**Vrinda Store Data Analysis**

**Sales Analysis**

Objective- Vrinda store wants to create an annual sales report for

2022. So that, Vrinda can understand their customers grow more sales in 2023.

* Online store Sell products through different Channels
* Vrinda Store wants that we analyze his data make annual report for him.
* Its help him to understand his existing customer and make his business grow in the next year effectively.

Sample Questions

* Compare the sales and orders using single chart
* Which month got the highest sales and orders?
* Who purchased more- men or women in 2023?
* What is different order status in 2023?
* List top 5 states contributing to the sales?
* Relation between age and gender based on number of orders
* Which channel is contributing to maximum sales?
* Highest selling category?

Project Explanation

1. Data cleaning ---

* Apply Filter
* Check Duplicate and Null Values in Numeric Values (order id, cust id)
* Check Data Consistency eg- In gender column either male and female not like M and F. with the help of Find and Replace option.

1. Data Processing— when data is collected and translated into usable information.
2. Example; Gender and age relationship Based Ques Make “Age Group” with the help of If condition. Make Month Column Separate with the Help of text Formula Extract Month from date Column.
3. Create Pivot table and Different Charts

4. Insert Slicer and add Report Connection for Interactive Dashboard.

Insight

* Highest Selling occurs in March Month.
* Women are more likely to buy compared to men by 64%
* Most Items are Delivered
* Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (—35%)
* Most Order Gender category from Adult Women Category. We can say that Our prime Customer is Women.
* Amazon, Flipkart and Myntra channels are max contributing by —80%

Adult age group (30-49 yrs) is max contributing (—50%)

**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/offers/coupons available on Amazon, Flipkart and Myntra**