

# Vrinda Store Analysis (Excel Project)

## Project Overview

This project focuses on analysing the sales performance and customer demographics of Vrinda Store in 2022. Using **Excel** for data cleaning, data processing, and data analysis, I built an interactive dashboard to answer key business questions. The dashboard provides insights into sales trends, customer behaviour, order statuses, and geographic performance, all critical for driving data-driven decision-making.

## Tools and Techniques

- **Data Cleaning:** Handled missing values, removed duplicates, and standardized data formats to ensure accuracy and consistency in the analysis.
- **Data Processing:** Structured the dataset to make it ready for analysis, including adding calculated fields to derive meaningful insights.
- **Pivot Tables:** Used pivot tables for data aggregation, filtering, and categorization to explore different dimensions of the dataset.
- **Charts and Visualizations:** Created **bar charts**, **line charts**, **pie charts**, and other visualizations to communicate insights effectively.
- **Dashboard Creation:** Built a fully interactive Excel dashboard that provides a comprehensive overview of sales, orders, and customer data, allowing users to filter and drill down into specific details.

## Key Business Questions Answered

### 1. Compare Sales and Orders Using a Single Chart

- I created a **dual-axis chart** that compares sales and orders in one view. This chart helps visualize how sales performance aligns with order volume over time. The primary axis represents the number of orders, while the secondary axis represents the total sales amount.

### 2. Which Month Got the Highest Sales and Orders?

- By using a **pivot table** and a **line chart**, I identified the peak sales and orders month. Insights revealed that **[Month]** had the highest sales and orders due to seasonal demand, promotions, or other external factors.

### 3. Who Purchased More – Men or Women in 2022?

- A **gender-based comparison** using a **pie chart** showed that **[Men/Women]** purchased more in 2022, with their total orders and sales figures exceeding the opposite gender. This insight is crucial for marketing and product targeting strategies.

### 4. What are the Different Order Statuses in 2022?

- Analysed the distribution of order statuses (e.g., **Delivered**, **Pending**, **Cancelled**, etc.) using a **pie chart**. This helped assess the efficiency of the order fulfilment process and identify areas for improvement, particularly in reducing pending and cancelled orders.

## 5. Top 10 States Contributing to Sales

- Using **geographical data** and a **sorted pivot table**, I listed the top 10 states contributing the most to total sales. A **horizontal bar chart** displayed the sales contribution per state, helping pinpoint regional performance and key market areas for expansion.

## 6. Relation Between Age and Gender Based on Numbers

- Explored the relationship between customer **age groups and gender** using a **stacked bar chart**. This analysis uncovered key trends, such as which age group is more likely to purchase from each gender, providing insights into customer segmentation and targeted marketing.

## 7. Which Channel is Contributing to Maximum Sales?

- Through a **channel-wise sales comparison** using a **clustered bar chart**, I identified that the **[Online/Offline]** channel contributed the most to overall sales. This insight helps in focusing marketing efforts and resource allocation to maximize revenue through the most effective channels.

## 8. Highest-Selling Category

- A **category-wise sales analysis** using a **bar chart** highlighted the top-selling product categories. **[Category]** was identified as the highest-selling category, indicating a strong preference for these products among customers.

## Key Insights

- Women are more likely to buy compared to men (~65%)
- Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%)
- Adult age group (30-49 yrs.) is max contributing (~50%)
- Amazon, Flipkart and Myntra channels are max contributing (~80%)

## Final Conclusion to improve Vrinda store sales:

- Target women customers of age group (30-49 yrs.) living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra

## Conclusion

This project demonstrates my proficiency in **data analysis using Excel**, especially in answering real-world business questions through data-driven insights. By leveraging **data cleaning, processing, and visualization techniques**, I have developed a dynamic dashboard that provides a comprehensive view of the store's performance. This project showcases my ability to turn raw data into meaningful insights, making it highly relevant to a **data analyst** role.

