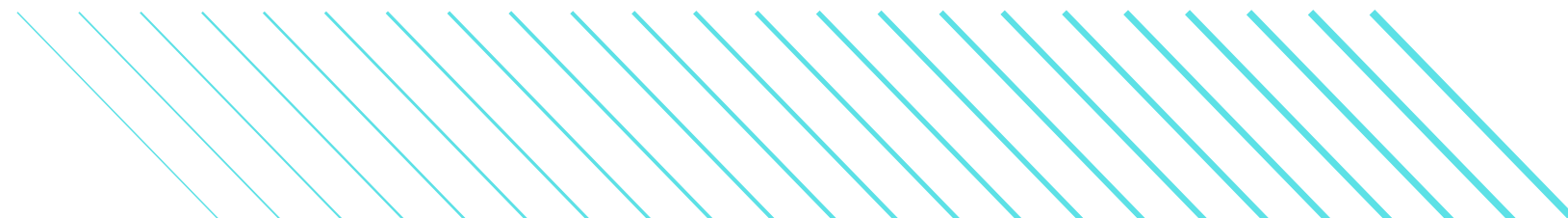
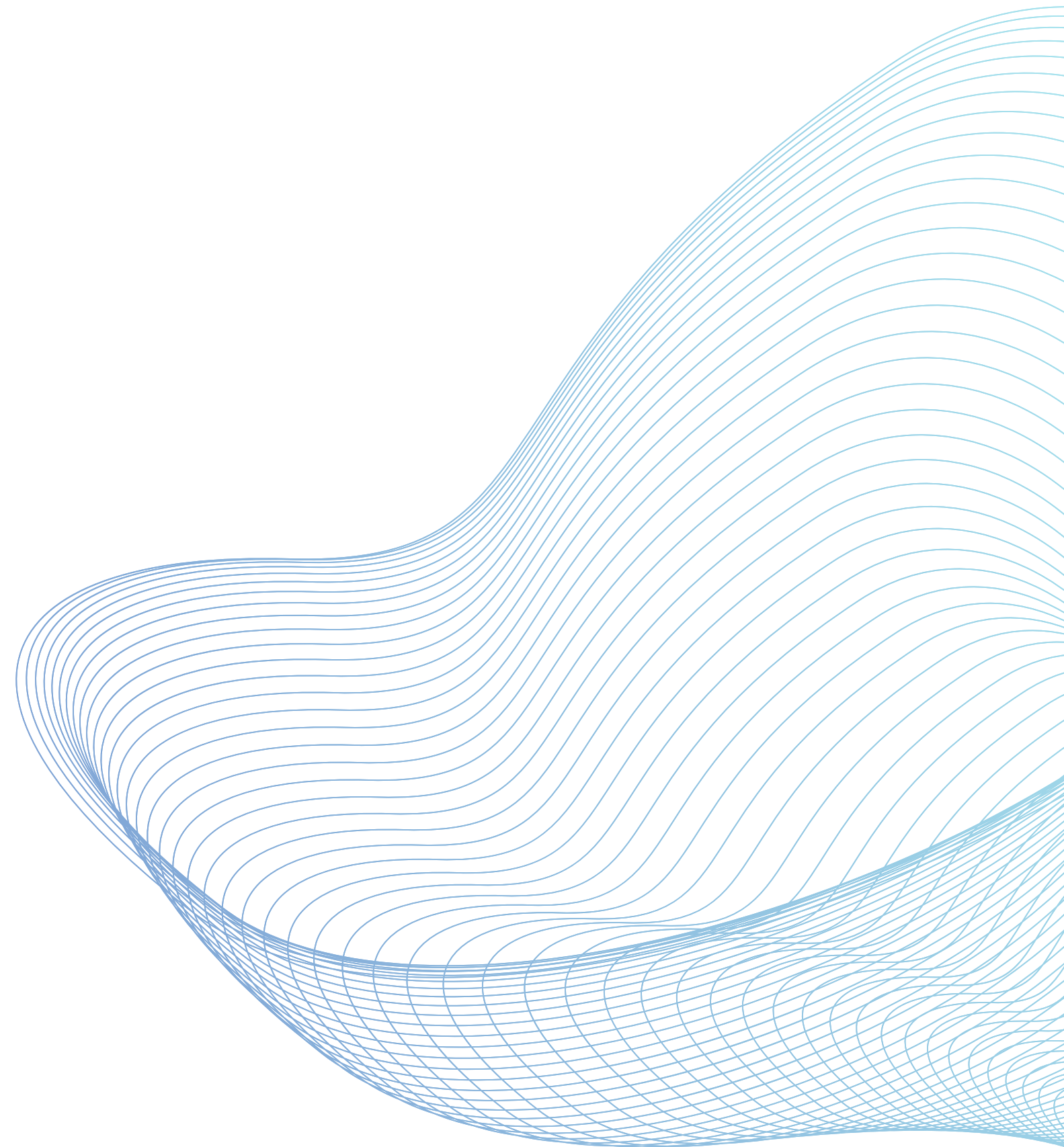




