

# Vrinda Store Annual Report 2022

## Data Analysis & Business Insights using Advanced Excel

### 1. Project Overview

Vrinda Store conducted an in-depth analysis of its 2022 sales data to understand customer purchasing behavior, sales trends, and channel performance. The goal was to derive actionable insights that can help increase revenue, improve customer targeting, and optimize sales strategies for 2023.

### 2. Dataset Summary

- **Time Period:** January 2022 – December 2022
- **Data Type:** Transactional retail sales data
- **Key Dimensions:**
  - Customer: Gender, Age, State
  - Order: Order ID, Status, Quantity
  - Product: Category, SKU
  - Channel: Amazon, Flipkart, Myntra, Ajio, Others
  - Time: Month

### 3. Data Cleaning & Preparation

To ensure accuracy and consistency, the following cleaning steps were performed:

#### Gender Standardization

- Converted inconsistent values such as “M / Men” → **Men**
- Converted “W / Women” → **Women**

#### Quantity Normalization

- Converted textual values to numeric:
  - “One” → 1
  - “Two” → 2

#### Feature Engineering

- **Age Group Classification**

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

F2	:	X	✓	<i>fx</i>	=IF(E2>=50,"Senior",IF(E2>=30,"Adult","Teenager"))	
	A	B	C	D	E	F
1	index	Order ID	Cust ID	Gender	Age	Age Group
2		1 171-1029312-	1029312	Women	44	Adult
3		2 405-2183842-	2183842	Women	29	Teenager
4		3 171-1641533-	1641533	Women	67	Senior
5		4 404-7490807-	7490807	Women	20	Teenager
6		5 403-9293516-	9293516	Women	62	Senior

- **Month Extraction**

=TEXT (G2, "mmm")

H2	:	X	✓	<i>fx</i>	=TEXT(G2,"mmm")			
	A	B	C	D	E	F	G	H
1	index	Order ID	Cust ID	Gender	Age	Age Group	Date	Month
2		1 171-1029312-	1029312	Women	44	Adult	04-12-22	Dec
3		2 405-2183842-	2183842	Women	29	Teenager	04-12-22	Dec
4		3 171-1641533-	1641533	Women	67	Senior	04-12-22	Dec
5		4 404-7490807-	7490807	Women	20	Teenager	04-12-22	Dec
6		5 403-9293516-	9293516	Women	62	Senior	04-12-22	Dec

After these steps, the dataset was fully cleaned and analysis-ready.

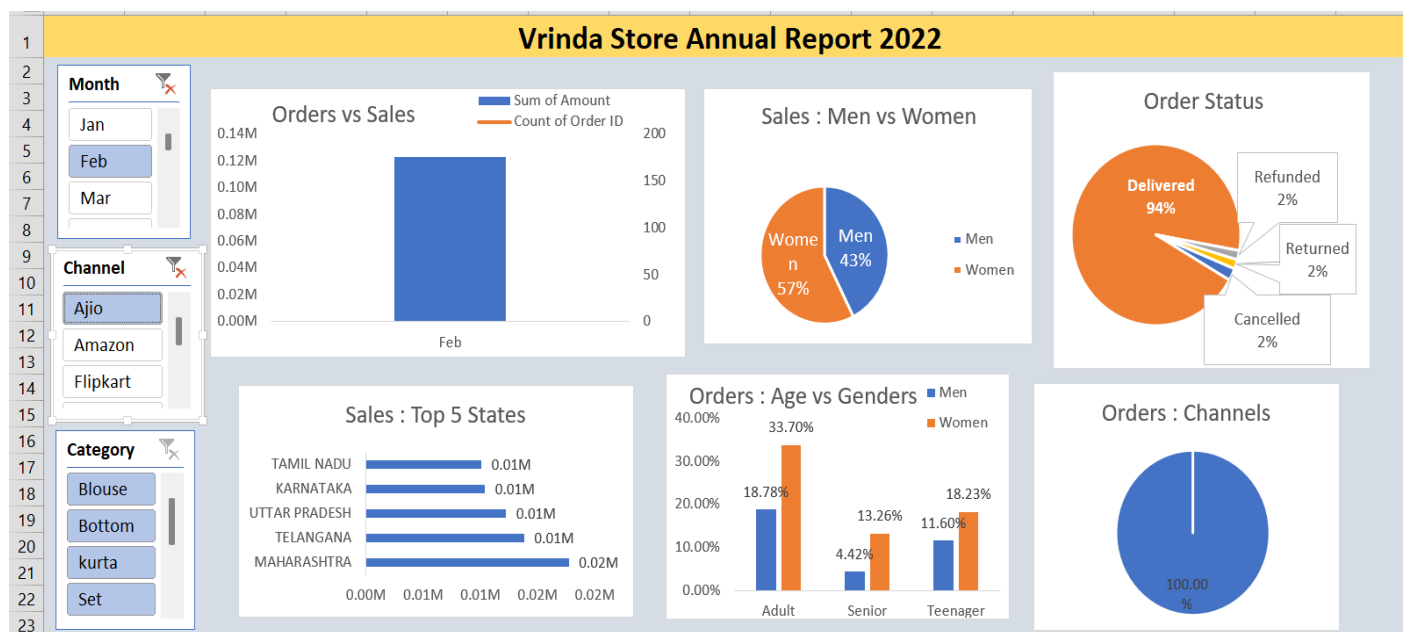
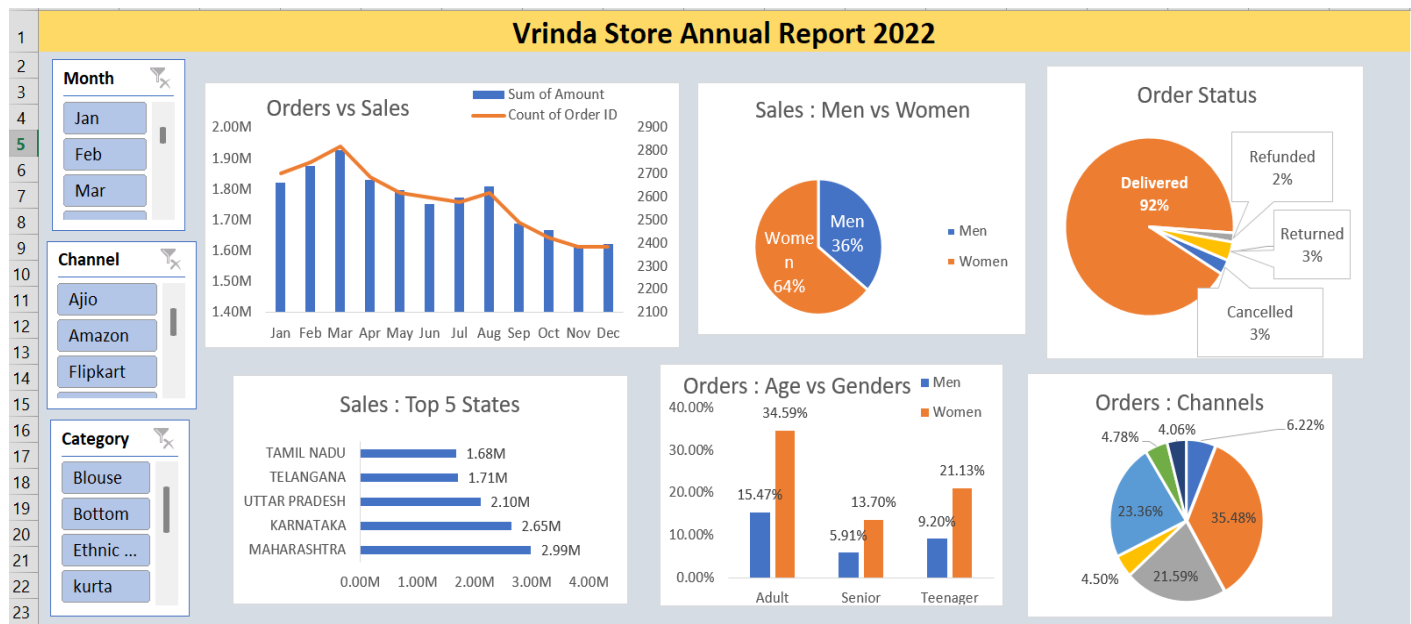
## 4. Data Analysis Approach

