

Vintage Wear Store Dashboard

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1 Introduction

The Vintage Wear Store Dashboard project is a comprehensive exploration of sales and customer data, aimed at providing valuable insights into the store's performance and customer behavior. This report summarizes the key findings and visual representations created using Excel.

2 Excel Data

The dataset used in this project consists of approximately 31,047 rows, encompassing various columns such as Order ID, Customer ID, Gender, Age, Date, Month, Order Status, Sales Channel, SKU, Category, Size, Quantity, Currency, Amount, Shipping City, Shipping State, Shipping Postal Code, Shipping Country, and B2B information.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
	Index	Order ID	Cust ID	Gender	Age	Age Group	Date	Month	Status	Channel	SKU	Category	Size	Qty	currency	Amount	ship-city	ship-state	ship-postal-code	ship-country	B2B
1	17	407-7039962-7080347	7039962	Men	30	Adult	12/4/2022	Dec	Delivered	Meesho	SET304-KR-DPT-XL	Set	XL	1	INR	1115	Bhubanes ODISHA		751022	IN	FALSE
2	2	405-2183842-2225946	2183842	Women	29	Teenager	12/4/2022	Dec	Delivered	Ajio	SET414-KR-NP-L	Set	L	1	INR	1449	GURUGR/HARYANA		122002	IN	FALSE
3	3	171-1641533-8921966	1641533	Women	67	Senior	12/4/2022	Dec	Delivered	Myntra	SET261-KR-PP-S	Set	S	1	INR	453	KOLKATA WEST BEN		700029	IN	FALSE
4	4	404-7490807-6300351	7490807	Women	20	Teenager	12/4/2022	Dec	Delivered	Amazon	SET110-KR-PP-M	Set	M	1	INR	729	THANJAVI TAMIL NA		613007	IN	FALSE
5	5	403-9293516-4577154	9293516	Women	62	Senior	12/4/2022	Dec	Delivered	Myntra	JNE2294-KR-A-XXL	kurta	XXL	1	INR	544	GURUGR/HARYANA		122001	IN	FALSE
6	7	403-0950590-5005155	950590	Men	30	Adult	12/4/2022	Dec	Delivered	Myntra	SET210-KR-PP-XXXL	Set	3XL	1	INR	575	MADURAI TAMIL NA		625014	IN	FALSE
7	407-1298130-0368305	1298130	Women	23	Teenager		12/4/2022	Dec	Delivered	Meesho	JNE3801-KR-XXL	kurta	XXL	1	INR	735	BENGALU KARNATAI		560029	IN	FALSE
8	171-5561216-3398711	5561216	Women	70	Senior		12/4/2022	Dec	Delivered	Others	JNE3405-KR-M	kurta	M	1	INR	435	GURUGR/HARYANA		122001	IN	FALSE
9	408-2935263-2935550	2935263	Women	75	Senior		12/4/2022	Dec	Delivered	Amazon	JNE3474-KR-E-XL	kurta	XL	1	INR	385	BENGALU KARNATAI		562149	IN	FALSE
10	46	171-4087298-3087569	4087298	Women	30	Adult	12/4/2022	Dec	Delivered	Amazon	NW001-TP-PJ-XXL	Set	XXL	1	INR	563	THIRUVAR TAMIL NA		620101	IN	FALSE
11	404-2648970-9042715	2648970	Women	76	Senior		12/4/2022	Dec	Delivered	Amazon	JNE3795-KR-S	kurta	S	1	INR	517	THIRUVAR KERALA		695018	IN	FALSE
12	81	408-8573929-1921943	8573929	Women	30	Adult	12/4/2022	Dec	Delivered	Flipkart	JNE3518-KR-XXL	kurta	XXL	1	INR	458	MUMBAI MAHARAS		400097	IN	FALSE
