Vrinda Store

SALES REPORT

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Introduction

Vrinda Store

This project focuses on analyzing the 2022 sales data of Vrinda Store, a clothing retail business operating across multiple online sales channels in India.

The dataset consists of over 31,000 transaction records, including customer demographics, order details, product categories, sales amount, order status, and shipping locations.

The objective of this analysis is to:

- Evaluate overall sales performance in 2022
- Identify top-performing product categories
- Compare purchasing behavior between men and women
- Analyze sales trends across months and channels
- Identify high-performing states and customer segments
- Understand order status distribution (Delivered, Cancelled, etc.)

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Business Problems and Objectives

Vrinda Store operates across multiple sales channels and serves a diverse customer base. However, the management lacks clear visibility into:

- Which products and categories drive the highest revenue
- Which customer segments contribute most to sales
- Seasonal sales trends across the year
- Performance differences across sales channels
- Regional demand variations
- Impact of order cancellations and returns on revenue

The main objectives of this analysis are:

1. Analyze overall sales performance for the year 2022
2. Identify top-performing product categories
3. Compare purchasing behavior based on gender and age group
4. Evaluate monthly sales trends to detect seasonality
5. Analyze sales performance across different sales channels
6. Identify high-performing states and regions
7. Examine order status distribution (Delivered, Cancelled, Returned)
8. Generate actionable insights to improve profitability and operational efficiency

Dataset Overview

The dataset contains transactional sales data of Vrinda Store for the year 2022.

📊 Dataset Size

- Total Records: 31,047 transactions
- Time Period: January 2022 – December 2022
- Data Type: Retail Sales Data (Clothing Store)

🧾 Key Data Fields Included

The dataset includes the following major attributes:

- Order Details – Order ID, Order Date, Month
- Customer Information – Gender, Age, Age Group
- Product Information – Category
- Sales Metrics – Quantity, Sales Amount
- Order Status – Delivered, Cancelled, Returned, Refunded
- Sales Channel – Amazon, Flipkart, Myntra, etc.
- Shipping Details – State

🛠️ Nature of the Data

- Structured tabular format
- Combination of categorical and numerical variables
- Transaction-level granularity (each row represents one order)

Data Cleaning and Preparation

Before performing analysis, the dataset was cleaned and prepared to ensure accuracy and reliability of insights.

🔍 1. Data Inspection

- Reviewed structure and column consistency
- Checked for missing values and blank fields
- Verified correct data types (Date, Text, Numeric)

🧹 2. Handling Missing & Inconsistent Data

- Identified and handled missing entries (if any)
- Standardized category names and gender values
- Ensured uniform formatting for states and sales channels

📅 3. Date Formatting

- Converted order date into proper date format
- Extracted Month from order date for monthly trend analysis

🔢 4. Data Validation

- Verified quantity and sales amount values
- Checked for duplicate records
- Ensured numerical columns were formatted correctly

📊 5. Data Preparation for Analysis

- Created Pivot Tables for:
  - Monthly Sales
  - Category-wise Performance
  - Gender-wise Analysis
  - Channel-wise Sales
  - State-wise Sales
- Designed calculated metrics where required

Sales Performance Analysis

- Evaluated overall sales and order volume for 2022
- Analyzed monthly sales trends to identify peak and low-performing months
- Compared category-wise performance to identify top-selling products
- Examined gender-wise purchasing behavior
- Analyzed sales across different channels (Amazon, Flipkart, Myntra, etc.)
- Identified high-performing states based on revenue contribution

Order Status Analysis

- **Analyzed distribution of orders by status (Delivered, Cancelled, Returned, Refunded)**
- **Calculated percentage of successfully delivered orders**
- **Identified cancellation and return rates**
- **Assessed impact of non-delivered orders on overall revenue**

Dashboard

Vrinda Store Sales 2022
Month
Apr
May
Jun
Jul
Channel
Ajio
Amazon
Flipkart
Category
Blouse
Bottom
Ethnic Dress
kurta
Orders Vs Sales
Sum of AMount
Count of Order ID
2.00M
1.90M
1.80M
1.70M
1.60M
1.50M
1.40M
3000
2800
2600
2400
2200
2000
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec
Sales Men vs Women
Men
36%
Women
64%
Order Status
Delivered
92%
Refunded
2%
Returned
3%
Cancelled
3%
Sales: Top 5 States
TAMIL NADU
1.68M
TELANGANA
1.71M
UTTAR PRADESH
2.10M
KARNATAKA
2.65M
MAHARASHTRA
2.99M
0.0M
1.0M
2.0M
3.0M
4.0M
Orders: Age Vs Gender
Men
Women
40.00%
30.00%
20.00%
10.00%
0.00%
34.59%
15.47%
13.70%
5.91%
21.13%
9.20%
Adult
Senior
Teenager
Orders: Channels
Nalli
5%
Others
4%
Ajio
6%
Myntra
23%
Amazon
35%
Meesho
5%
Flipkart
22%