# **SALES** **INSIGHTS**

Microsoft Excel Project



# OBJECTIVE

Vrinda Stores is a consumer-goods business.

It sells its products online through different channels.

The management wants to create a report for its 2022 sales so it can improve its sales in the upcoming year.

# QUESTIONS

- Compare the sales and orders using single chart.
- Which month got the highest sales and orders?
- Who purchased more- men or women in 2022?
- What are different order status in 2022?
- List top 5 states contributing to the sales?
- Relation between age and gender based on number of orders
- Which channel is contributing to maximum sales?
- Highest selling category?



# EXCEL DASHBOARD

## Vrinda Store Annual Report 2022

### Month

May  
June  
July  
August

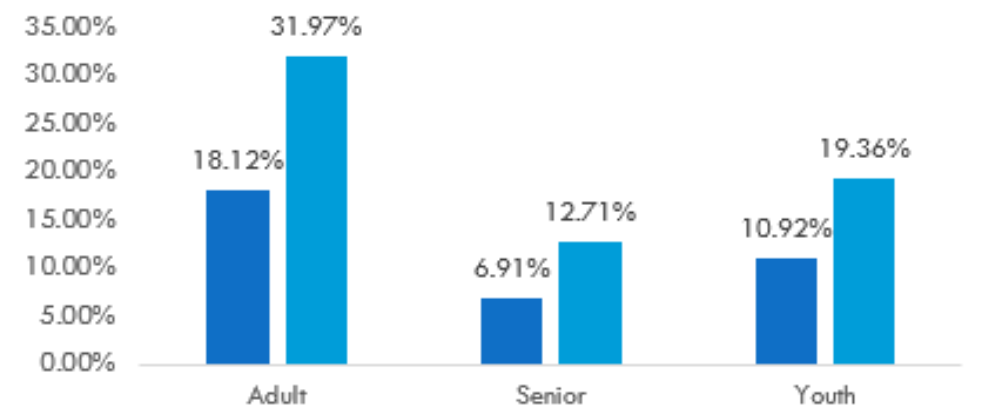
### Channel

Ajio  
Amazon  
Flipkart  
Meesho  
Myntra

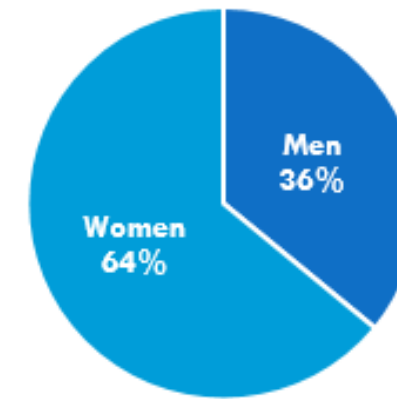
### Category

Blouse  
Bottom  
