Krishna Store Data Analysis

Using Excel

By Kiran Karjagi

Introduction:

Hello Everyone,

My name is Kiran Karjagi, and I have created the Krishna Store Data Analysis interactive dashboard using Excel. This project analyzes key demographic and geographic segments influencing online purchasing patterns, providing critical insights into consumer behavior and preferred sales channels.

Objective:

The objective of this project is to generate an annual sales report for Krishna Store for the year 2022. This report aims to provide a comprehensive understanding of customer behavior and purchasing patterns, enabling Krishna Store to develop strategies for increasing sales in 2023.

Krishna Store Annual Report 2022

Month

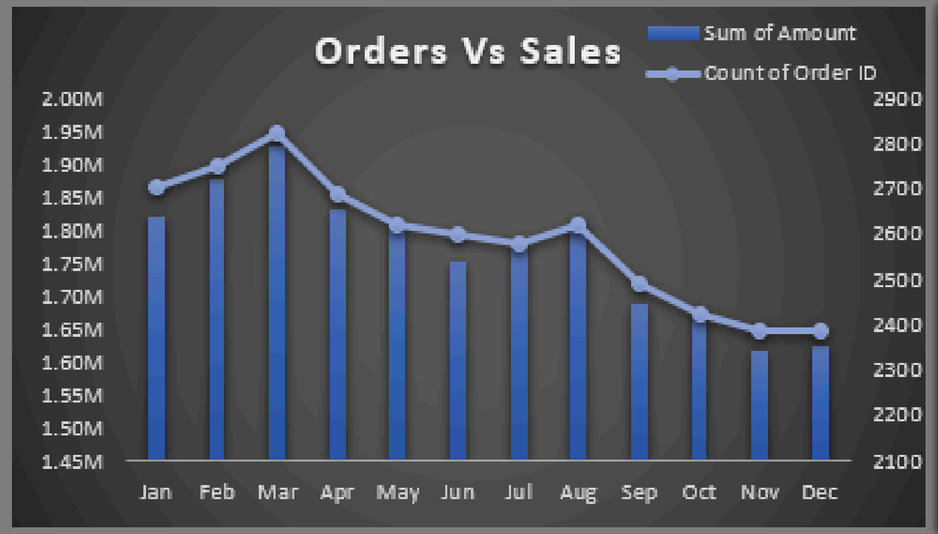
- Jan
- Feb
- Mar
- Apr
- May

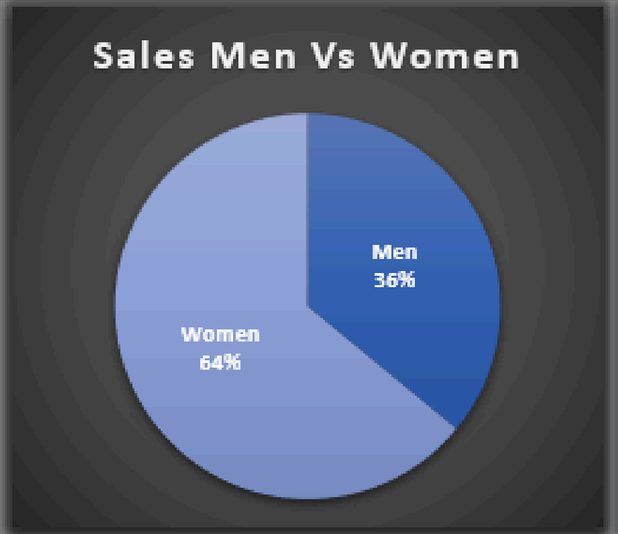
Channel

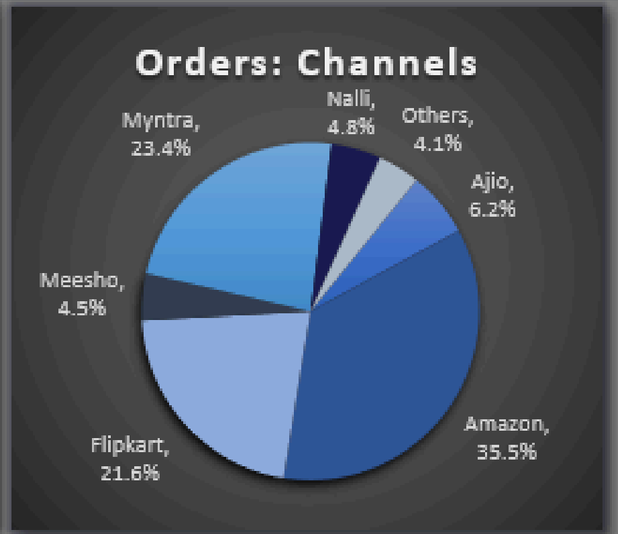
- Ajio
- Amazon
- Flipkart
- Meesho

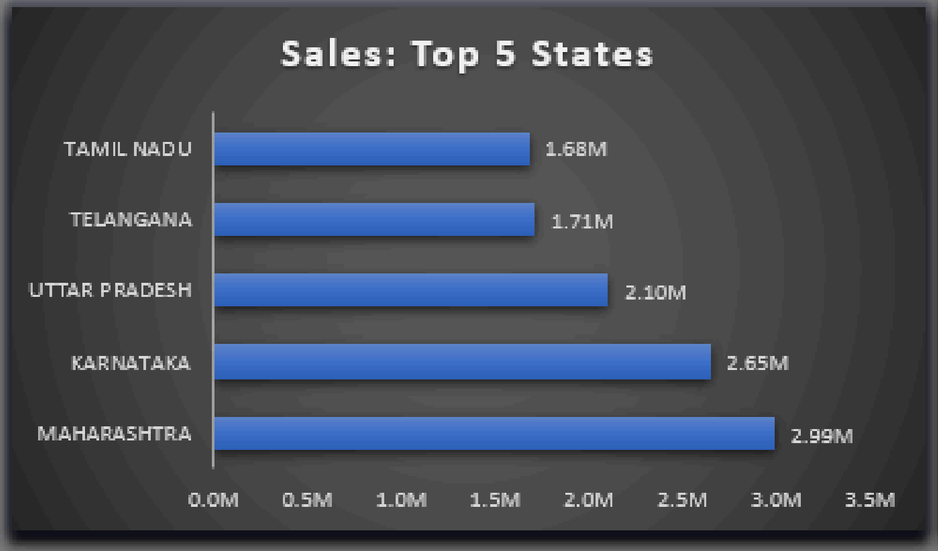
Category

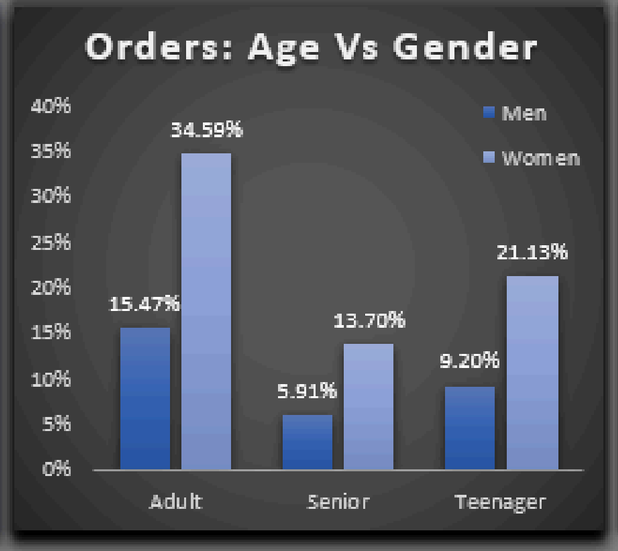
- Blouse
- Bottom
- Ethnic Dress
