

# Vrinda Stores Sales Annual Report 2022



## **Project Objective: Developing an Interactive Dashboard for Store Sales**

Hello Everyone,

I'm thrilled to present my in-depth analysis of Store Sales from January 2022 to December 2022. I focused on the Vrinda Store's data for the year 2022, which was sourced from Rishabh Mishra's YouTube channel. The store was interested in understanding various trends in sales and customer behavior to help boost sales in 2023.

### **The key problem statements I addressed are as follows:**

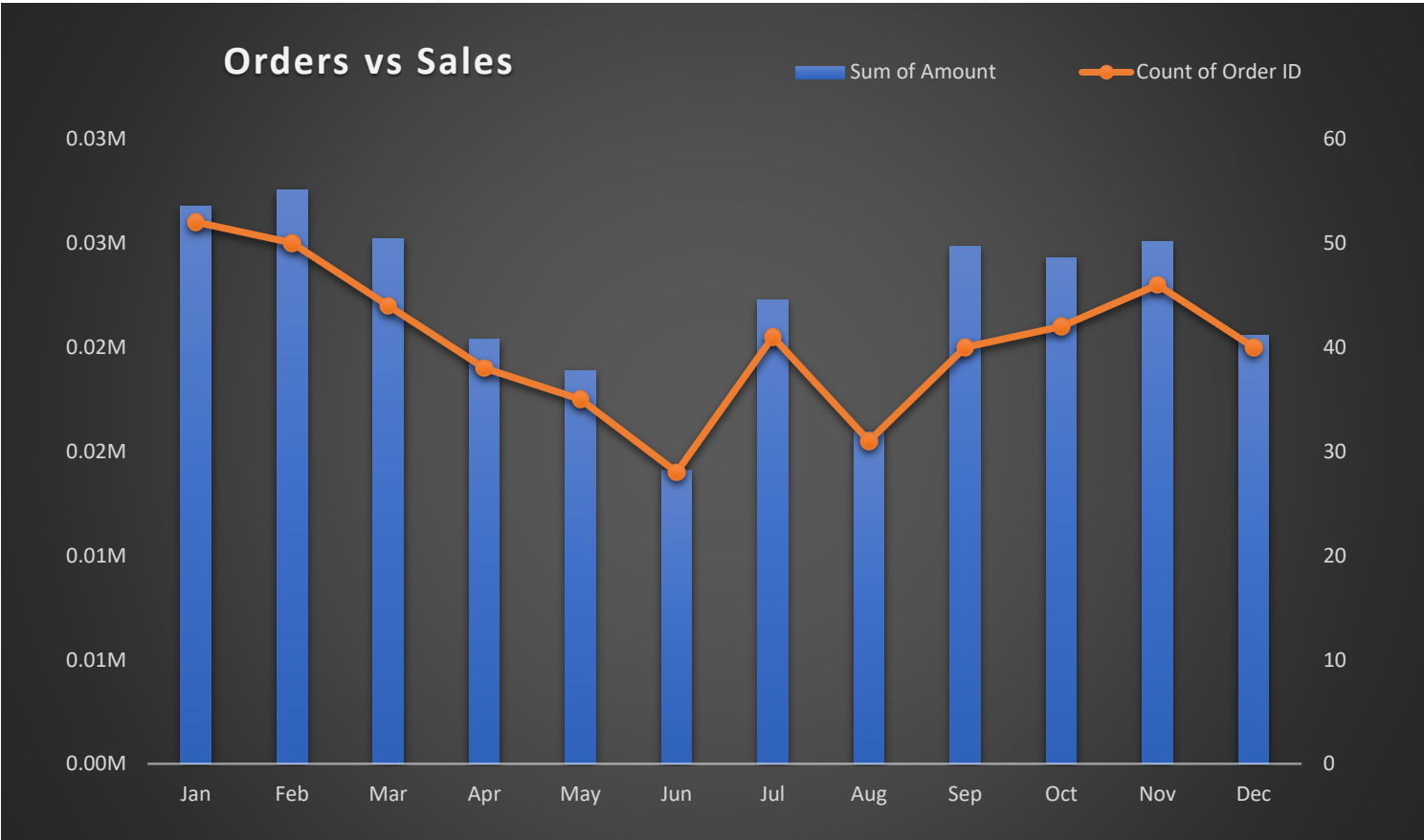
- Comparison of sales and orders for the store in 2022.
- Identification of the month with the highest sales and order volume.
- Analysis of whether men or women purchased more products.
- Overview of different order statuses in 2022.
- List of the top 5 states contributing to the highest sales.
- Exploration of the relationship between age and gender based on the number of orders.
- Determination of which sales channel contributed the most to overall sales.