Ethnic Dress  
kurta  
Saree

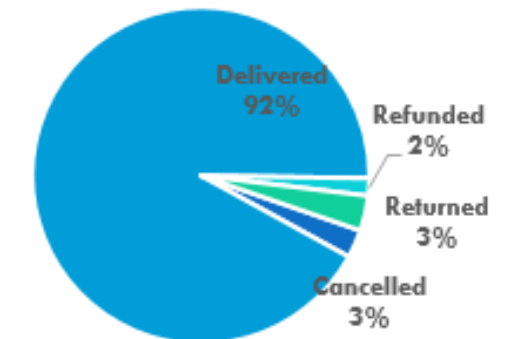
### Orders by Age & Gender



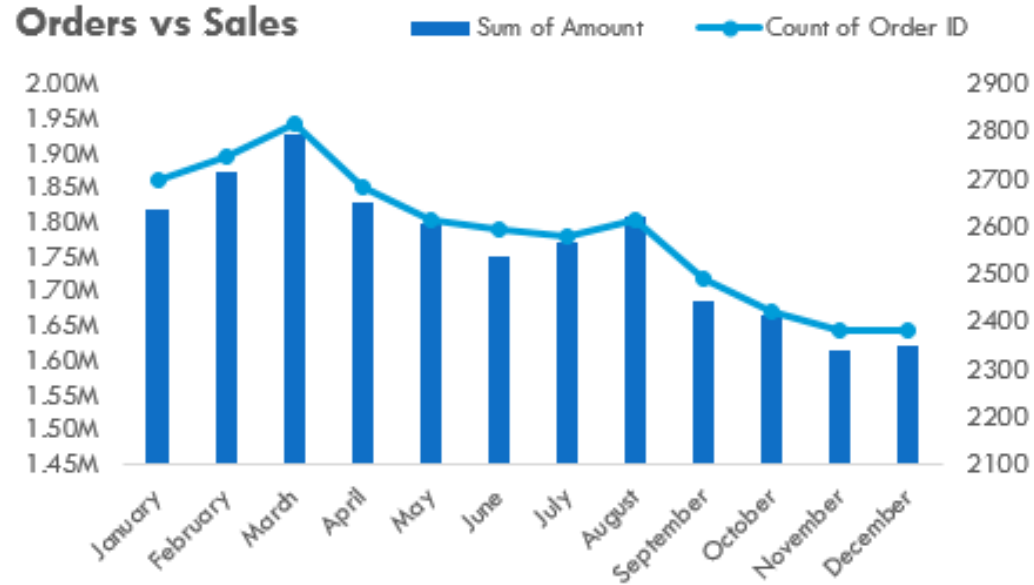
### Sales: Men vs Women



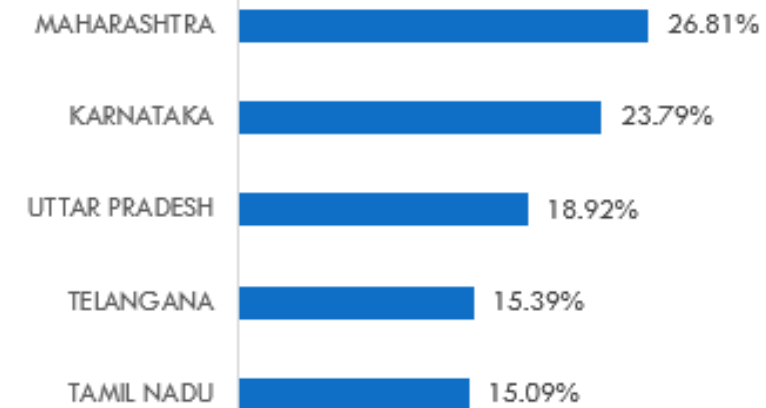
### Order Status



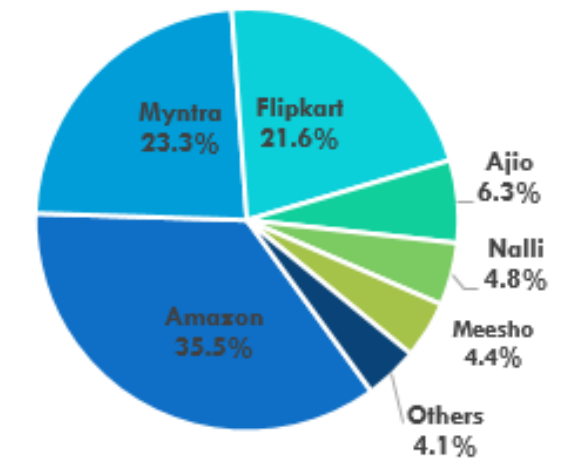
### Orders vs Sales



### Top 5 States by Sales



### Sales Channel Distribution



# INSIGHTS

- Adult Age group is contributing maximum(~50%) to Sales
- The majority of the customer base is women(~65%).
- The return/Refund/Cancellation rate is quite low.
- The highest Sales take place in March.
- Maximum sales(~70%) are from Maharashtra, Karnataka, and Uttar Pradesh.
- Amazon, Myntra, and Flipkart channels contribute (~80%) the highest to sales.

## Final Conclusion:

Target **Women** customers in the Age group of **(30 - 49 yrs)** in states of **Maharashtra, Karnataka** and **Uttar Pradesh** through channels of **Amazon, Myntra and Flipkart**.