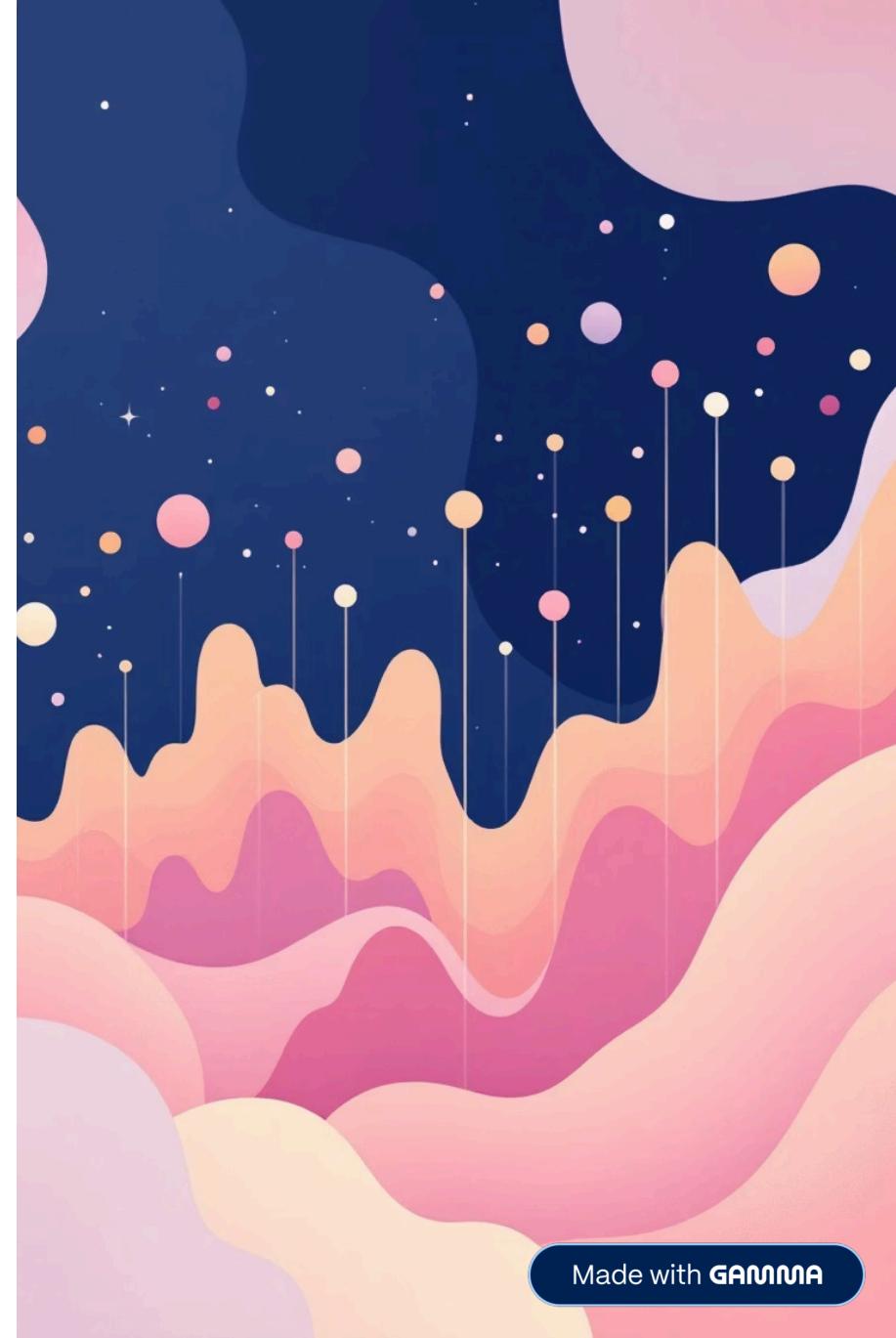