- Used **Pivot Tables** to analyze:
  - Sales trends
  - Order volume
  - Customer demographics
  - Channel performance
- Combined **sales amount** and **order count** for comparative analysis.
- Segmented customers by **gender, age group, state, category, and channel**.

## 5. Dashboard & Visualization

An **interactive dashboard** was created using Excel/Power BI-style visuals with slicers for:

- Month
- Sales Channel
- Product Category



## Key Dashboard Components:

- Orders vs Sales (Monthly trend)
- Sales by Gender
- Order Status Distribution
- Top 5 States by Sales
- Age Group vs Gender Orders
- Channel-wise Order Contribution

## 6. Key Insights from the Dashboard

### Overall Performance

- Sales peaked during **March** and gradually declined toward year-end.
- Monthly order volume closely followed sales trends, indicating stable pricing.

### Gender-Based Insights

- **Women contributed ~64–65% of total sales**
- Men contributed ~35–36%
  - Women are the dominant purchasing segment.

### Order Status

- **Delivered orders account for 92–94%**, indicating strong logistics performance.
- Returns, cancellations, and refunds remain below 6% combined.

### Top 5 States by Revenue

1. Maharashtra
2. Karnataka
3. Uttar Pradesh
4. Telangana
5. Tamil Nadu

These states contribute the highest share of revenue and should be prioritized.

### Age Group Analysis

- **Adult customers (30–49 years)** contribute the highest number of orders (~50%).
- Women dominate orders across **all age groups**, especially adults.

### Channel Performance

- **Amazon, Flipkart, and Myntra contribute ~80% of total sales**
- Ajio and other platforms have lower but stable contributions.

### □ Product Categories

- Clothing and ethnic wear (kurta, sets, blouses) dominate sales.
- Category-wise filters show strong concentration rather than scattered demand.

## 7. Business Conclusion

### Final Conclusion to Improve Vrinda Store Sales

To improve sales performance in 2023, Vrinda Store should focus on:

- **Women customers aged 30–49 years**
- **High-revenue states:** Maharashtra, Karnataka, Uttar Pradesh
- **Primary channels:** Amazon, Flipkart, Myntra

Targeted marketing campaigns such as **personalized ads, platform-specific offers, and discount coupons** should be deployed on these platforms to maximize conversion and repeat purchases.

## 8. Business Recommendations

- 🎯 Focus marketing budgets on women aged 30–49
  - 📍 Strengthen presence in top-performing states
  - 🏪 Promote best-selling categories aggressively
  - 🚚 Maintain strong delivery performance
  - 📣 Use platform-wise promotions on Amazon, Flipkart, Myntra
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