13	408-0265357-4939534	265357	Women	18	Teenager		12/4/2022	Dec	Delivered	Amazon	SET217-KR-PP-XL	Set	XL	1	INR	786	GUWAHA ASSAM		781017	IN	FALSE
14	406-6695683-9996343	6695683	Men	30	Adult		12/4/2022	Dec	Cancelled	Myntra	SET282-KR-PP-L	Set	L	1	INR	1043	THANE MAHARAS		400606	IN	FALSE
15	407-0442660-2736366	442660	Women	52	Senior		12/4/2022	Dec	Delivered	Amazon	SET333-KR-DPT-M	Set	M	1	INR	967	HYDERAB TELANGAI		500098	IN	FALSE
16	406-7482261-1657136	7482261	Women	18	Teenager		12/4/2022	Dec	Delivered	Nalli	J0124-TP-L	Top	L	1	INR	523	NEW DELI DELHI		110062	IN	FALSE
17	153	405-4774074-9942741	4774074	Men	30	Adult	12/4/2022	Dec	Delivered	Amazon	SET321-KR-DPT-XXL	Set	XXL	1	INR	927	LUCKNOW UTTAR PR		226021	IN	FALSE
18	218	404-8307667-6071518	8307667	Men	30	Adult	12/4/2022	Dec	Delivered	Others	SET293-KR-NP-XL	Set	XL	1	INR	692	BENGALU KARNATAI		560027	IN	FALSE
19	171-8974687-6745940	8974687	Men	24	Teenager		12/4/2022	Dec	Delivered	Myntra	J0161-DR-XXL	Western Dress	XXL	1	INR	473	MUMBAI MAHARAS		400097	IN	FALSE
20	404-8218066-7747520	8218066	Men	30	Adult		12/4/2022	Dec	Delivered	Others	JNE3797-KR-XXXL	Western Dress	3XL	1	INR	725	AMBARNI MAHARAS		421501	IN	FALSE
21	323	402-1781950-2669162	1781950	Women	30	Adult	12/4/2022	Dec	Delivered	Flipkart	SAR003	Saree	Free	1	INR	499	ZIRAKPUR PUNJAB		160104	IN	FALSE
22	350	406-3678042-9067560	3678042	Women	30	Adult	12/4/2022	Dec	Delivered	Amazon	SET324-KR-NP-XL	Set	XL	1	INR	597	WARANG TELANGAI		506001	IN	FALSE
23	369	171-6741005-1801114	6741005	Women	30	Adult	12/4/2022	Dec	Delivered	Amazon	SET195-KR-NP-A-XL	Set	XL	1	INR	737	HYDERAB TELANGAI		500085	IN	FALSE
24	24	406-3935670-5720350	3935670	Women	19	Teenager	12/4/2022	Dec	Delivered	Ajio	SET110-KR-PP-XS	Set	XS	1	INR	788	Meerut UTTAR PR		250002	IN	FALSE
25	395	408-2633521-9125911	2633521	Women	30	Adult	12/4/2022	Dec	Returned	Flipkart	SET331-KR-PP-L	Set	XL	1	INR	635	Kudukkini KERALA		670592	IN	FALSE
26	476	171-5487299-6205113	5487299	Women	30	Adult	12/4/2022	Dec	Delivered	Nalli	JNE3690-TU-XL	Set	L	1	INR	579	PIRANGU MAHARAS		412115	IN	FALSE
27	27	406-8343960-8137102	8343960	Women	62	Senior	12/4/2022	Dec	Delivered	Flipkart	JNE3690-TU-XL	Top	XL	1	INR	484	DAVANAG KARNATAI		577004	IN	FALSE
28	28	406-0986513-0498758	986513	Men	20	Teenager	12/4/2022	Dec	Delivered	Flipkart	SET184-KR-PP-XXXL	Set	3XL	1	INR	563	RUDRAPU UTTARAKI		263153	IN	FALSE
29	29	406-0947452-6044339	947452	Men	77	Senior	12/4/2022	Dec	Delivered	Flipkart	JNE3797-KR-XXL	Western Dress	XXL	1	INR	735	CHENNAI TAMIL NA		600103	IN	FALSE

Figure 1: Store Data

3 Sales vs. Order

The Sales vs. Order chart combines line and bar graphs, revealing that the month of March experienced both the highest sales and the highest count of orders. This correlation suggests a strong positive relationship between sales and the number of orders.