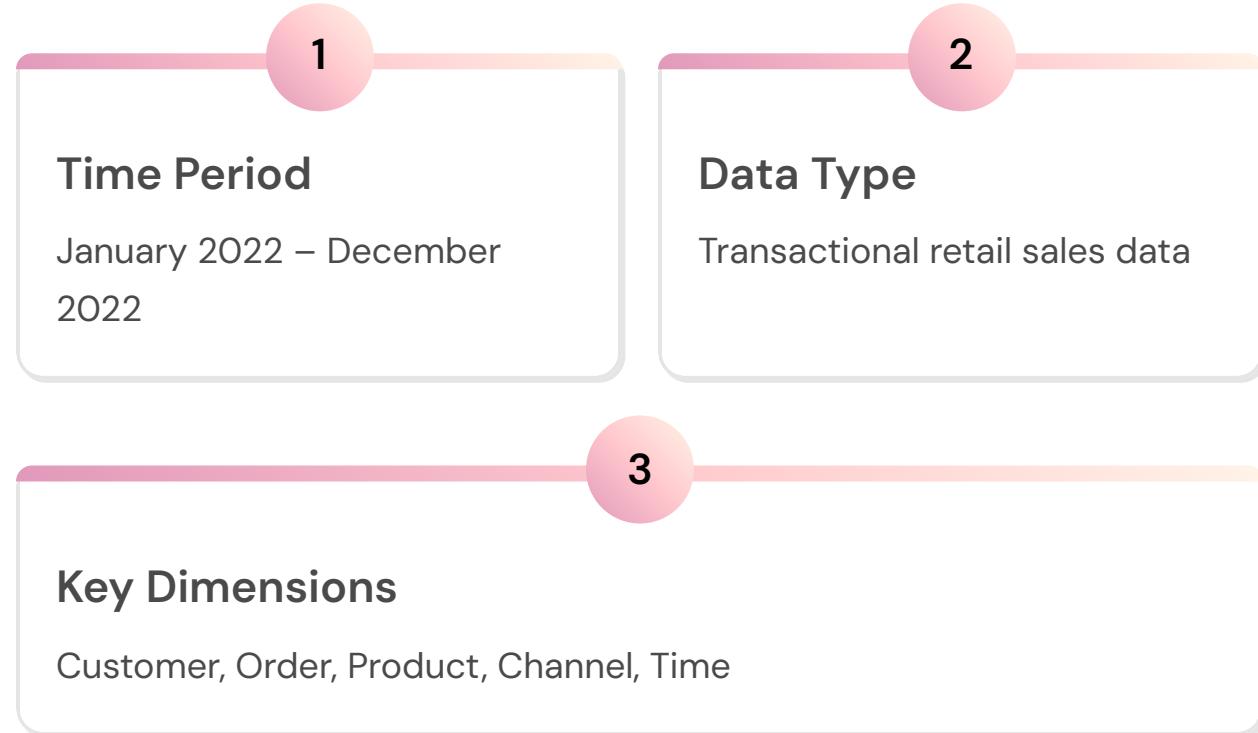


