

## Vrinda Store – 2022 Annual Sales Report

### Objective

The purpose of this analysis was to help **Vrinda Store** understand its customer base and sales performance in 2022. The goal was to extract actionable insights that can guide data-driven strategies to increase sales in 2023.

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### Key Business Questions Answered

1. How do sales and orders compare across the year?
  2. Which month had the highest sales and most orders?
  3. Did men or women purchase more in 2022?
  4. What were the different order statuses throughout the year?
  5. Which 10 states contributed the most to overall sales?
  6. What's the relationship between age, gender, and sales?
  7. Which sales channels generated the highest revenue?
  8. What was the best-selling product category?
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### My Approach

I analyzed Vrinda Store's 2022 sales data using **Microsoft Excel**, performing the following steps:

- Cleaned and prepared the data for accuracy and consistency
  - Conducted deep analysis to explore sales trends, customer demographics, and product performance
  - Created visualizations and dashboards to clearly present insights
  - Delivered a comprehensive report with strategic recommendations for boosting sales in 2023
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### Key Insights

- **65%** of total purchases were made by **women**, showing a higher engagement rate than men
- **Maharashtra, Karnataka, and Uttar Pradesh** were the top 3 contributing states, accounting for nearly **35%** of sales
- The **30-49 age group** (adults) was the most active, contributing to about **50%** of total purchases
- **Amazon, Flipkart, and Myntra** were the leading sales channels, generating approximately **80%** of total revenue

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### Final Recommendation

To maximize sales growth in 2023, Vrinda Store should focus on:

- **Targeting women** in the **30–49 age group**
- Prioritizing marketing efforts in **Maharashtra, Karnataka, and Uttar Pradesh**
- Running targeted **ads and promotions** on major e-commerce platforms like **Amazon, Flipkart, and Myntra**

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### Tools Used

- **Microsoft Excel** for data cleaning, analysis, visualization, and reporting
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