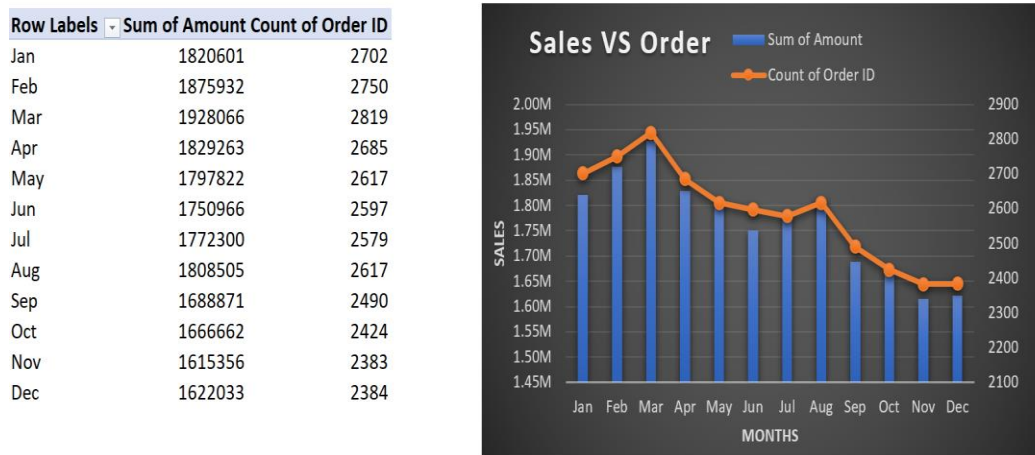


Figure 2: Sales vs. Order

4 Sales: Men vs. Women

A pie chart illustrates the distribution of sales between genders. Women significantly contribute to sales, accounting for 64%, while men account for the remaining 36%. This insight emphasizes the store's popularity among female customers.

Row Labels	Sum of Amount
Men	7613604
Women	13562773

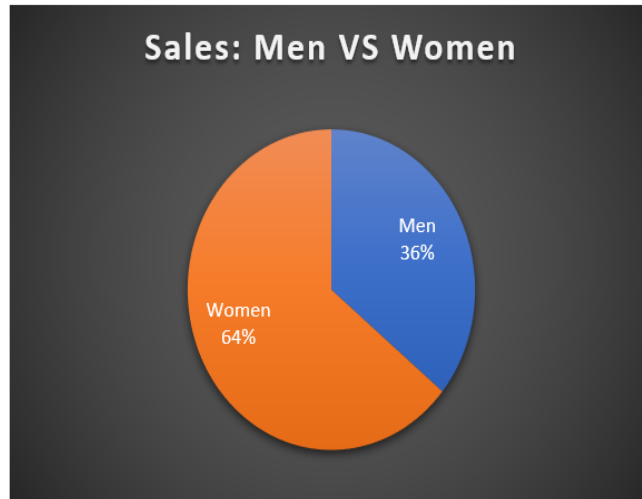


Figure 3: Sales: Men vs. Women

5 Order Status (Pie Chart)

The Order Status chart is presented as a pie chart, displaying the following categories: Delivered: 93% Returned: 4% Cancelled: 2% Refund: 1% This breakdown provides valuable information about the order fulfillment process, with the majority of orders being successfully delivered.

