

# VRINDA STORE DATA ANALYSIS PROJECT

An Excel Business Analysis Project

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# Objective

- ▶ Vrinda Store wants to create an Annual Sales Report for 2022.
- ▶ To understand their customers and grow more sales in 2023

# Basic Analysis Overview

- ▶ Comparing the Sales and Orders
- ▶ Month with highest sales and Orders
- ▶ Female/Male purchase pattern
- ▶ Order status
- ▶ Top 10 states contributing to the sales
- ▶ Relation between age and gender based on number of orders
- ▶ Maximum sales channel
- ▶ Highest selling category

# Data Analysis Process

- ▶ Data Extraction
  - ▶ Source of data: Sales records for 2022.
  - ▶ Tools used: Excel for data manipulation.
- ▶ Data Cleaning
  - ▶ Checking data for Accuracy
  - ▶ Removal of duplicates and null values.
  - ▶ Ensuring consistency in data types and formats.
- ▶ Data Processing
  - ▶ Creation of additional columns for deeper analysis.
  - ▶ Age Group and Month Columns

# Data Analysis Techniques

- ▶ Use of pivot tables to summarize data.
- ▶ Identification of key performance indicators (KPIs):
  - ▶ Total Daily Sales (TDS)
  - ▶ Average Transaction Value (ATV)
  - ▶ Units per Transaction (UPT)
  - ▶ Sales by Department (SBD)
  - ▶ Sales Growth Rate (SGR)

# Key Performance Indicators (KPIs)

## Customer Insights:

- ▶ Gender-based purchasing pattern - **Women** accounted for approximately **65%** of purchases.
- ▶ Age demographics showing that **adults aged 30-49** are the primary buyers.

## Sales Trends:

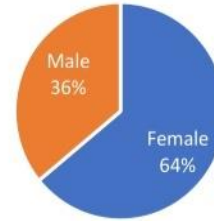
- ▶ Monthly sales performance highlighting peak periods - **March** had the **highest** sales.
- ▶ Sales by channel analysis indicating top contributors - **Amazon**, Flipkart, Myntra contribute ~ 80%
- ▶ **Maharashtra**, Karnataka, and Uttar Pradesh are top 3 states in Sales respectively.
- ▶ **Sets** are the highest selling category accounting of 39.84% of total sales .

## Vrinda Store Annual Report 2022

### Orders vs Sales



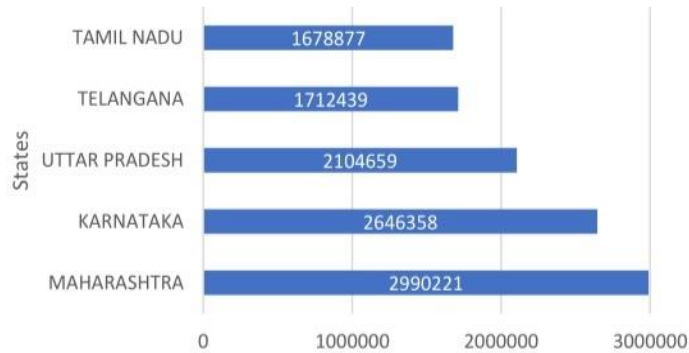
### Sales: Female vs Male



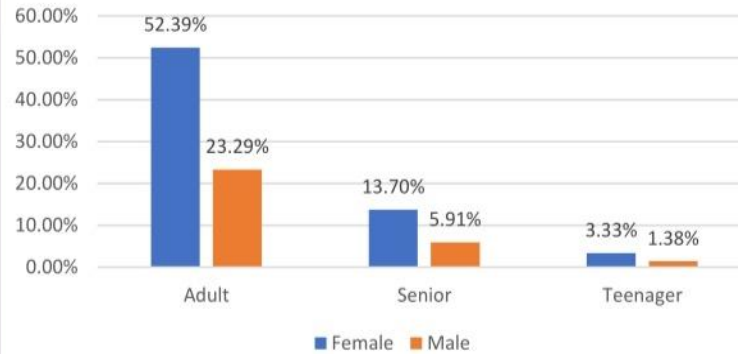
### Order Status



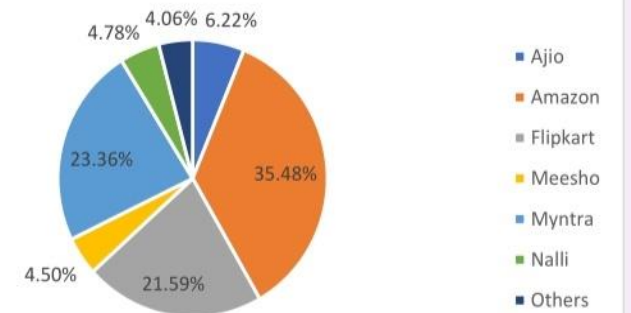
### Sales : Top 5 States



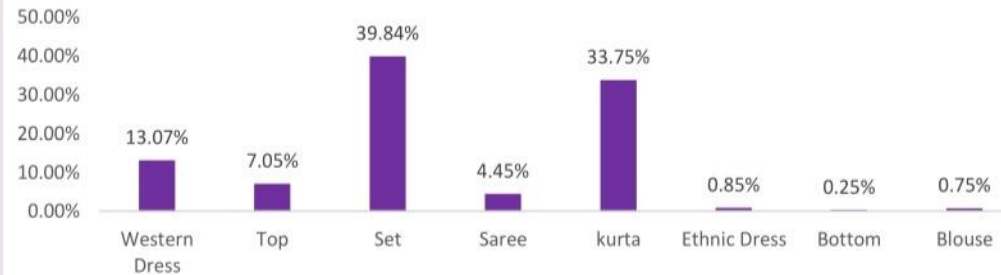
### Orders: Age vs Gender



### Orders : Channel



### Highest Selling Category



# Recommendations based on Analysis

- ▶ Targeted Marketing Strategies:
  - ▶ Focus on women in the age group of 30-49 living in Maharashtra, Karnataka, and Uttar Pradesh.
  - ▶ Utilize promotions on popular channels like Amazon and Flipkart to drive sales.
- ▶ Inventory Management:
  - ▶ Adjust inventory based on sales trends to ensure availability during peak periods.



Thank You.