



VRINDA STORE ANNUAL REPORT 2022

OBJECTIVE

Vrinda Store wants to create an annual sales report for 2022. So that, Vrinda can understand their customers and grow more sales in 2023.

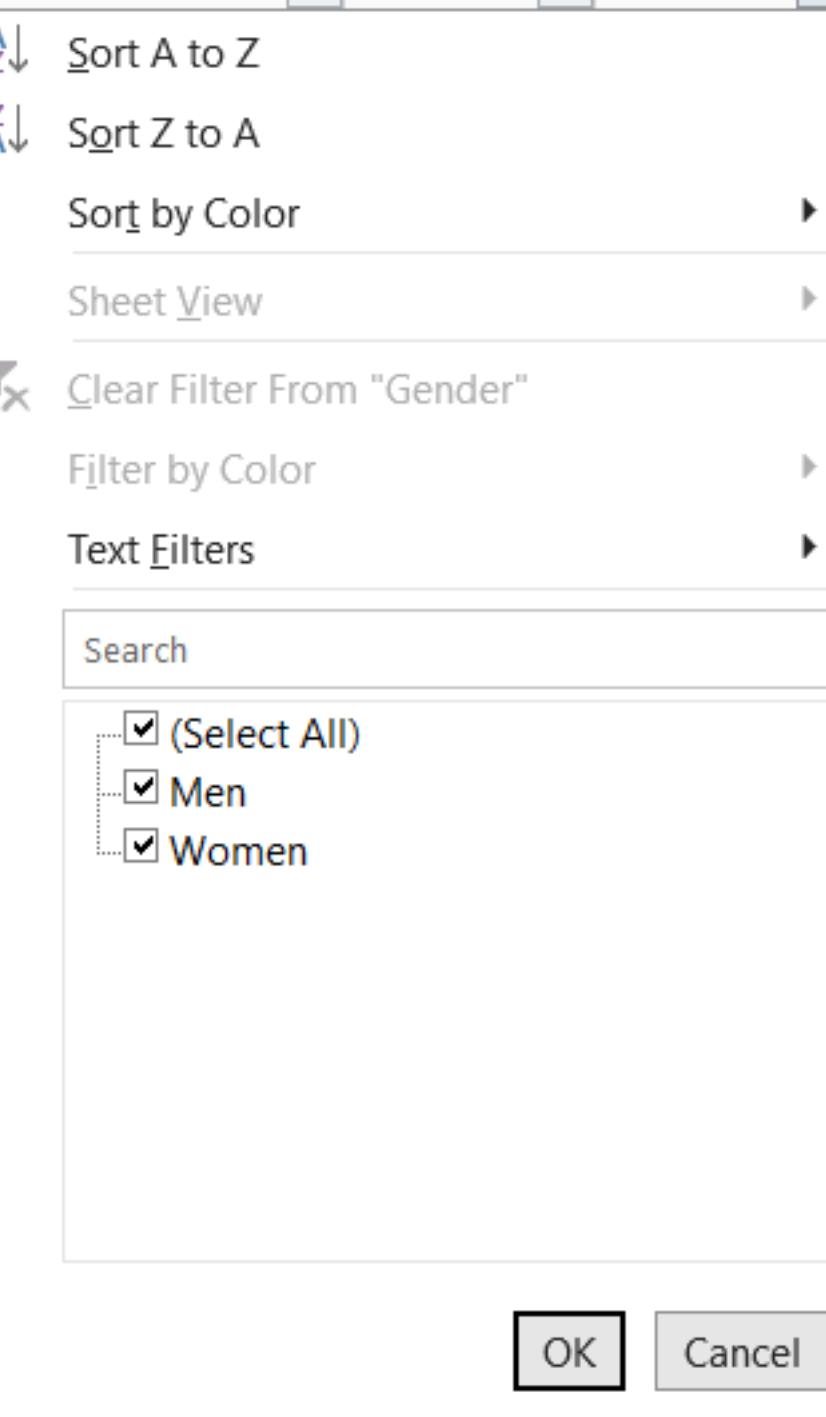


Questions

- Compare the sales and orders using single chart.
- Which month got the highest sales and orders ?
- Who purchased more - Men or Women in 2022 ?
- What are different order status in 2022 ?
- List top 5 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 ?

