

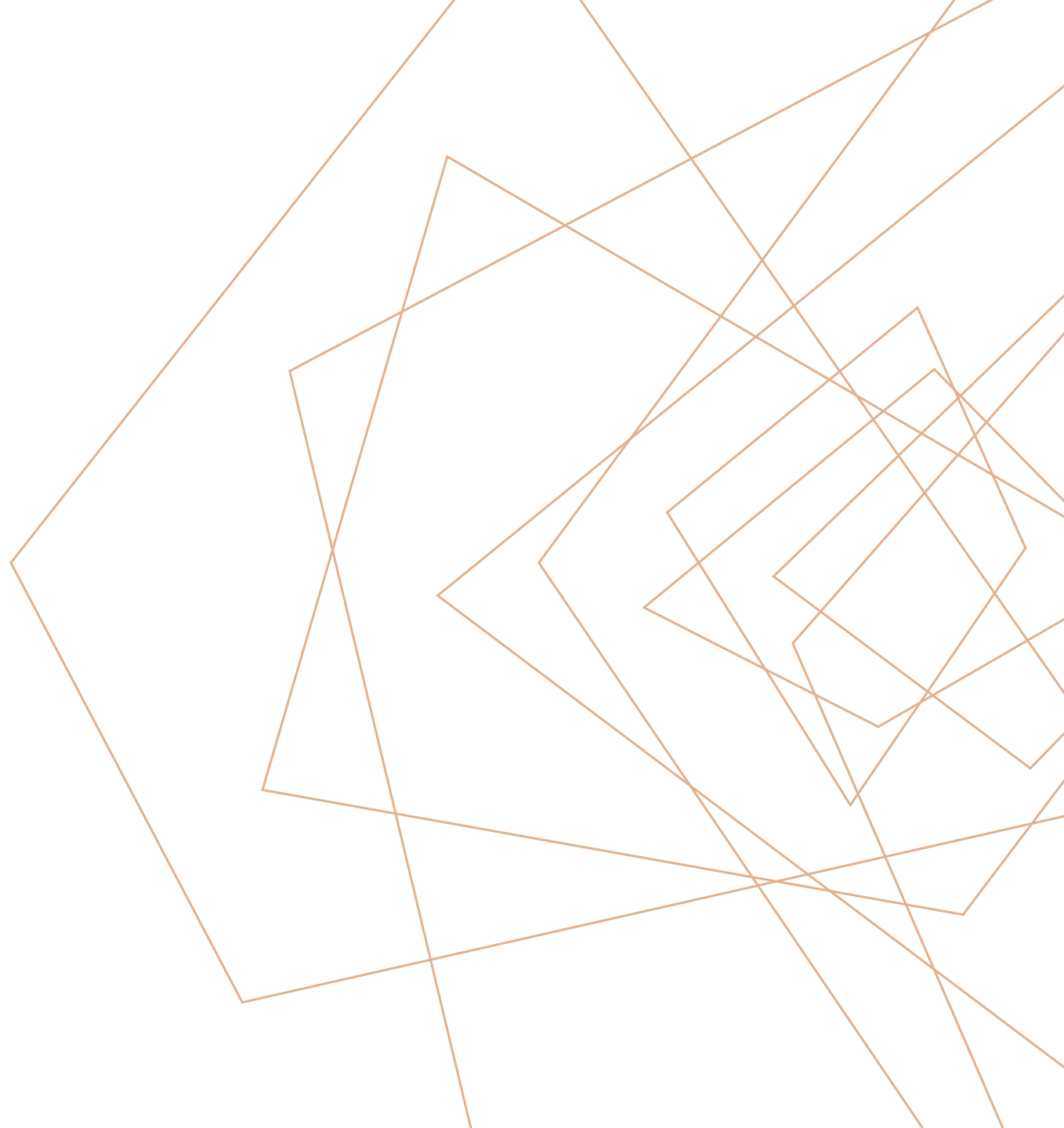
Abstract geometric lines in the top left corner, consisting of several thin, light brown lines that intersect to form various polygons and shapes, creating a modern, minimalist design.