Project Overview & Dataset Summary

The goal was to derive actionable insights to increase revenue, improve customer targeting, and optimize sales strategies for 2023.





Data Cleaning & Preparation

Ensuring accuracy and consistency through standardization and normalization.



Gender Standardization

Converted "M / Men" to Men, "W / Women" to Women.



Quantity Normalization

Converted "One" to 1, "Two" to 2.



Feature Engineering

Age Group Classification, Month Extraction.

Feature Engineering: Age Group & Month

Age Group Classification

```
=IF (E2>=50, "Senior", IF (E2>=30, "Adult", "Teenager"))
```

Women	44	Adult
Women	29	Teenager
Women	67	Senior

Month Extraction

```
=TEXT (G2, "mmm")
```

04-12-22	Dec
04-12-22	Dec
04-12-22	Dec

Data Analysis Approach

Leveraging Pivot Tables for comprehensive insights.



Sales Trends

Analyzed monthly sales patterns.



Order Volume

Examined total number of orders.



Customer Demographics

Segmented by gender, age, state.



Channel Performance

Evaluated sales across platforms.



Vrinda Store Annual Report 2023

Interactive Dashboard & Visualizations

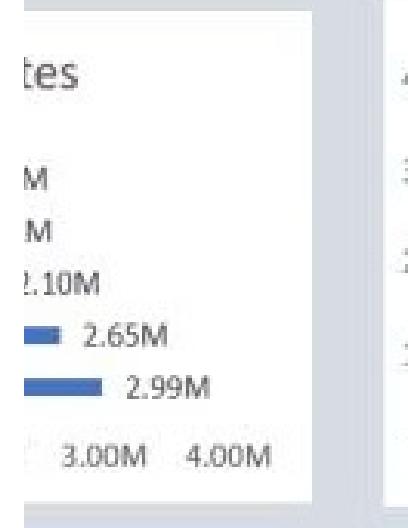
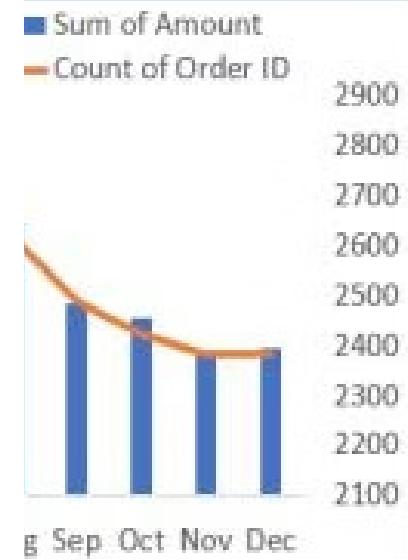
An interactive dashboard was created with slicers for Month, Sales Channel, and Product Category.

Filter Panels

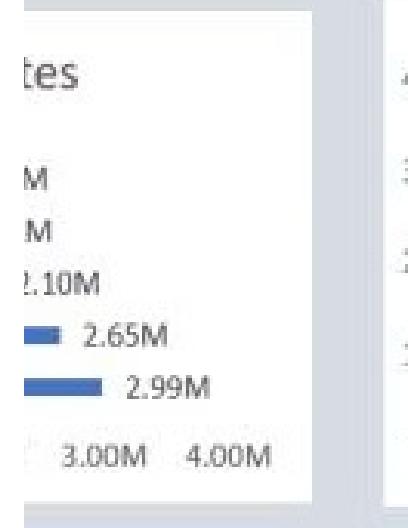
Month, Channel, Category

Key Visuals

Orders vs Sales, Sales by Gender, Order Status, Top States, Age vs Genders, Channels.

