Vrinda Store Data Analysis Project

Key Analytical Questions

Sales Analysis

- What are the top-selling products at Vrinda Store?

- Which days or months see the highest sales?

- What is the average transaction value?

- Which product categories generate the most revenue?

- Are there any noticeable sales trends over time?

Customer Analysis

- Who are the most frequent or high-value customers?

- How often do customers return to shop again?

- What is the customer retention rate?

- Is there a pattern in the types of products customers buy together?

Inventory & Stock

- Which products are overstocked or understocked?

- What is the average time a product stays in inventory?

- Which items have the highest return rate?

Profitability & Efficiency

- Which products have the highest profit margins?

- What is the overall profit/loss trend this year?

- Are discounts or promotions improving profitability?

- How efficient is the restocking or supply chain?

Advanced / Predictive Analysis

- Can we predict future sales from historical data?

- Which promotions are most effective?

- What is the predicted customer churn rate?