Vindra Store Data Analysis

Agenda

- Introduction
- Sample Questions
- Visual Store Data
- Visual Store Data Report
- Final Conclusions

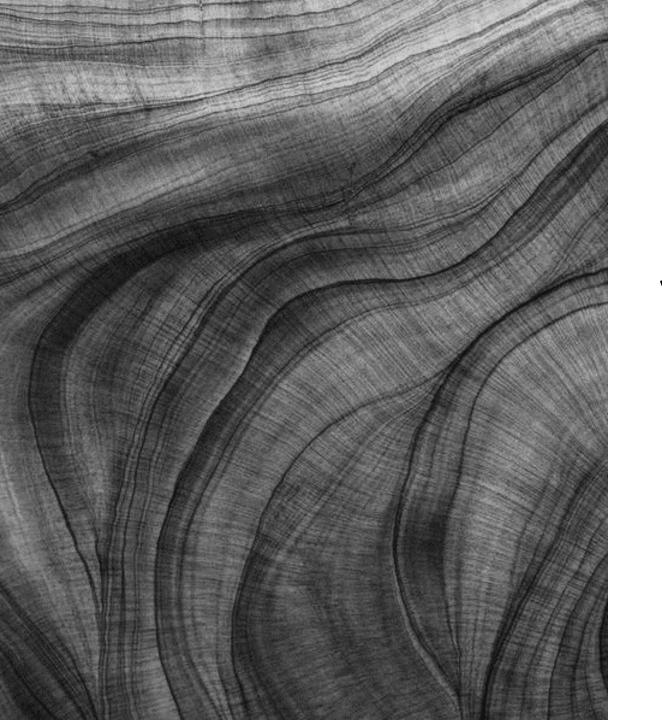


Introduction

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







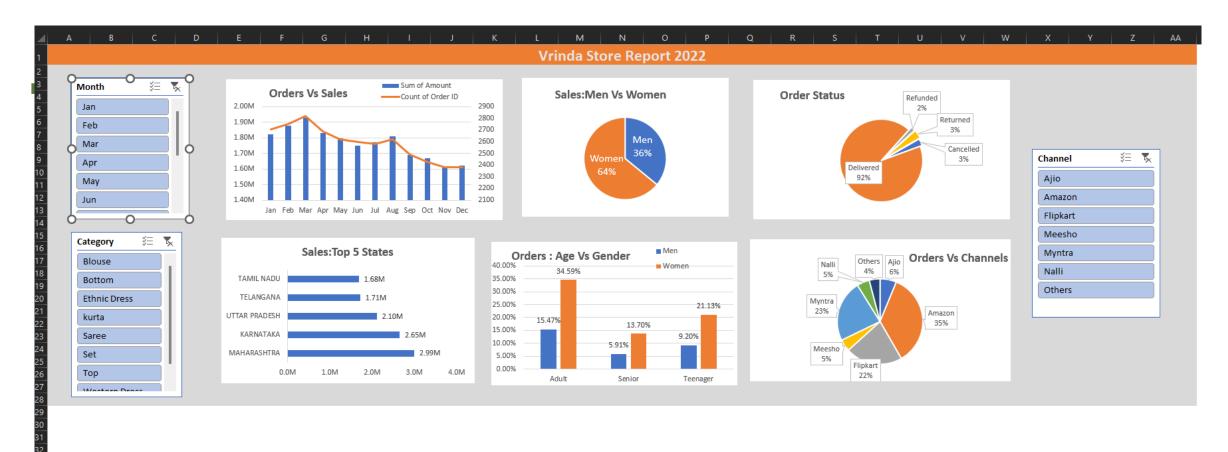
Sample questions

- Compare the sales and orders using single and orders using single charts.
- Which month got the highest sales and orders?
- Who purchased more between men or women in 2022?
- What are the different order status in 2022?
- List top 10 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?

