

Vrinda Store Annual Report

Total Revenue: ₹ 18,726,555

Total Orders Delivered: 28,641

Age Group

Adult

Senior

Teenager

Month

Jul

Aug

Sep

Oct

Nov

Orders Vs Sales



Sales: Women VS Men



Order Status



Channel

Ajio

Amazon

Flipkart

Meesho

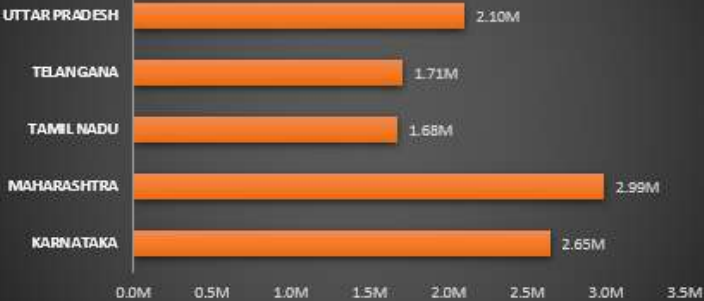
Category

Set

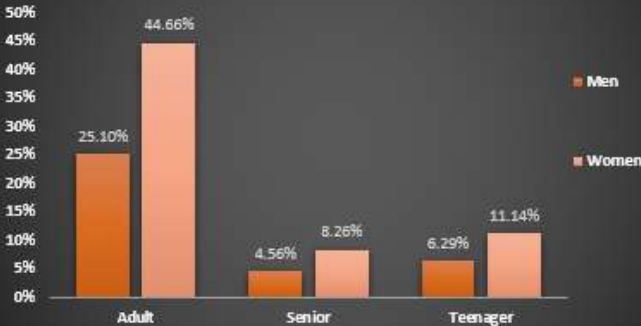
Top

Western Dress

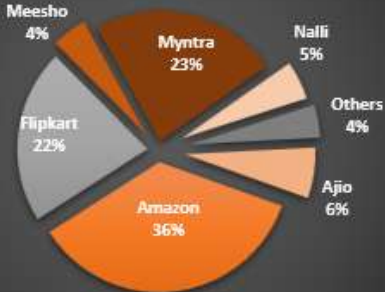
Top 5 States



Sales: Age vs Gender



Total Sales: Channel



Objective

Vrinda store wants to create an annual sales report for 2022. So that, Vrinda can understand their customers and grow more sales in 2023.

Problem Statement

- . Compare the sales and orders using single chart
- . Which month got the highest sales and orders?
- . Who purchased more – men or women in 2022?
- . What are 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

Data Cleaning

- . Checked and filtered all columns to identify and handle null or missing values.
- . Standardized gender entries by converting inconsistent values like "M", "Men", "W", and "Women" into uniform categories: "Men" and "Women".
- . Cleaned the "Quantity" column by replacing text-based numbers (e.g., "one", "two") with numeric values (1, 2) for consistency.
- . Used Excel filters extensively to locate and correct inconsistencies efficiently.

Data Processing

. Created a new "Age Group" column to classify customers based on age using the corrected formula:

=IF(E2>=60, "Senior", IF(E2>=25, "Adult", "Teenager"))

(This formula correctly assigns "Senior" to 60+, "Adult" to 25–59, and "Teenager" to below 25.)

. Added a "Month" column to extract the month from the order date and analyze monthly sales using:

=TEXT(G2, "mmm")

(This returns the 3-letter month abbreviation like Jan, Feb, etc.)

Data Analysis

- . Conducted comprehensive sales analysis, identifying a **total revenue of ₹18.7M and 28,641 orders delivered**, using Excel dashboards and visualizations.
- . **Analyzed monthly sales trends** and discovered peak performance in March, followed by a consistent decline—actionable insight for seasonal sales strategy optimization.
- . Performed demographic segmentation:
 - . Found 64% of orders placed by women, **highlighting key customer base**.
 - . Adult women constituted the largest sales group (44.66%), followed by adult men (25.10%).
- . Built data visualizations (bar, pie, line charts) to analyze sales by age group and gender, improving customer profiling and targeted marketing decisions.