Key Insights and Findings

Insights

Women are more likely to buy compared to men (~65%)

Maharashtra , Karnataka and Uttar Pradesh are the top 3 states

Adult age group (30-49 yrs) is maximum contibuting (~50%)

Amazon , Flipkart and Myntra channels are max contributing

Business Recommendations

Final Conclusion

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.

These recommendations are derived directly from the data analysis and aim to improve revenue, efficiency, and customer satisfaction.

Conclusion

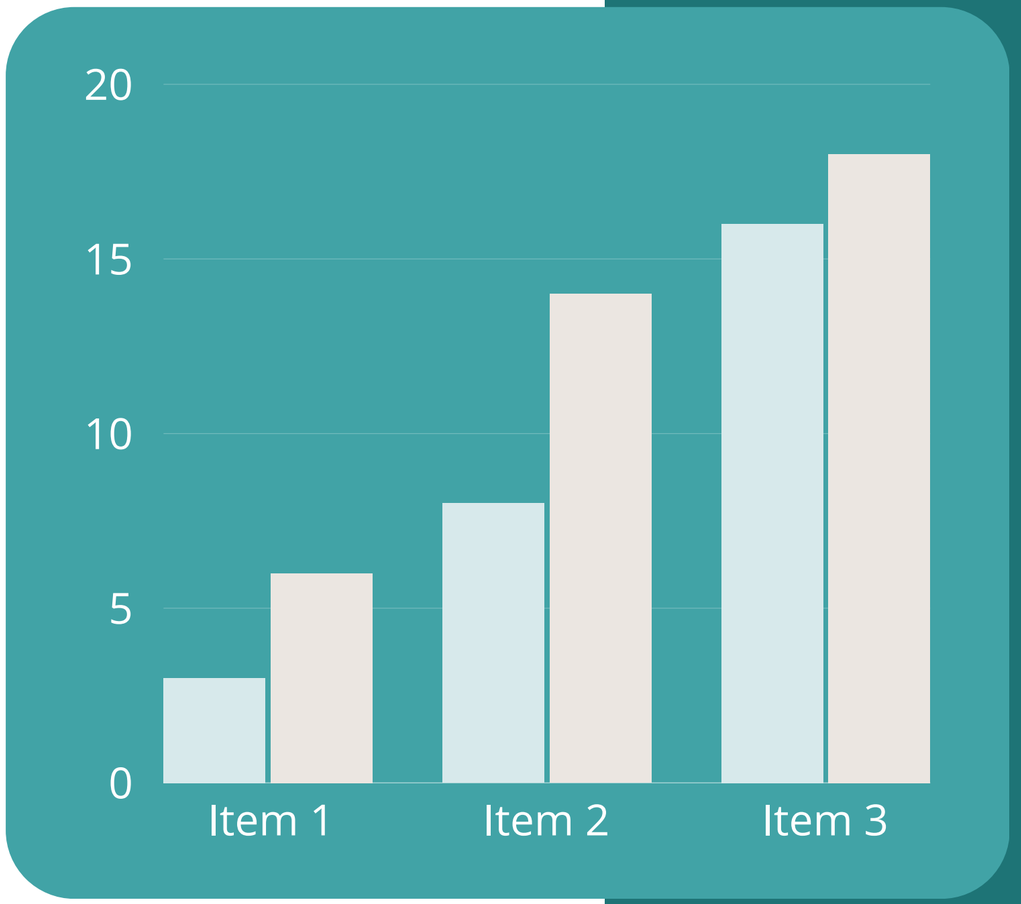
The analysis of Vrinda Store's 2022 sales data provided valuable insights into customer behavior, product performance, and sales trends.

Key takeaways from the project:

- Identified top-performing categories and sales channels
- Analyzed customer segments contributing the highest revenue
- Evaluated monthly sales trends and seasonal patterns
- Assessed order status distribution and operational efficiency

This project demonstrates the ability to transform raw transactional data into meaningful business insights using Microsoft Excel.

The findings and recommendations can support data-driven decision-making to improve revenue, optimize marketing strategies, and enhance overall business performance.



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Thank You