Vrinda Store Annual Sales Data Analysis Report

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Tools Utilized: Microsoft Excel, Power Query, Pivot Tables, Charts

Date: December 8, 2025

1. **Executive Summary**

Vrinda Store is an online fashion retailer operating in India. This project analyzes the annual sales data for the year 2022 to understand customer behavior and identify revenue growth opportunities. The analysis reveals that adult women are the primary customer base, and Amazon is the leading sales channel.

2. **Problem Statement**

The store needed a detailed analysis of their 2022 data to answer key questions:

- Which month had the highest sales?

- Who are the top customers (Men vs. Women)?

- Which states generate the most revenue?

- Which online channels (Amazon, Flipkart, etc.) perform the best?

3. **Data Cleaning & Preparation**

Before analysis, the raw data was cleaned using Excel:

- **Data Check:** Checked for missing values and duplicates.

- **Standardization:** Corrected inconsistencies in the "Gender" and "Quantity" columns (e.g., replacing "One" with "1").

- **New Columns:** Added an "Age Group" column to categorize customers into Senior, Adult, and Teenager segments.

4. **Key Insights & Analysis**

Based on the dashboard and data analysis, here are the major findings:

A. Sales Trends

- **Peak Season:** March was the highest-performing month with sales of ₹1.92 Million and 2,819 orders.

- **Lowest Season:** November and December saw a slight dip in sales, stabilizing around ₹1.6 Million.

B. Customer Demographics

- **Gender Split:** Women account for ~64% of total purchases, while Men account for ~36%.

- **Age Group:** The "Adult" category (roughly ages 30-49) contributes the highest volume of orders compared to Seniors or Teenagers.

C. Geographical Analysis

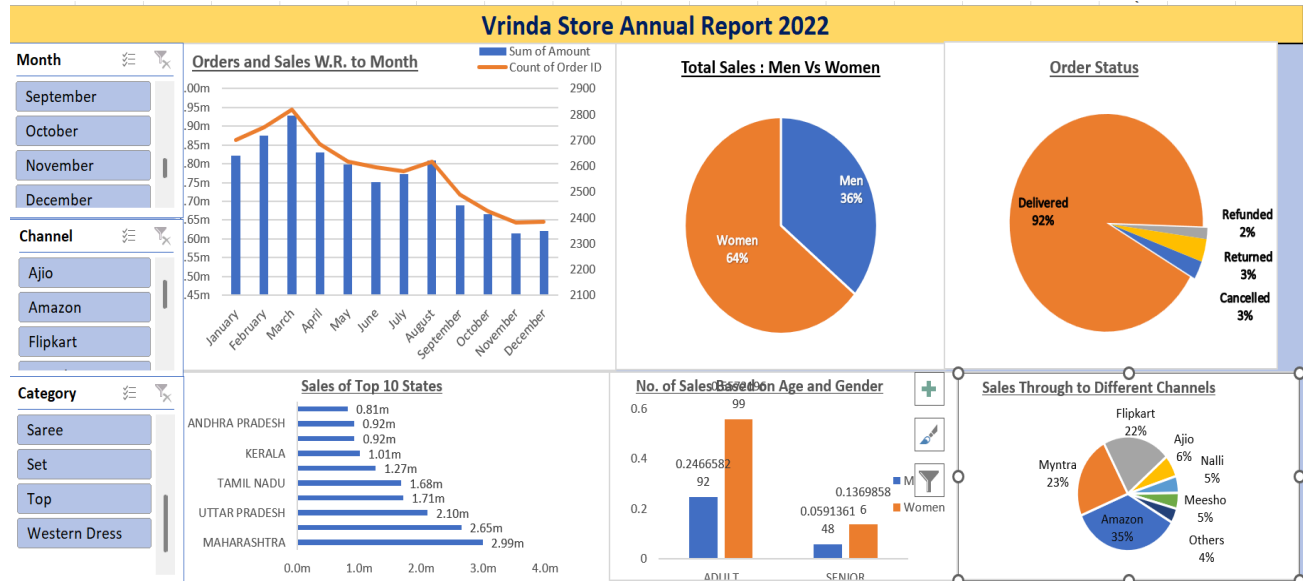The top 3 states contributing to sales are:

1. **Maharashtra** (₹2.99 Million)

2. **Karnataka** (₹2.64 Million)

3. **Uttar Pradesh** (₹2.10 Million)

D. Channel Performance

Customers prefer buying from big marketplaces. The order share by platform is:

- **Amazon:** 35%

- **Myntra:** 23%

- **Flipkart:** 21%

5. <u>Final Dashboard:</u>

Vrinda Store Annual Report 2022

Month: September, October, November, December

Channel: Ajio, Amazon, Flipkart

Category: Saree, Set, Top, Western Dress

Orders and Sales W.R. to Month (Sum of Amount, Count of Order ID)

Total Sales : Men Vs Women — Men 36%, Women 64%

Order Status — Delivered 92%, Refunded 2%, Returned 3%, Cancelled 3%

Sales of Top 10 States:
- ANDHRA PRADESH 0.81m
- 0.92m
- 0.92m
- KERALA 1.01m
- 1.27m
- TAMIL NADU 1.68m
- 1.71m
- UTTAR PRADESH 2.10m
- 2.65m
- MAHARASHTRA 2.99m

No. of Sales Based on Age and Gender (Men, Women) — ADULT, SENIOR

Sales Through to Different Channels — Flipkart 22%, Ajio 6%, Nalli 5%, Meesho 5%, Others 4%, Amazon 35%, Myntra 23%

6. <u>Business Recommendations:</u>

To improve sales in the next year, Vrinda Store should:

1. **Target Audience:** Focus marketing campaigns on **Women aged 30-49** living in Maharashtra and Karnataka.

2. **Platform Strategy:** Since Amazon and Myntra drive **58%** of orders, allocate more ad budget to these two platforms.

3. **Inventory Planning:** Stock up on inventory in February to prepare for the peak demand in March.