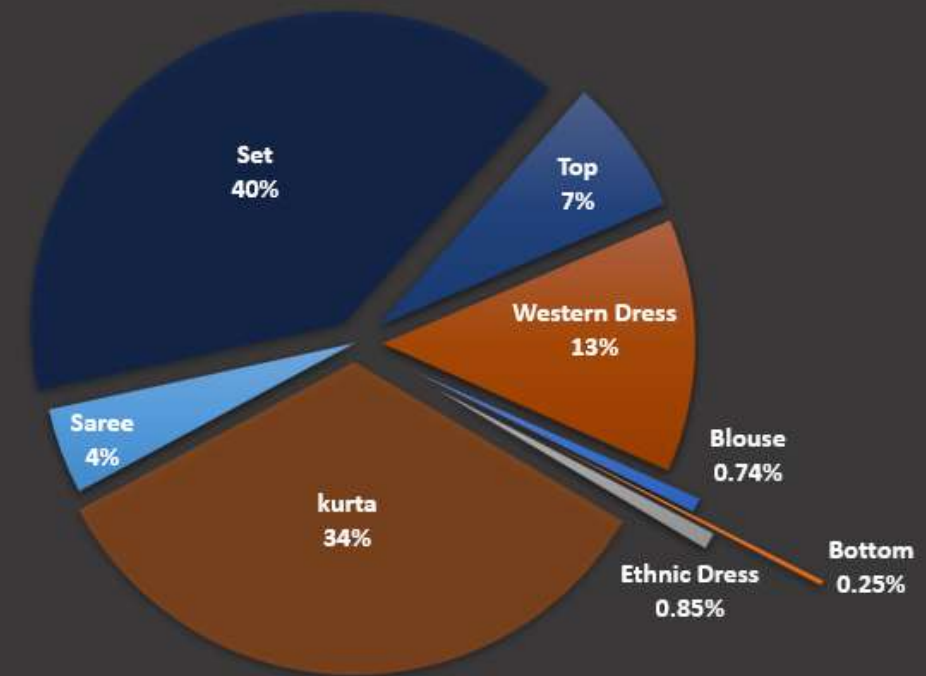
- . Evaluated order fulfillment performance, with 92% of orders delivered successfully, and minimal returns, cancellations, and refunds—**indicative of strong operational efficiency**.
- . Executed geo-based sales analysis:
 - . Identified top 5 revenue-generating states, led by Maharashtra (₹2.99M) and Karnataka (₹2.65M).
 - . Enabled regional performance benchmarking.
- . Analyzed channel performance, revealing Amazon (36%), Myntra (23%), and Flipkart (22%) as leading sales platforms, aiding channel strategy optimization.
- . Used advanced Excel functions, filters, and formulas (e.g., IF(), TEXT()) for data preprocessing and transformation to support accurate reporting.

Percentage of Category Sold

Set (40%) and Kurta (34%) were the **top-selling** categories, together making up **74% of total sales**—key focus areas for inventory and promotions.

Western wear (Western Dress and Top) accounted for 20%, indicating a **growing interest in modern styles**.

Low-performing categories like Blouse, Ethnic Dress, Saree, and Bottom together contributed less than 6%, **useful for cost and stock optimization**.



Sales Optimization Strategies & Ground-Level Implementation Plan

. **Standardize Customer Data Collection at Checkout:**

Ensure every order captures consistent details like age, gender, location, and contact — this strengthens data quality for future targeting and analysis.

. **Improve Product Display & Categorization on All Platforms:**

Make sure high-selling products (Set, Kurta) are visually prominent with proper tags and categories across Ajio, Amazon, Flipkart, etc., improving discoverability and conversions.

. **Run Monthly Discounts or Combo Offers:**

Create deals like “Buy 1 Kurta + 1 Set = 10% off” to increase average order value. Time these around slower months (e.g., November, December) to stimulate demand.

. Upskill Ground Staff and Support Team

Train customer support to upsell and cross-sell (e.g., suggest matching bottom wear with kurtas). Provide basic analytics training to in-store staff to track which categories are moving.

. Collect Feedback on Low-Selling Items

Add a short survey post-purchase or during returns to understand why items like “Blouse” or “Bottom” aren’t selling — maybe sizing, pricing, or design is off.

. Bundle Inventory for Offline or Local Sales Push

Sell slower categories in discounted offline bundles at local stalls, exhibitions, or pop-ups to clear inventory and bring brand visibility.