The first 9 records as per the main table is shown below for reference

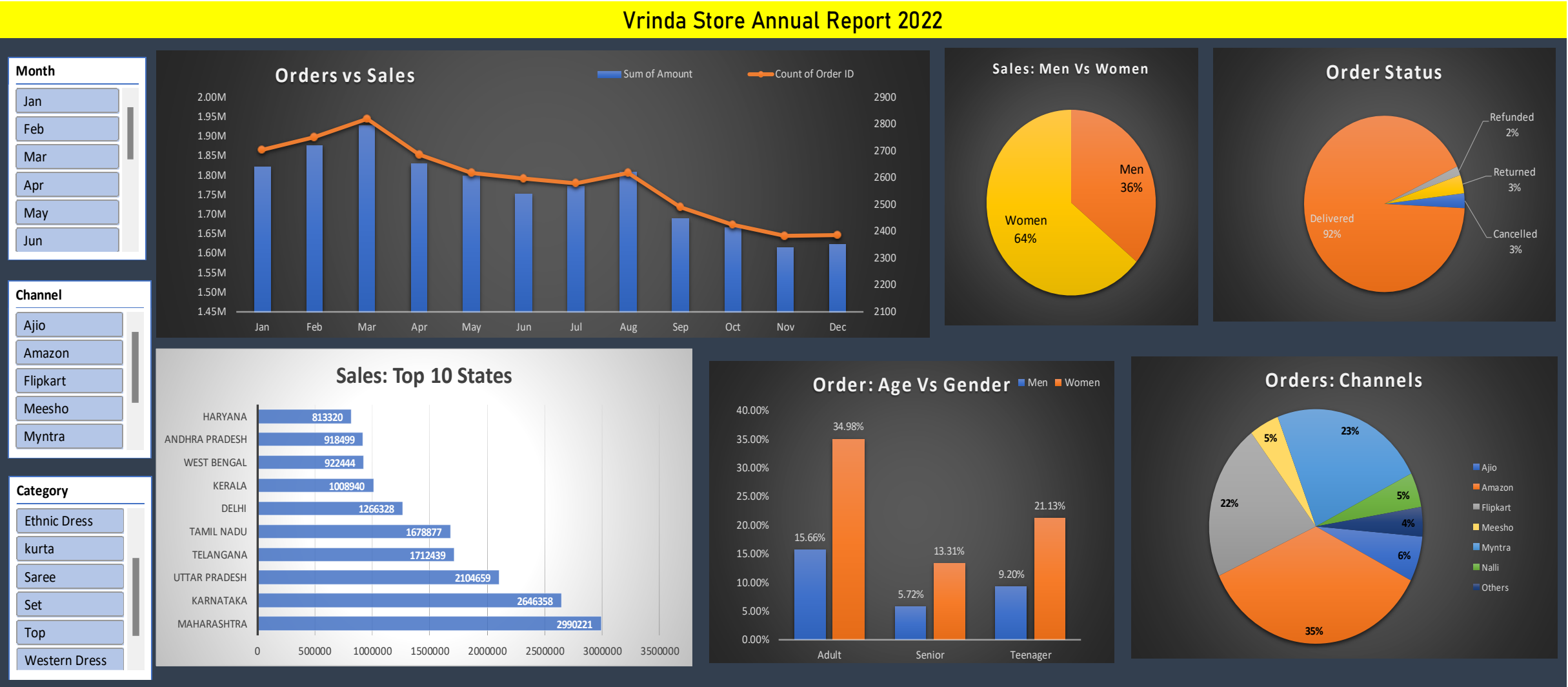
index	Order ID	Cust ID	Gender	Age	AgeGroup	Date	Month	Status	Channel	SKU	Category	Size	Qty	currency	Amount	ship-city	ship-state	ship-postal-code	ship-country	B2B
1	171-1029312-3038738	1029312	Women	44	Adult	04-12-2022	Dec	Delivered	Myntra	JNE1233-BLUE-KR-031-XXL	kurta	XXL	1	INR	376	MOHALI	PUNJAB	140301	IN	FALSE
2	405-2183842-2225946	2183842	Women	29	Teenager	04-12-2022	Dec	Delivered	Ajio	SET414-KR-NP-L	Set	L	1	INR	1449	GURUGRAM	HARYANA	122002	IN	FALSE
3	171-1641533-8921966	1641533	Women	67	Senior	04-12-2022	Dec	Delivered	Myntra	SET261-KR-PP-S	Set	S	1	INR	453	KOLKATA	WEST BENGAL	700029	IN	FALSE
4	404-7490807-6300351	7490807	Women	20	Teenager	04-12-2022	Dec	Delivered	Amazon	SET110-KR-PP-M	Set	M	1	INR	729	THANJAVUR	TAMIL NADU	613007	IN	FALSE
5	403-9293516-4577154	9293516	Women	62	Senior	04-12-2022	Dec	Delivered	Myntra	JNE2294-KR-A-XXL	kurta	XXL	1	INR	544	GURUGRAM	HARYANA	122001	IN	FALSE
6	407-1298130-0368305	1298130	Men	49	Adult	04-12-2022	Dec	Delivered	Flipkart	JNE3797-KR-XXL	Western Dress	XXL	1	INR	735	SANGLI MIRAJ KUPWAD	MAHARASHTRA	416436	IN	FALSE
7	407-1298130-0368305	1298130	Women	23	Teenager	04-12-2022	Dec	Delivered	Meesho	JNE3801-KR-XXL	kurta	XXL	1	INR	735	BENGALURU	KARNATAKA	560029	IN	FALSE
8	171-5561216-3398711	5561216	Women	70	Senior	04-12-2022	Dec	Delivered	Others	JNE3405-KR-M	kurta	M	1	INR	435	GURUGRAM	HARYANA	122001	IN	FALSE
9	408-2935263-2935550	2935263	Women	75	Senior	04-12-2022	Dec	Delivered	Amazon	JNE3474-KR-E-XL	kurta	XL	1	INR	385	BENGALURU	KARNATAKA	562149	IN	FALSE
10	404-2648970-9042715	2648970	Women	43	Adult	04-12-2022	Dec	Delivered	Myntra	JNE3466-KR-L	kurta	L	1	INR	771	VIJAYAWADA	ANDHRA PRADESH	520002	IN	FALSE
