Vrinda Store Data Analysis

Objective

Vrinda Store wants to create an annual sales report for 2022. So that, Vrinda can understand their customers and grow more sales in 2023.

Sample Questions

1. Compare the sales and orders using single chart.
2. Which month got the highest sales and orders?
3. Who purchased more-men or women in 2022?
4. What is different order status in 2022?
5. List top 10 states contributing to the sales?
6. Relation between age and gender based on number of sales?
7. Which channel is contributing to maximum sales?
8. Highest selling category?, etc.

My Work

I analysed Vrinda Store's 2022 sales data in Excel, cleaning and processing it to derive actionable insights on sales trends, demographics, and product performance. Employing visualization techniques, I presented findings effectively and delivered a detailed report with insights and recommendations to drive sales growth in 2023.

Insights

- Women are more likely to buy compared to men (~ 65%)
- Maharashtra, Karnataka and Uttar Pradesh are top 3 states (~ 35%)
- Adult age group (30-49 yrs) is max contributing (~ 50%)
- Amazon, Flipkart and Myntra channels are max contributing (~ 80%)

Final Conclusion to improve Vrinda Store sales

Target women customers of age group (30-49 yrs.) living in Maharashtra ,Karnataka and Uttar Pradesh by showing ads/coupons available on Amazon, Flipkart and Myntra.