Vrinda Store Sales Analysis

**Objective:**

Vrinda Store aimed to create an annual sales report for 2022 to better understand their customers and boost sales in the upcoming year.

**Process:**

1. **Data Import and Cleaning**:
   * Data was imported into Excel.
   * Each row was checked for accuracy.
   * The "Gender" column was standardized by replacing "M" with "Men" and "W" with "Women."
   * The "Quantity" column was corrected to ensure consistency in data (e.g., replacing "one" with "1").
2. **Data Processing**:
   * **Age Grouping**: Age groups were created using the formula to categorize customers as "Senior" (50+), "Adult" (30-49), and "Teenager" (below 30).
   * **Month Column**: A new column was created to extract the month from the date using a formula.
3. **Data Analysis**:
   * Various pivot tables were created to analyze sales trends:
     + **Monthly Sales**: A combo chart was created to visualize the count of orders and total sales amount per month.
     + **Gender-wise Sales**: A pivot table and pie chart were used to analyze sales distribution by gender.
     + **Order Status**: Sales were broken down by order status (e.g., completed, returned) and visualized with a pie chart.
     + **Top Shipping States**: The top five states by sales were identified, and a bar chart was created to highlight them.
     + **Age and Gender Analysis**: A bar chart was created to show the distribution of orders by age group and gender.

**Key Insights:**

* **Gender Analysis**: Women are the dominant customers, accounting for approximately 65% of sales.
* **Geographic Trends**: The top three states—Maharashtra, Karnataka, and Uttar Pradesh—contributed to about 35% of total sales.
* **Age Group Contribution**: The "Adult" age group (30-49 years) was the most significant contributor, making up around 50% of sales.
* **Sales Channels**: The majority of sales (~80%) came from Amazon, Flipkart, and Myntra.

**Final Recommendation:**

To improve sales, Vrinda Store should focus on:

* Targeting women aged 30-49 in Maharashtra, Karnataka, and Uttar Pradesh.
* Utilizing popular sales channels like Amazon, Flipkart, and Myntra for promotions, ads, offers, and coupons.