Row Labels	Sum of Amount
Cancelled	481844
Delivered	19710544
Refunded	264842
Returned	719147

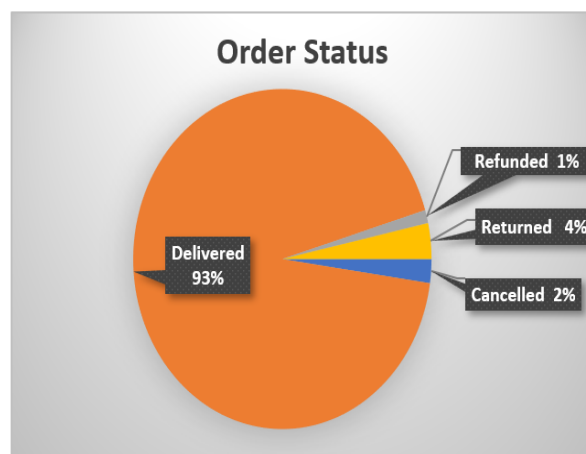


Figure 4: Order Status

6 Top 10 States Contributing in Sales (Bar Chart)

A bar chart identifies the top 10 states that contribute the most to sales. The states include Maharashtra, Karnataka, Uttar Pradesh, Telangana, Tamil Nadu, Delhi, Kerala, West Bengal, Andhra Pradesh, and Haryana. These insights can guide targeted marketing efforts in regions with the highest sales.

Row Labels	Sum of Amount
MAHARASHTRA	2982659
KARNATAKA	2646358
UTTAR PRADESH	2104659
TELANGANA	1712439
TAMIL NADU	1678244
DELHI	1266328
KERALA	1008940
WEST BENGAL	920621
ANDHRA PRADESH	918499
HARYANA	813320

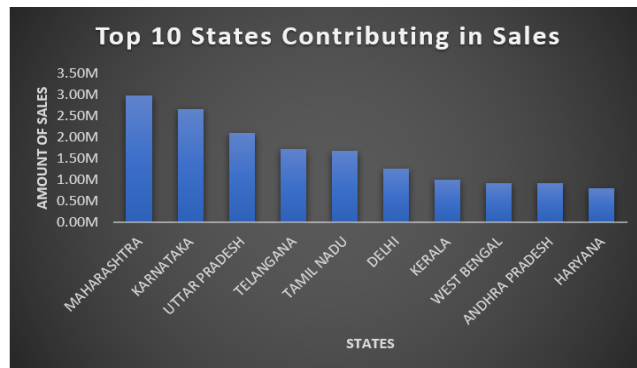


Figure 5: Top 10 States Contributing in Sales

7 Age & Gender (Bar Chart)

A bar chart representing age and gender dynamics reveals that the adult age group (30-49 years) is the most significant contributor, powering half of the customer community. This age group plays a pivotal role in the store's success.

Row Labels	Sum of Amount
Adult	
Men	3838110
Women	6770647
Senior	
Men	1463267
Women	2691495
Teenager	
Men	2312227
Women	4100631

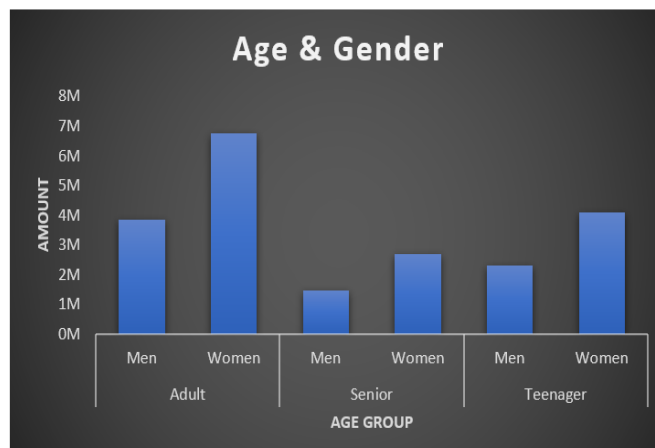


Figure 6: Age & Gender

8 Channel Contribution (Pie Chart)

A pie chart illustrates the contribution of various sales channels, with Amazon leading at 36%, followed by Flipkart at 22%, and Myntra at 23%. These three channels together account for approximately 80% of the store's sales, emphasizing their importance in the sales strategy.

