Vrinda Store Analysis

Excited to share my Data Analysis Excel project .

The project involved the analysis of Vrinda store dataset.Excel was used as the tool.

Data Cleaning

- Remove duplicate and blanks
- Assigned the correct data type to each column
- Find and replace.

Data Processing

- Created new columns such as month and age group.

Data Analysis

- Created pivot tables to get the most out and summarize information in the tables.

Data Visualization

- Created charts from pivot tables to convey numbers into visuals to communicate insight from the analysis.
- Created slicers to filter data contained in pivot tables.
- Built an interactive dashboard to show all information in one place.

Insights

- Women are likely to buy compared to men (64%)
- Maharashtra, Karnataka and Uttar pradesh are the top 3 states
- Adult age group (30-49 yrs)is max contributing (50%)
- Amazon, Flipkart and Mynta channels are max contributing (80%).

This project highligts my skills in data cleaning , analysis and visualization , along with my ability to turn data into meaningful insights.

#DataAnalytics#Excelproject#Salesinsights#Learningjourney#Dashboarddesigns

Vrinda Store Annual Report 2022

Month
- Jun
- Jul
- Aug
- Sep

Channel
- Ajio
- Amazon
- Flipkart
- Meesho
- Myntra
- Nalli

Category
- Blouse
- Bottom
- Ethnic Dress
- kurta
- Saree
- Set
- Top

Order Vs Sale
Legend: Sum of Amount, Count of Order ID
(Bar chart by month: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec, (blank))

Sales: Men Vs Women
- Men 36%
- Women 64%

Order Status
- Delivered 92%
- Refunded 2%
- Returned 3%
- Cancelled 3%

Sales: Top 5 States
- TAMIL NADU 1678.9M
- TELANGANA 1712.4M
- UTTAR PRADESH 2104.7M
- KARNATAKA 2646.4M
- MAHARASHTRA 2990.2M

Order: Age Vs Gender
Legend: Men, Women
- Adult: 15.47%, 34.59%
- Senior: 5.91%, 13.70%
- Teenager: 9.20%, 21.13%

Orders: Channel
- Others 4%
- Nalli 5%
- Ajio 6%
- Amazon 35%
- Myntra 23%
- Meesho 5%
- Flipkart 22%

Tabs: Vrinda Store Report 2022 | Top 5 States | Order status | Age Vs Gender | Channel | Vrinda Store | Men Vs Women