

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.

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.)

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

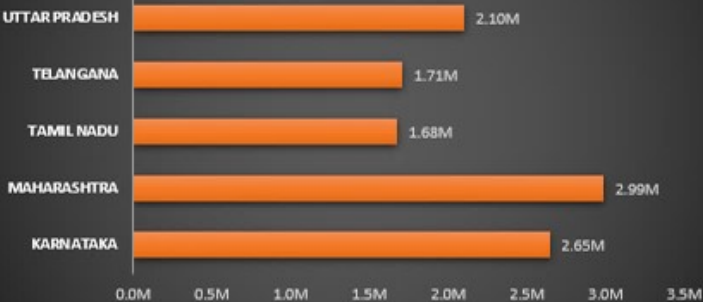
Category

Set

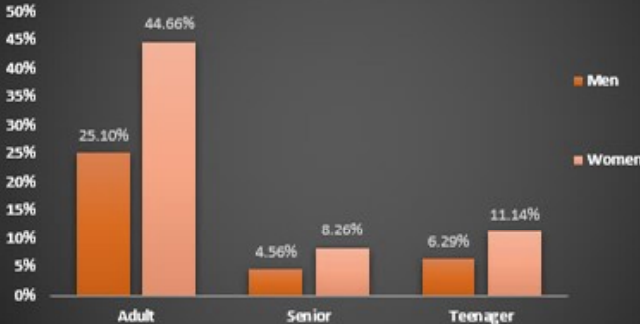
Top

Western Dress

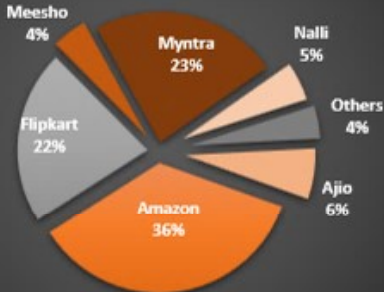
Top 5 States



Sales: Age vs Gender



Total Sales: Channel



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**.