Row Labels	Sum of Amount
Adult	
Men	3838110
Women	6770647
Senior	
Men	1463267
Women	2691495
Teenager	
Men	2312227
Women	4100631

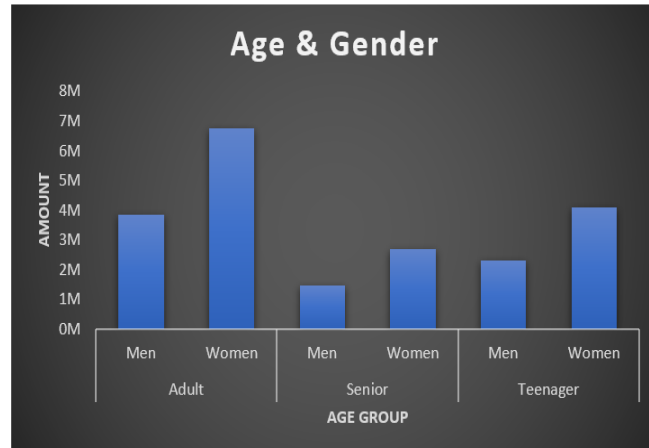


Figure 7: Channel Contribution

9 Dashboard

To integrate all these valuable insights into a cohesive view, a dashboard has been created. This dashboard combines the six charts discussed above. Additionally, three slicers—Channel, Month, and Category—have been added to enhance interactivity and provide users with the ability to explore the data further.

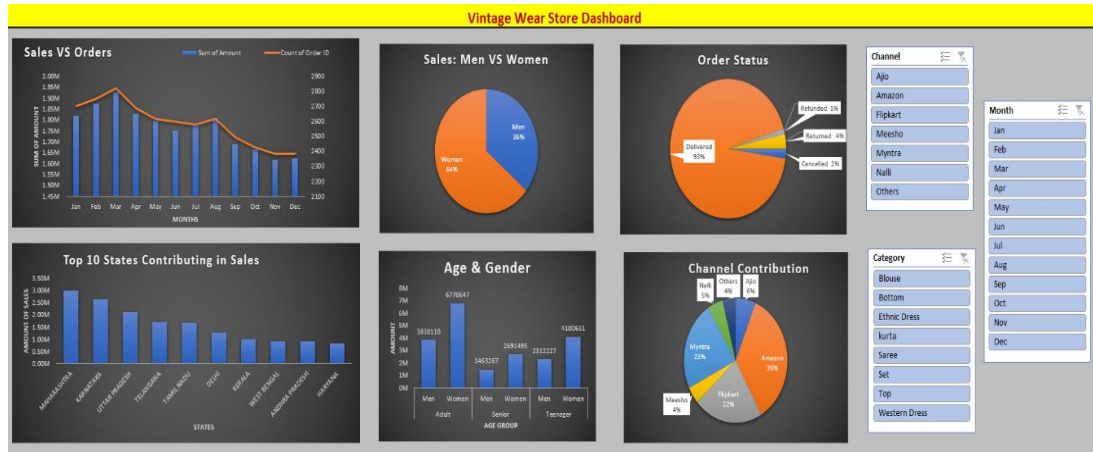


Figure 8: Dashboard

10 Conclusion

The Vintage Wear Store Dashboard project provides vital insights into sales dynamics, emphasizing the influence of women, key states (Maharashtra, Karnataka, Uttar Pradesh), and the adult age group. Notably, Amazon, Flipkart, and Myntra play pivotal roles as sales channels. This data-driven approach guides strategic decisions for optimizing sales and marketing efforts. The recommended strategy involves targeting women aged 30-49 in key states through tailored promotions on Amazon, Flipkart, and Myntra to capitalize on identified strengths and enhance customer engagement.