

Vrinda Store Data Analysis Using MS Excel

Problem Statement :

Vrinda wants to create an annual sales report for 2022, so that she can understand their customers and grow more sales in 2023.

Recommended Analysis

- Compare the sales & orders using single chart.
- Which month got the highest sales & orders?
- Who purchased more – Men or Women in 2022?
- What are the different order status in 2022?
- List the top 5 states contributing to the sales.
- Find the relation between age & gender based on the number of orders.
- Which channel is contributing to maximum sales?
- Which are the 3 highest selling categories?

Data Analysis Charts

- 1) Order VS Sales
- 2) Sales: Men VS Women
- 3) Order Status
- 4) Sales: Top 5 States
- 5) Orders: Age VS Gender
- 6) Order Channels

Insights

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