VRINDA STORE
DATA ANALYSIS
FOR BUSINESS

Analyzing a Business with Excel

Excel

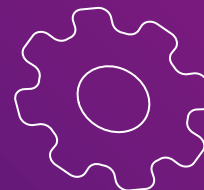- Akash Katad

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CONTENTS

- **Objective**
- **Excel Report**
- **Findings**
  - Sales vs Orders
  - Gender vs Order Amount
  - Order Status vs Orders
  - Top 5 Sates By Orders
  - Channel vs Sales
  - Age Group vs Gender
  - Orders vs Channel in Percentage
- **Suggestions**

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OBJECTIVE

Vrinda Store aims to generate a comprehensive annual sales report for the year 2022, with the objective of enhancing customer understanding and paving the way for substantial growth in 2023.
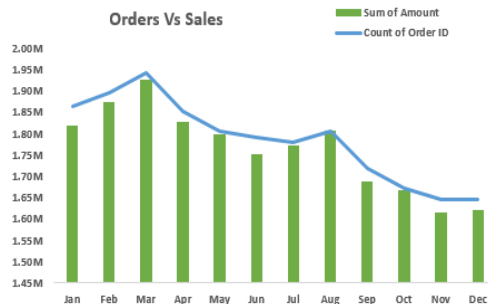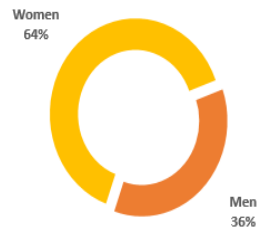
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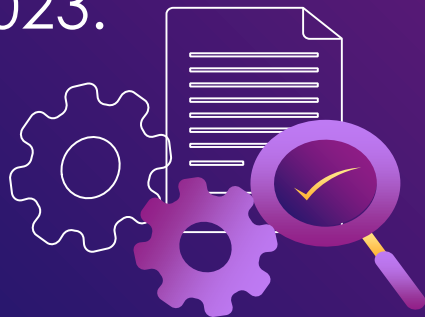
Vrinda Store Annual Report

Month

Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct

Orders Vs Sales

Legend: Sum of Amount, Count of Order ID

Sales By Gender

Women 64%
Men 36%

Order Status

Delivered 92%
Refunded 2%
Returned 3%
Cancelled 3%

Monthly Sale %

Legend: Ajio, Amazon, Flipkart, Meesho, Myntra, Nalli
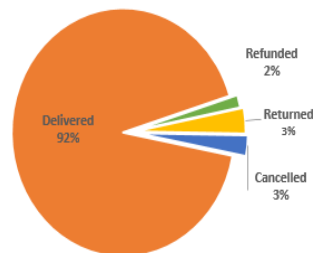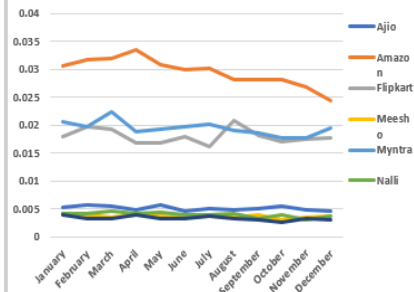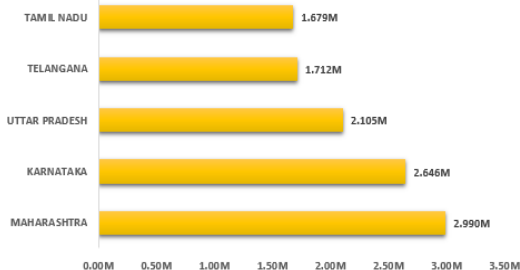
Channel

Ajio
Amazon
Flipkart
Meesho
Myntra
Nalli
Others

Category

Blouse
Bottom
Ethnic Dress
kurta
Saree
Set
Top
Western Dress

Sales : Top 5 States

State	Sales
TAMIL NADU	1.679M
TELANGANA	1.712M
UTTAR PRADESH	2.105M
KARNATAKA	2.646M
MAHARASHTRA	2.990M

Orders : Age Vs Gander

Legend: Men, Women

Adult: 15.47%, 34.59%
Senior: 5.91%, 13.70%
Teenager: 9.20%, 21.13%

Orders By Channels

Meesho 5%
Myntra 23%
Nalli 5%
Others 4%
Ajio 6%
Amazon 35%
Flipkart 22%

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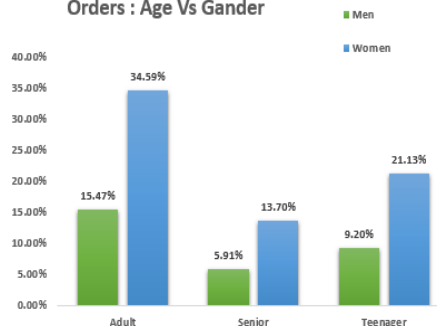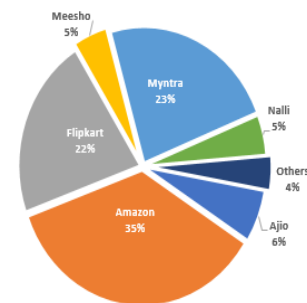
FINDINGS

Sales vs Order

The highest sales of ₹1,928,066 were recorded in March, accompanied by 2,819 orders while November has the lowest sales of ₹1,615,356 with 2,384 orders.

Gender vs Order Amount

Women's orders accounted for ₹13,562,773 (64.05%) surpassing men's orders ₹7,613,604 (35.95%).

Order Status vs Order

The majority of orders were delivered (28,641), followed by returns (1,045), cancellations (844), and refunds (517).

Top 10 States in Ordering

Maharashtra led in order amount with (₹2,990,221) followed by Karnataka (2,646,358) and Uttar Pradesh (₹2,104,659).

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Channels vs State
   Amazon had the highest order count with (11,016) followed by Myntra (7,254) and Flipkart (6,703).

Age Group vs Gender
   Women dominated order placements across all age groups.

Order vs Channel in Percentage
   Amazon consistently held the highest percentage of orders, followed by Myntra and Flipkart.

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SUGGESTIONS TO IMPROVE VRINDA STORE SALES

- **Leverage Success:** Identify factors behind March's high sales for replication.

- **Target Male Customers:** Implement targeted marketing campaigns to increase male order amounts.

- **Reduce Cancellations and Returns**: Minimize cancellations, refunds, and returns through quality improvement and enhanced customer support.

- **Focus on Top Ordering States**: Enhance customer satisfaction and loyalty in Maharashtra, Karnataka, and Uttar Pradesh.

- **Optimize Channel Performance:** Allocate resources based on channel contributions, with a focus on Amazon, Myntra, and Flipkart.

- **Foster Innovation and Agility:** Encourage innovation, provide training, and promote data-driven decision-making.

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