11	404-2648970-9042715	2648970	Women	76	Senior	04-12-2022	Dec	Delivered	Amazon	JNE3795-KR-S	kurta	S	1	INR	517	THIRUVANANTHAPURAM	KERALA	695018	IN	FALSE
12	404-2648970-9042715	2648970	Women	45	Adult	04-12-2022	Dec	Delivered	Myntra	J0181-TP-M	Top	M	1	INR	399	ARAKONAM	TAMIL NADU	631003	IN	FALSE
13	408-0265357-4939534	265357	Women	18	Teenager	04-12-2022	Dec	Delivered	Amazon	SET217-KR-PP-XL	Set	XL	1	INR	786	GUWAHATI	ASSAM	781017	IN	FALSE
14	403-9268874-7296313	9268874	Men	44	Adult	04-12-2022	Dec	Delivered	Myntra	SET185-KR-NP-M	Set	M	1	INR	911	BENGALURU	KARNATAKA	562125	IN	FALSE

The below is the reference pivot table attached for one of the reports for “Monthly Orders vs Sales” in 2022

Row Labels	Sum of Amount	Count of Order ID
Jan	26753	52
Feb	27558	50
Mar	25197	44
Apr	20391	38
May	18873	35
Jun	14106	28
Jul	22252	41
Aug	15927	31
Sep	24835	40
Oct	24315	42
Nov	25072	46
Dec	20583	40



The following dashboard was created using Pivot Tables and Pivot Charts, with slicers included for convenient filtering.



## **Key insights gathered from this project include:**

- Women are more likely to make purchases than men.
- The top 5 states with the highest sales are Maharashtra, Karnataka, Uttar Pradesh, Telangana, and Tamil Nadu.
- The adult age group (30 to 49 years) contributes the most to sales.
- The sales channels that contribute the most are Amazon, Flipkart, and Myntra.

## **Final Conclusion to improve Vrinda Store Sales**

Focus on targeting women aged 30 to 49 years in Maharashtra, Karnataka, Uttar Pradesh, Telangana, and Tamil Nadu by offering shopping coupons, discounts, or advertisements through Amazon, Flipkart, and Myntra.