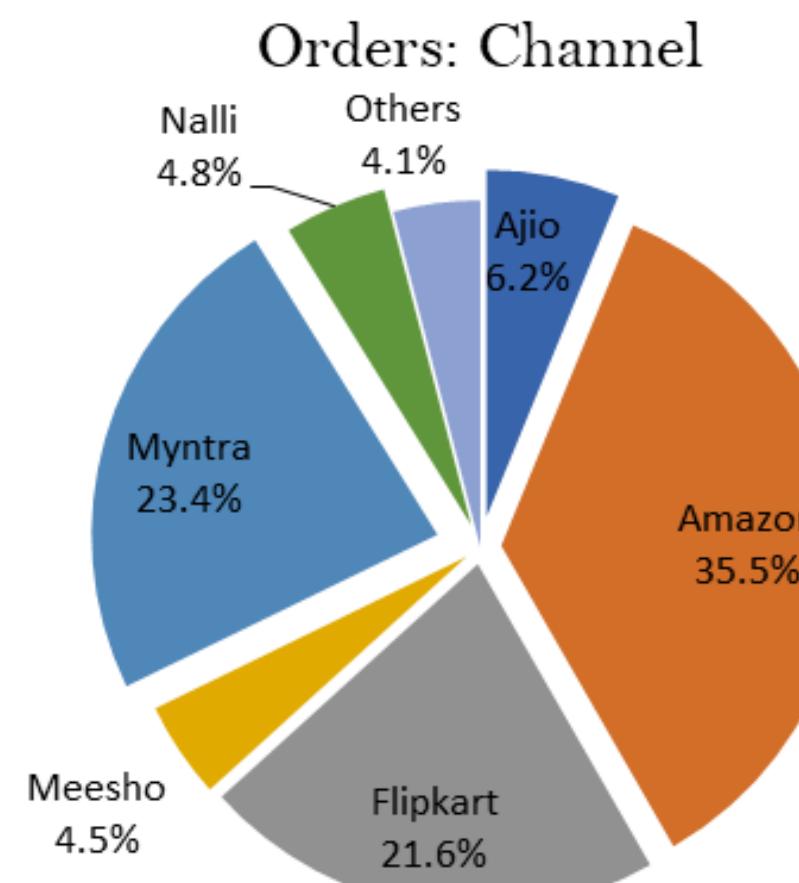
Age Group	Gender	total_orders	Percentage_of_OrderStatus
Adult	Men	4803	15.47
Young	Women	6560	21.13
Senior	Women	4253	13.7
Adult	Women	10740	34.59
Young	Men	2855	9.2
Senior	Men	1836	5.91