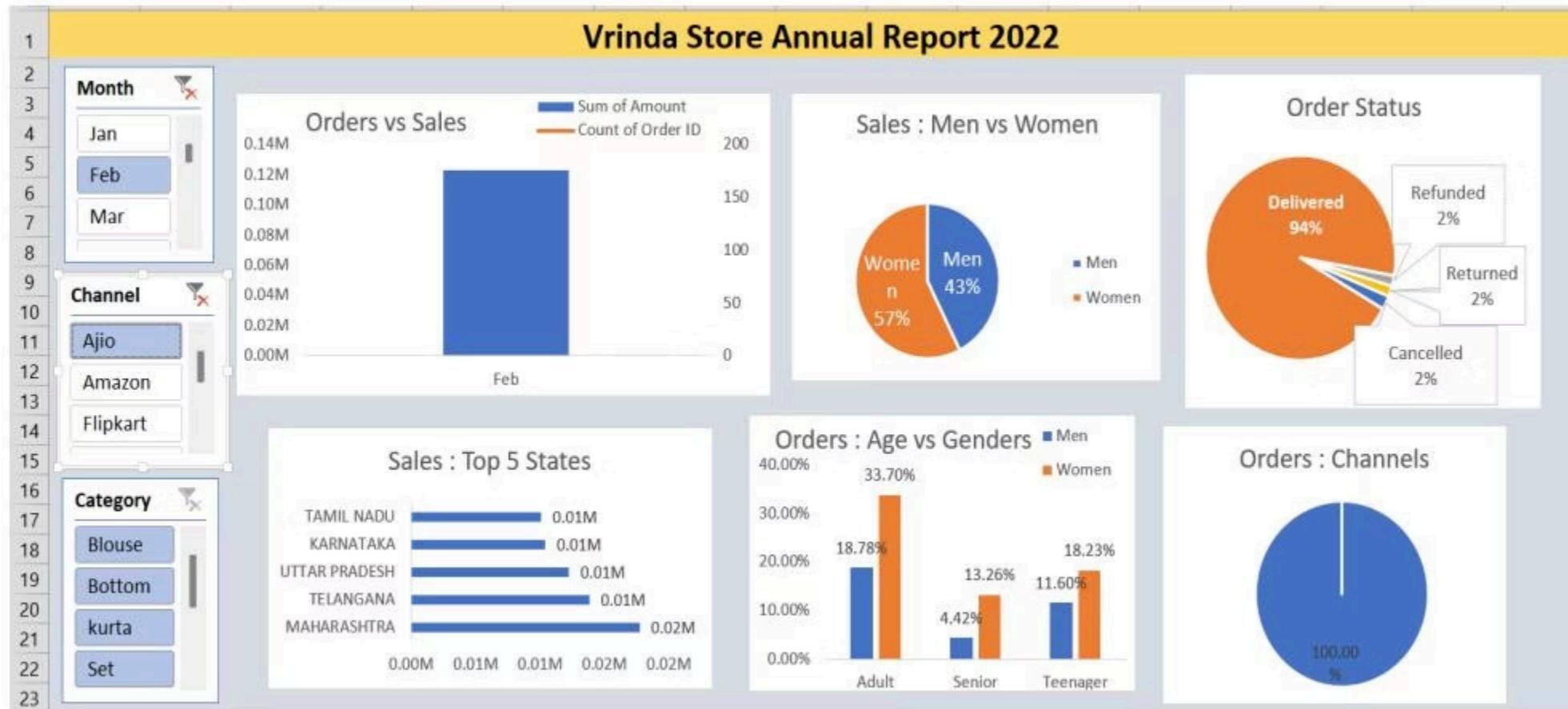


Sales : Men vs Women



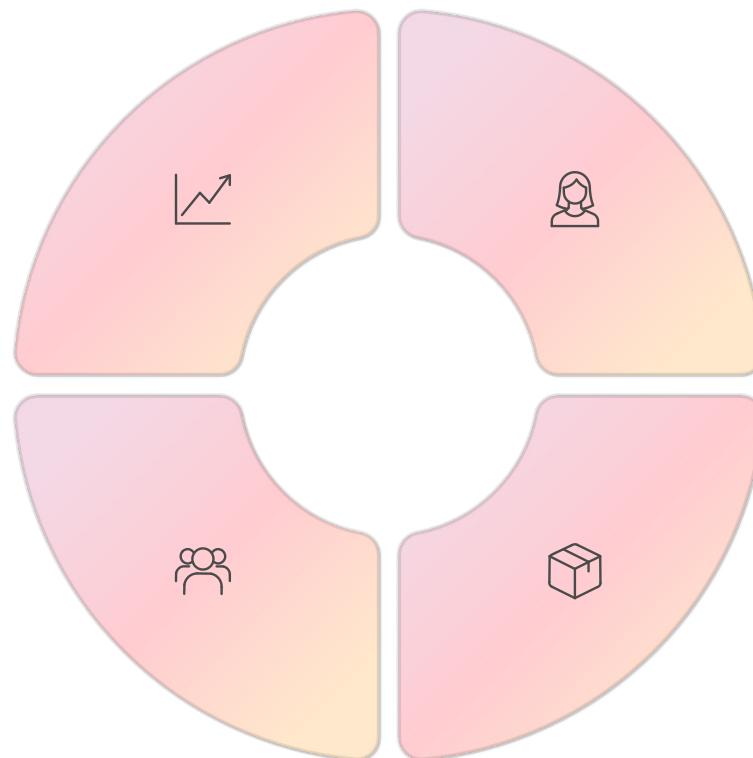
Made with GAMMA

Dashboard Insights: Performance & Demographics



Overall Sales

Peak in March, stable pricing.



Age Group
Adults (30-49) highest orders, women dominate all groups.

Gender Insights

Women contributed ~64-65% of total sales.

Order Status

92-94% delivered, strong logistics.

Dashboard Insights: Channels & Products

Top 5 States by Revenue

- Maharashtra
- Karnataka
- Uttar Pradesh
- Telangana
- Tamil Nadu

These states should be prioritized for marketing efforts.

Channel Performance

- Amazon, Flipkart, Myntra: ~80% of sales.
- Ajio & others: Lower but stable contributions.

Product Categories

- Clothing & ethnic wear dominate sales.
- Strong concentration in specific categories.



Business Conclusion: Improve Sales in 2023

To improve sales performance, Virinda Store should focus on:



Target Audience

1

Women customers aged 30–49 years.