- kurta
- Saree

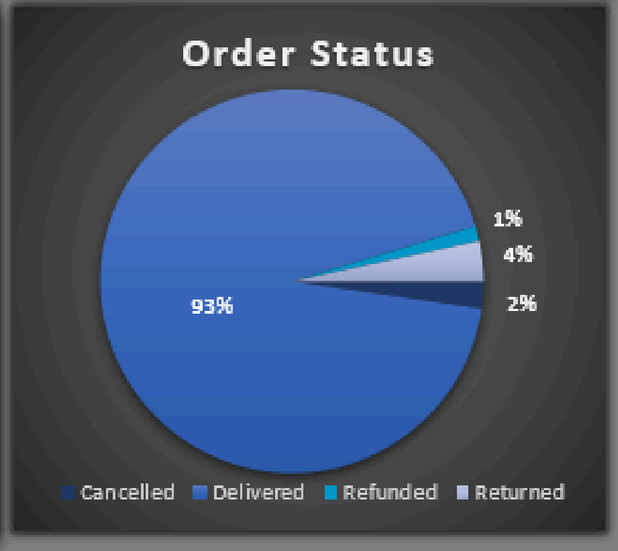












Insights:

• Women demonstrate a higher purchasing likelihood than men, accounting for 65% of total purchases.

• Maharashtra, Karnataka, and Uttar Pradesh emerge as the top three states, collectively contributing 35% to the overall sales.

• The adult age group, specifically individuals aged 30-49 years, represents the largest contributor, making up 50% of the consumer base.

• The predominant sales channels are Amazon, Flipkart, and Myntra, which together account for 80% of the total sales.

Conclusion:

To capitalize on these insights, it is recommended to target women aged 30-49 years living in Maharashtra, Karnataka, and Uttar Pradesh. Focused marketing efforts should include displaying tailored advertisements, offers, and coupons on the leading e-commerce platforms: Amazon, Flipkart, and Myntra. By aligning promotional strategies with these key demographics and channels, businesses can enhance their reach and drive higher conversion rates.

THANK YOU