Row Labels	Men	Women
Adult	15.47%	34.59%
Senior	5.91%	13.70%
Young	9.20%	21.13%

Orders: Channel

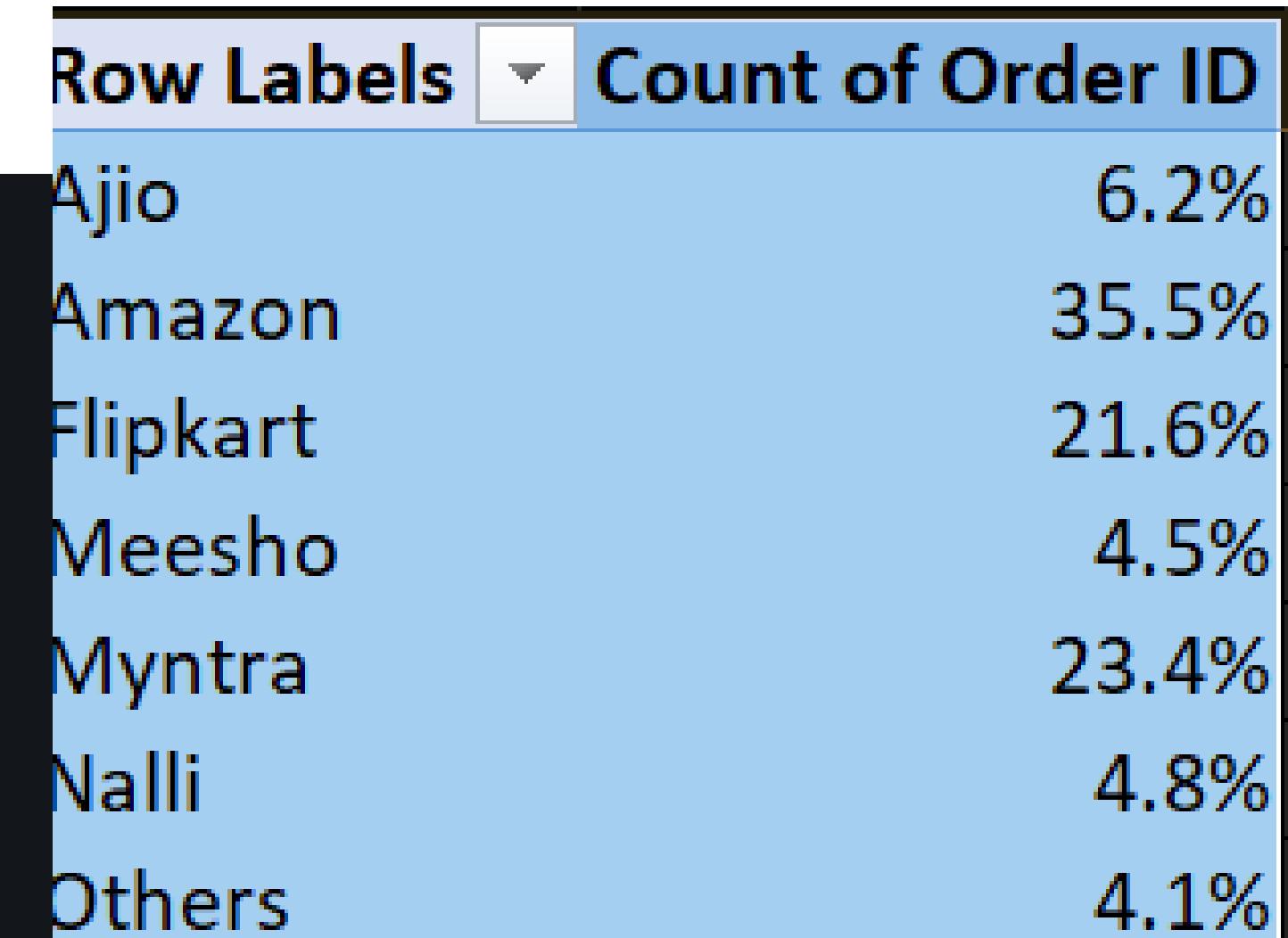
Around 80% sales comes from Amazon, Myntra & Flipkart.



```
-- 6. Which channel is contributing to maximum sales?  
SELECT Channel,  
       SUM(Amount) as total_Sales_Channel,  
       Round((sum(Amount) /  
              (SELECT sum(Amount) FROM project..Vrinda_Store) *100),2) as total_per_channel  
FROM project..Vrinda_Store  
GROUP BY Channel  
ORDER BY total_per_Channel DESC;  
-- Result: Around 80% sales comes from Amazon, Myntra & Flipkart.
```

results Messages

Channel	total_Sales_Channel	total_per_channel
Amazon	7519933	35.51
Myntra	4941540	23.34
Flipkart	4573301	21.6
Ajio	1331427	6.29
Nalli	1015329	4.79
Meesho	927606	4.38
Others	867241	4.1





Highest Selling Category

50% sales comes from Set, followed by kurta ~24%.

-- 7. Highest selling category?