STORE SALES ANALYSIS

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ABOUT PROJECT

Vrinda Store wants to create an annual report for 2022, so that they can understand their costumers, trends and patterns to grow more in Business perspective in 2023.



PROBLEMS

SALES/ORDERS

Compare the sales and orders using single chart

MONTHLY SALES

Which month got the highest sales and orders?

MEN/WOMEN

Who purchased more men or women in 2022?

ORDER STATUS

Pattern for different order status in 2022

PROBLEMS

TOP-5 STATES

List top-5 states contributing to the sales

AGE/GENDER

Relation between age and gender based on numbers

CHANNELS

Which channel is contributing to maximum sales



Vrinda Store Sales Report-2022

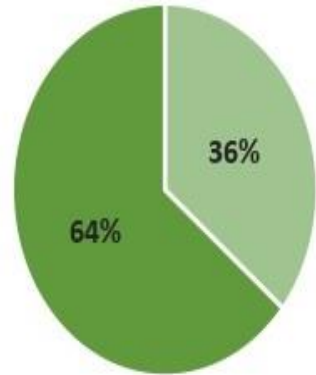
Orders Vs Sales

Count of Order ID
Sum of Amount

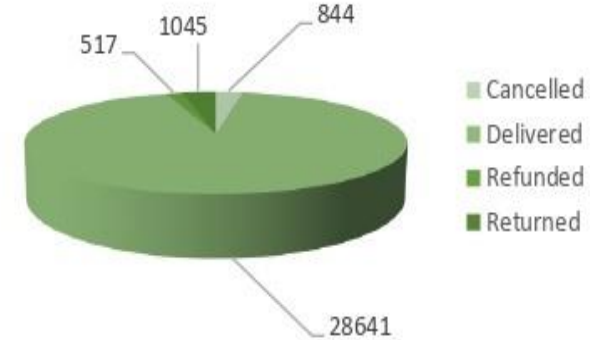


Gender Wise Sales

Men
Women



Status of Orders



Category

Blouse
Bottom
Ethnic Dress
kurta

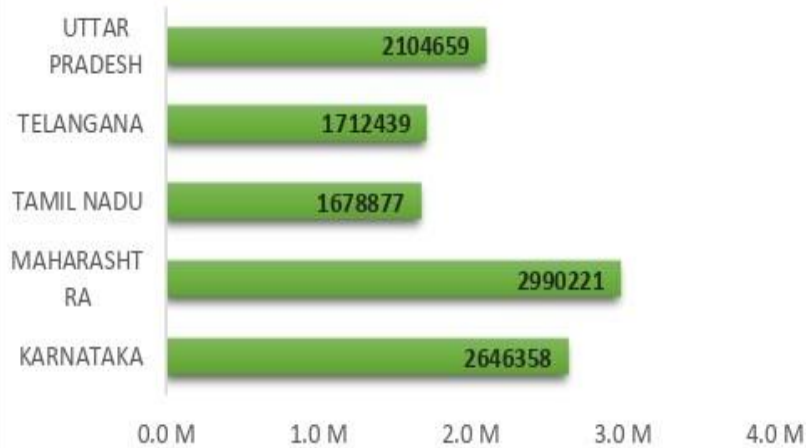
Channel

Ajio
Amazon
Flipkart
Meesho

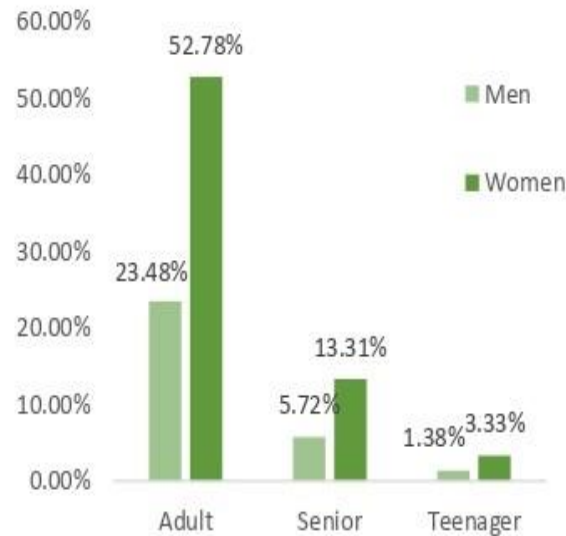
Month

Jan
Feb
Mar
Apr

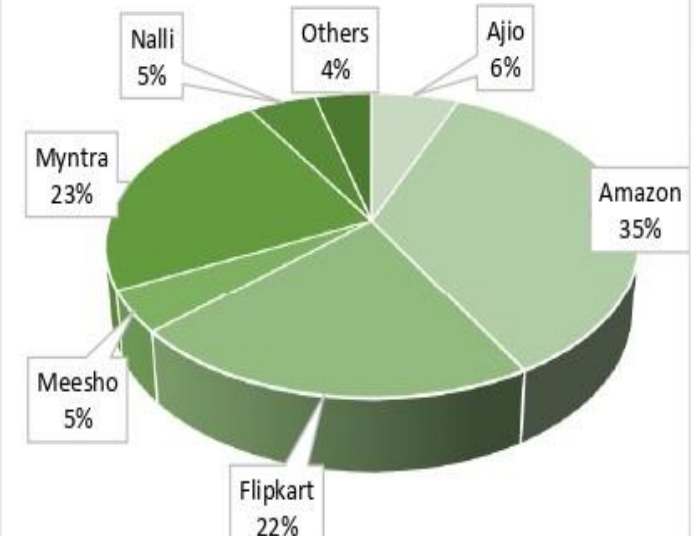
Top-5 States



Orders : Age Vs Gender



Orders : Channels



DATA INSIGHTS

ORDER VS SALES

- SALES TREND:

The number of orders peaked around **March** with close to **2,800** orders, followed by a gradual decline throughout the year.

- SALES VALUE:

Sales peaked at around **₹1.9M** in the starting of the year (**February to March**). Afterward, there was a decline and stabilization near **₹1.6M-₹1.7M** in the latter months.

- MONTHLY PERFORMANCE:

1. Highest order count: **March (2819 orders)**.
2. Lowest order count: **November (2383 orders)**.



MEN VS WOMEN

- Men contributed 36% of the sales, while women contributed 64%.
- This suggests that women's products were more popular or had higher transaction volumes than men's products.