Key Regions

2

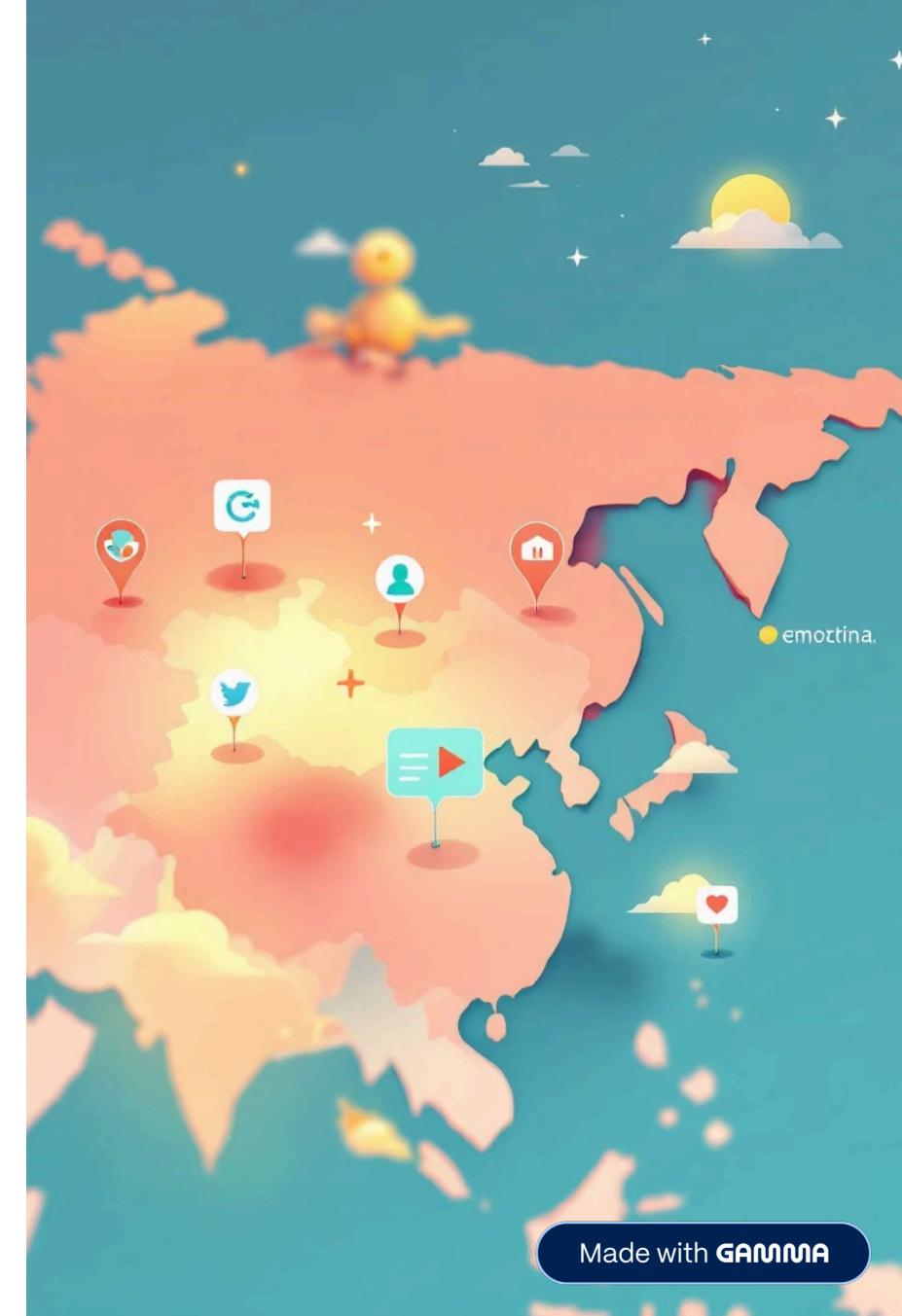
High-revenue states: Maharashtra, Karnataka, Uttar Pradesh.



Primary Channels

3

Amazon, Flipkart, Myntra.





Business Recommendations

Strategic actions for maximizing conversion and repeat purchases.

Marketing Focus

Budget on women aged 30–49.

State Presence

Strengthen in top-performing states.

Product Promotion

Aggressively promote best-selling categories.

Logistics & Offers

Maintain strong delivery; use platform-wise promotions.