

Project Overview

The project focused on developing a comprehensive sales analytics dashboard for **Vrinda Store** to **analyze sales performance**, customer demographics, and order status across various regions and channels. The objective was to provide actionable insights into sales trends, optimize inventory management, and improve marketing strategies.

Key Metrics and Insights

1. compare the sales and orders using single chart.
2. Which month got the highest sales and orders?
3. Who purchased more-men or women in 2023?
4. What are different order status in 2022?
5. List top 10 states contributing to the sales?
6. Relation between age and gender based on number.
7. Which channel is contributing to maximum sales?
8. Highest selling category?

Share Insight

1. Women are more likely to buy compared to men.
2. Maharashtra, Karnataka and Uttar Pradesh are the top 3 states.
3. Adult age group (30-40yrs) is max contributing.
4. Amazon, Flipkart and Myntra channels are max contributing.

Recommendations

1. **Targeted Marketing Campaigns:** Develop gender-specific and age-specific marketing strategies to better target key demographics, particularly focusing on products with higher sales.
2. **Optimize Returns Process:** Investigate reasons for returns and refunds to improve product quality or customer service, thereby reducing the return rate.
3. **Regional Expansion Strategies:** Leverage the strong sales performance in Maharashtra and Karnataka by launching region-specific promotions or expanding product availability.
4. **Channel-Specific Promotions:** Allocate marketing budgets and campaigns effectively across top-performing sales channels, like Amazon, Myntra, and Flipkart.
5. **Inventory Management:** Utilize insights from popular product categories to optimize inventory levels and ensure that high-demand items are well-stocked.

Conclusion

1. Target women customer of age group (30-40) living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/coupons available on Amazon, Flipkart and Myntra.
2. The sales analytics dashboard provided valuable insights into Vrinda Store's sales performance, customer demographics, and channel effectiveness. By leveraging these insights, the company can enhance its sales strategies, improve customer satisfaction, and drive overall business growth.