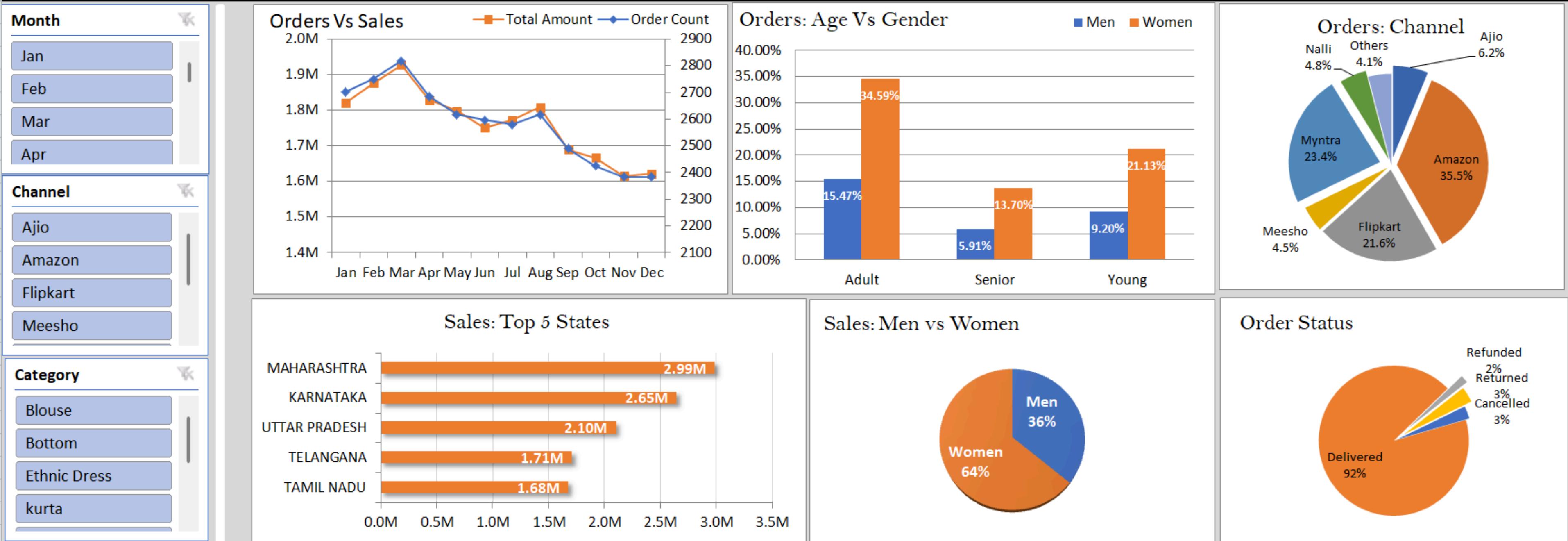
```
SELECT Category,
       sum(Amount) as total_Sales_Category,
       Round((sum(Amount) /
              (SELECT sum(Amount) FROM project..Vrinda_Store) *100),2) as total_per_Category,
       Count([Order ID]) as total_Order_Category
  FROM Project..Vrinda_Store
 GROUP BY Category
 ORDER BY total_Sales_Category DESC;
```

-- Result: 50% sales comes from Set, followed by kurta ~24%.

results Messages

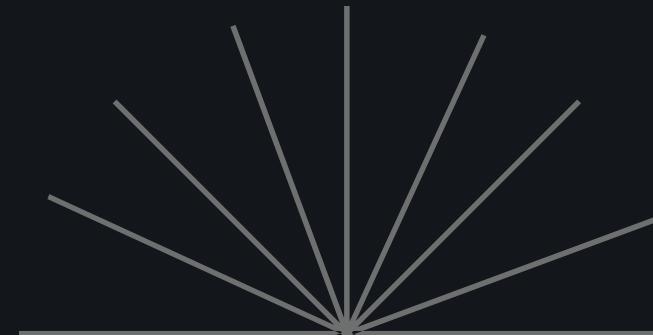
Category	total_Sales_Category	total_per_Category	total_Order_Category
Set	10507546	49.62	12391
kurta	4959377	23.42	10446
Western Dress	3148836	14.87	4066
Top	1186199	5.6	2193
Saree	1010471	4.77	1380
Ethnic Dress	195256	0.92	264
Blouse	140888	0.67	229
Bottom	27804	0.13	78

Vindra Store Annual Report 2022



Key Insights:

1. Women led in purchases, highlighting an opportunity for targeted marketing.
2. Adults are the largest consumer group, followed by young and the elderly ones.
3. Sales decline month over month, singaling a need for proactive stategies.
4. Most orders are successfully delivered, but returns remain a key area to address.
5. Amazon tops the charts as the best-selling partner.
6. Category M is the most requested, and individual prefers purchasing in small quantities.
7. Maharashtra emerges as the top-performing state with sales of ₹2,990,221.
8. March recorded the highest revenue of ₹1,928,066 with 2,819 orders, indicating seasonal trends.
9. Order Status: 28,641 orders delivered successfully, while only 844 were cancelled and 517 were refunded, showcasing high delivery efficiency
10. Highest Sales in March



Conclusion

- Focus on women aged 30-49 rising in Maharashtra, Karnataka, and Uttar Pradesh.
- Prioritize marketing efforts on Amazon, Flipkart and Myntra
- Leverage targeted ads, offers and coupons to attract key demographics.
- Launch Promotions and seasonal discounts.
- Increase investment in marketing and logistics in high-performing region.

