

Data Analysis

Vrinda Store Sales Data 2022

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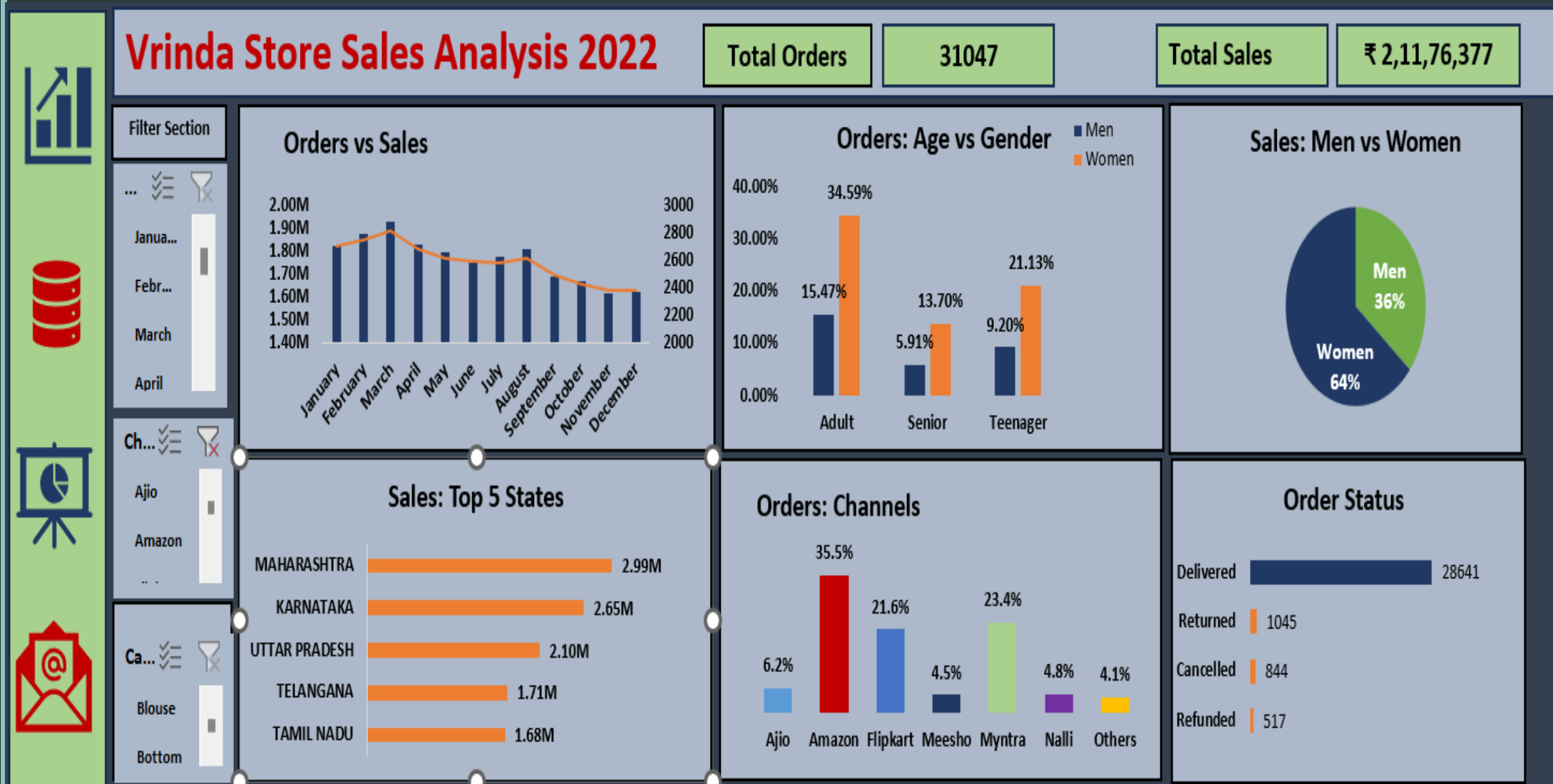
Objective

- Vrinda store wants to understand their customer and sale performance in order to improve their performance in upcoming years.

KPI

- Month Wise Sale
- Month Wise Count of Order
- Men vs Female Sale Performance
- Channel Specific Performance
- Top 5 Performing State
- Age Factor on Sales
- Order Status

➤ Sales Dash Board





- ❑ The Three Best Selling Months are : January, February and March with March being highest and November being least
- ❑ Women shop more than Men
- ❑ Highest Sale comes through Amazon
- ❑ Top 5 Performing States are in order : Maharashtra, Karnataka, Uttar Pradesh, Telangana, Tamil Nadu
- ❑ Adult purchases maximum among the three categories
- ❑ Majority of the order(93%) are successfully delivered with very little cancellation and refund

Final Suggestion

- Women Customers age between 21 to 50 should be targeted more ads and coupon through Amazon, Flipkart, Myntra



Thank You
Jayashree Saha

