

Vrinda Store - Annual Sales Analysis Report (2022)

1. Business Problem

Vrinda Store aims to analyze its 2022 annual sales data to understand customer behavior, identify high-performing segments, and develop strategies to increase sales in 2023.

2. Dataset Description

The dataset contains order-level sales data including customer demographics (age, gender), state information, sales amount, order status, sales channel (Amazon, Flipkart, Myntra, etc.), and product category.

3. Business Questions Solved

- Comparison of total sales and number of orders.
- Identification of the month with highest sales and orders.
- Gender-wise purchase comparison (Men vs Women).
- Analysis of different order statuses.
- Top 10 states contributing to sales.
- Relationship between age group and gender based on number of orders.
- Sales contribution by different channels.
- Highest selling product category.

4. Key Insights

- Women contribute approximately 65% of total purchases, indicating a strong female customer base.
- The 30–49 age group contributes nearly 50% of total sales, making it the dominant customer segment.
- Maharashtra, Karnataka, and Uttar Pradesh are the top three states in terms of sales contribution.
- Amazon, Flipkart, and Myntra are the highest contributing sales channels.

5. Business Recommendations

- Focus marketing campaigns on women customers aged 30–49.
- Increase targeted advertisements and promotional offers in Maharashtra, Karnataka, and Uttar Pradesh.
- Strengthen partnerships and visibility on Amazon, Flipkart, and Myntra.
- Provide personalized offers and loyalty programs for the 30–49 age group to increase repeat purchases.

6. Conclusion

Based on the 2022 sales analysis, Vrinda Store should strategically focus on its dominant customer segment (women aged 30–49) and high-performing states while optimizing top-performing online channels. Implementing targeted marketing and promotional strategies is expected to drive higher revenue growth in 2023.