STATUS OF ORDERS

- DELIVERED ORDERS : 28,641 orders, representing the majority
- CANCELLED ORDERS: 844 orders.
- RETURNED ORDERS: 1045 orders.
- REFUNDED ORDERS : 517 orders.



TOP-5 STATES BY SALES

1. Maharashtra: Led the sales with a contribution of 2,990,221 sales.
2. Karnataka: 2,646,358 sales
3. Uttar Pradesh: 2,104,659 sales.
4. Telangana: 1,712,439 sales.
5. Tamil Nadu: 1,678,877 sales.



AGE VS GENDER

- **Adult** Women placed the highest number of orders, comprising **52.78%** of the total sales.
- **Adult** Men followed with **23.48%**.
- **Senior** Men and Women together accounted for **19.03%** of the orders (Women: **13.31%**, Men: **5.72%**).
- **Teenagers** had the least contribution to sales, making up less than **5%** combined for both genders (Women: **3.33%**, Men: **1.38%**).



ORDERS BY CHANNELS

- **Amazon** led the order channels with **35%** of the total orders (**11016**).
- **Flipkart** followed with **22%** (**6703**), and **Myntra** with **23%** (**7254**).
- **Ajio** and **Meesho** contributed **6%** (**1931**) and **5%** (**1398**) respectively, while Others accounted for **4%**.
- This shows that the majority of sales come from larger platforms like **Amazon** and **Flipkart**

SUMMARY

- Top-performing States: Maharashtra, Karnataka, and Uttar Pradesh.
- Sales Channels: Amazon and Myntra are the top channels, driving **58%** of the orders.
- Gender Analysis: Men's products dominate the sales, with a **64%** share.
- Order Fulfillment: The majority of orders were successfully delivered, with minimal returns and refunds.

A series of thin, light-brown lines forming an abstract geometric pattern in the top-left corner of the slide. The lines intersect to create various triangular and polygonal shapes.

THANK YOU

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