Vindra Store Data

Α	В	С	D	Е	F	G	Н	1	J	К	L	М	N O	Р	
inde	order ID	Cust ID	Gender	Age	Age Group	Date	Month	Status	Channel	SKU	Category	Size C	Qty currency	Amount	ship-city
	1 171-1029312-3038738	1029312	Women	44	Adult	04-12-2022	Dec	Delivered	Myntra	JNE1233-BLUE-KR-031-XXL	kurta	XXL	1 INR	376	MOHALI
	2 405-2183842-2225946	2183842	Women	29	Teenager	04-12-2022	Dec	Delivered	Ajio	SET414-KR-NP-L	Set	L	1 INR	1449	GURUGRAM
	3 171-1641533-8921966	1641533	Women	67	Senior	04-12-2022	Dec	Delivered	Myntra	SET261-KR-PP-S	Set	S	1 INR	453	KOLKATA
	4 404-7490807-6300351	7490807	Women	20	Teenager	04-12-2022	Dec	Delivered	Amazon	SET110-KR-PP-M	Set	M	1 INR	729	THANJAVUR
	5 403-9293516-4577154	9293516	Women	62	Senior	04-12-2022	Dec	Delivered	Myntra	JNE2294-KR-A-XXL	kurta	XXL	1 INR	544	GURUGRAM
	6 407-1298130-0368305	1298130	Men	49	Adult	04-12-2022	Dec	Delivered	Flipkart	JNE3797-KR-XXL	Western Dress	XXL	1 INR	735	SANGLI MIRA
	7 407-1298130-0368305	1298130	Women	23	Teenager	04-12-2022	Dec	Delivered	Meesho	JNE3801-KR-XXL	kurta	XXL	1 INR	735	BENGALURU
	8 171-5561216-3398711	5561216	Women	70	Senior	04-12-2022	Dec	Delivered	Others	JNE3405-KR-M	kurta	M	1 INR	435	GURUGRAM
	9 408-2935263-2935550	2935263	Women	75	Senior	04-12-2022	Dec	Delivered	Amazon	JNE3474-KR-E-XL	kurta	XL	1 INR	385	BENGALURU
1	10 404-2648970-9042715	2648970	Women	43	Adult	04-12-2022	Dec	Delivered	Myntra	JNE3466-KR-L	kurta	L	1 INR	771	VIJAYAWADA
1	1 404-2648970-9042715	2648970	Women	76	Senior	04-12-2022	Dec	Delivered	Amazon	JNE3795-KR-S	kurta	S	1 INR	517	THIRUVANAN
1	2 404-2648970-9042715	2648970	Women	45	Adult	04-12-2022	Dec	Delivered	Myntra	J0181-TP-M	Тор	М	1 INR	399	ARAKONAM
1	3 408-0265357-4939534	265357	Women	18	Teenager	04-12-2022	Dec	Delivered	Amazon	SET217-KR-PP-XL	Set	XL	1 INR	786	GUWAHATI
1	4 403-9268874-7296313	9268874	Men	44	Adult	04-12-2022	Dec	Delivered	Myntra	SET185-KR-NP-M	Set	М	1 INR	911	BENGALURU
1	5 407-0442660-2736366	442660	Women	52	Senior	04-12-2022	Dec	Delivered	Amazon	SET333-KR-DPT-M	Set	М	1 INR	967	HYDERABAD
1	16 406-7482261-1657136	7482261	Women	18	Teenager	04-12-2022	Dec	Delivered	Nalli	J0124 Series "Total" Point "Women" Data	Tabel I	L	1 INR	523	NEW DELHI
1	7 407-7039962-7080347	7039962	Men	30	Adult	04-12-2022	Dec	Delivered	Meesho	SET304-KR-DPT-XL	Set	XL	1 INR	1115	Bhubaneswa
1	8 407-3422488-7373923	3422488	Women	48	Adult	04-12-2022	Dec	Delivered	Others	SET184-KR-PP-XS	Set	XS	1 INR	563	SIROHI
1	9 171-8974687-6745940	8974687	Men	24	Teenager	04-12-2022	Dec	Delivered	Myntra	J0161-DR-XXL	Western Dress	XXL	1 INR	473	MUMBAI
2	20 406-0244536-2177175	244536	Women	46	Adult	04-12-2022	Dec	Delivered	Amazon	SET233-KR-PP-M	Set	М	1 INR	545	AMRITSAR
2	21 404-4376789-3345166	4376789	Women	43	Adult	04-12-2022	Dec	Delivered	Nalli	J0231-SKD-XXXL	Set	3XL	1 INR	1164	LUCKNOW
2	22 408-1943310-9789160	1943310	Men	31	Adult	04-12-2022	Dec	Refunded	Myntra	J0339-DR-XXL	Western Dress	XXL	1 INR	743	NEW DELHI
	23 403-0950590-5005155				Δdult	04-12-2022				SFT210-KR-PP-XXXI	Set	QΧΙ	1 INR	575	ΜΔΠΙΒΔΙ
→	Orders VS Sales Vrind	a Store Rep	ort 2022	Mer	Vs Women	Order Status	Sales Top	5 States A	ige and Gen	der Sheet10 Vrinda Store	Đ				

Vindra Store Report 2022



Series "Total" Point "Women" Data Label

Vrinda Store Report 2022

Orders VS Sales

Men Vs Women | Order Status |

Sales Top 5 States

Age and Gender

Sample Insights

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

Final Conclusion

• Target Women customers af age group (30-49yrs) living in Maharastra, Karnataka and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra.

Thank you

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