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| Decorative | | | | |
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| sales report  2022 | | |
| vrinda store | | Khwabkalra1@gmail.com |

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| Decorative | | | | |
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|  | objective  VRINDA STORE wants to create an annual sales report for 2022. So that, VRINDA can understand their customers and grow more in 2023. | |  | |

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| queriesCompare the sales and orders using pie chart.Which month got the highest sales and orders?  * Who purchased more – Men or Women in 2022? * What is different order status in 2022? * List top 10 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? | |
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| DATASETDATASET DESCRIPTION The Dataset provided is the sales data of our client Vrinda Store. Majorly the data can be broken into these most useful columns.   * Order ID * Customer ID * Gender * Age * Date * Status * Channel * SKU * Category * Size * Quantity * Currency * Amount * Shipping Address  DATA CLEANING  1. Gender Columns contains 4 types of values ‘M’, ‘Men’ for male customers and ‘W’, ‘Women’ for female customers. This may create a discrepancy in our analysis as we know ‘W’ and ‘women’ do symbolize the same category. Hence, ‘M’ values are changed to ‘Men’ and ‘W’ values are changed to ‘Women’ to create uniformity. 2. In Quantity Column some values had Numeric values while some had their text counter parts. Hence ‘One’, ‘Two’ and so on were replaced by ‘1’, ‘2’ etc.  DATA PREPROCESSING  1. Age column is reformatted to classification by Age group as it would make it easier to analyze the data and make our end-graphs seem more meaningful. 2. The dates column has been grouped by month to form a better understanding of sales trends. | |
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| data INSIGHTS  * Women are more Likely to buy compared to men (~65%) * Maharashtra, Karnataka and Uttar Pradesh are top 3 states (~35%) * Adult Age Group (30-49 years) is contributing maximum. * Amazon, Myntra and Flipkart channels are contributing maximum (~80%)   Conclusion to Improve Vrinda Store Sales:  Target **Women** customers of Age Group (**30-49** years) living In **Maharashtra, Karnataka and Uttar Pradesh** by showing ads/offers/coupons available on *Amazon, Flipkart and Myntra.* | |

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BACKGROUND INFORMATION:

* B. TECH FROM NITH-2023 (EE)
* LINKEDIN:[*https://www.linkedin.com/in/khwab2064/*](https://www.linkedin.com/in/khwab2064/)
* ALL LINKS: <https://linktr.ee/Khwab_Kalra>