DATA CLEANING

A	B	C	D	E	F	G	H	I	J	
1	index	Order ID	Cust ID	Gender	Age	Age Group	Date	Month	Status	Channel
2	1	171-102	8974687-6745940	8974687	Men	44	Adult	04-12-2022	Dec	Delivered
3	2	405-218	244536	Women	29	Teenager	04-12-2022	Dec	Delivered	Ajio
4	3	171-164	4376789	Women	67	Senior	04-12-2022	Dec	Delivered	Mynta
5	4	404-749	408-026	Women	20	Teenager	04-12-2022	Dec	Delivered	Amazon
6	5	403-929	171-556	Women	62	Senior	04-12-2022	Dec	Delivered	Mynta
7	6	407-129	407-129	Women	49	Adult	04-12-2022	Dec	Delivered	Flipkart
8	7	407-129	408-293	Women	23	Teenager	04-12-2022	Dec	Delivered	Meesho
9	8	171-556	404-264	Women	70	Senior	04-12-2022	Dec	Delivered	Others
10	9	408-293	404-264	Women	75	Senior	04-12-2022	Dec	Delivered	Amazon
11	10	404-264	404-264	Women	43	Adult	04-12-2022	Dec	Delivered	Mynta
12	11	404-264	407-703	Women	76	Senior	04-12-2022	Dec	Delivered	Amazon
13	12	404-264	407-342	Women	45	Adult	04-12-2022	Dec	Delivered	Mynta
14	13	408-026	171-8974687-6745940	Men	18	Teenager	04-12-2022	Dec	Delivered	Amazon
15	14	403-929	244536	Women	44	Adult	04-12-2022	Dec	Delivered	Mynta
16	15	407-044	4376789	Women	52	Senior	04-12-2022	Dec	Delivered	Amazon
17	16	406-748	408-1943310-9789160	Men	18	Teenager	04-12-2022	Dec	Delivered	Nalli
18	17	407-703	1943310	Men	30	Adult	04-12-2022	Dec	Delivered	Meesho
19	18	407-342	408-1943310	Men	48	Adult	04-12-2022	Dec	Delivered	Others
20	19	171-8974687-6745940	4376789	Women	24	Teenager	04-12-2022	Dec	Delivered	Mynta
21	20	406-0244536-2177175	404-4376789-3345166	Women	46	Adult	04-12-2022	Dec	Delivered	Amazon
22	21	404-4376789-3345166	408-1943310-9789160	Men	43	Adult	04-12-2022	Dec	Delivered	Nalli
23	22	408-1943310-9789160	1943310	Men	31	Adult	04-12-2022	Dec	Refunded	Mynta



DATA PROCESSING

SUM : X ✓ fx =IF(E2>=50, "Senior", IF(E2>=30, "Adult", "Teenager"))

	A	B	C	D	E	F	G	H	I	J
1	index	Order ID	Cust ID	Gender	Age	Age Group	Date	Month	Status	Channel
2	1	171-1029312-3038738	1029312	Women	44	=IF(E2>=50, "Senior", IF(E2>=30, "Adult", "Teenager"))				
3	2	405-2183842-2225946	2183842	Women	29	T IF(logical_test, [value_if_true], [value_if_false])			Delivered	Ajio
4	3	171-1641533-8921966	1641533	Women	67	Senior	04-12-2022	Dec	Delivered	Myntra
5	4	404-7490807-6300351	7490807	Women	20	Teenager	04-12-2022	Dec	Delivered	Amazon
6	5	403-9293516-4577154	9293516	Women	62	Senior	04-12-2022	Dec	Delivered	Myntra
7	6	407-1298130-0368305	1298130	Men	49	Adult	04-12-2022	Dec	Delivered	Flipkart
8	7	407-1298130-0368305	1298130	Women	23	Teenager	04-12-2022	Dec	Delivered	Meesho
9	8	171-5561216-3398711	5561216	Women	70	Senior	04-12-2022	Dec	Delivered	Others
10	9	408-2935263-2935550	2935263	Women	75	Senior	04-12-2022	Dec	Delivered	Amazon
11	10	404-2648970-9042715	2648970	Women	43	Adult	04-12-2022	Dec	Delivered	Myntra
12	11	404-2648970-9042715	2648970	Women	76	Senior	04-12-2022	Dec	Delivered	Amazon
13	12	404-2648970-9042715	2648970	Women	45	Adult	04-12-2022	Dec	Delivered	Myntra
14	13	408-0265357-4939534	265357	Women	18	Teenager	04-12-2022	Dec	Delivered	Amazon
15	14	403-9268874-7296313	9268874	Men	44	Adult	04-12-2022	Dec	Delivered	Myntra

DATA ANALYSIS

Sew View Help PivotTable Analyze Design Tell me what you want to do

Group Selection | | | | | Relationships | PivotChart Recommended PivotTables | Field List +/- Buttons Field Headers | Show

Insert Chart

All Charts

Recent

Templates

Column

Line

Pie

Bar

Area

X Y (Scatter)

Map

Stock

Surface

Radar

Treemap

Sunburst

Histogram

Box & Whisker

Waterfall

Funnel

Combo

Custom Combination

Choose the chart type and axis for your data series:

Series Name	Chart Type	Secondary Axis
Sum of Amount	Clustered Column	<input type="checkbox"/>
Count of Order ID	Line	<input checked="" type="checkbox"/>

OK Cancel

PivotTable Fields

Choose fields to add to report:

Search

index

Order ID

Cust ID

Gender

Age

Age Group

Date

Month

Drag fields between areas below:

Filters

Columns

Σ Values

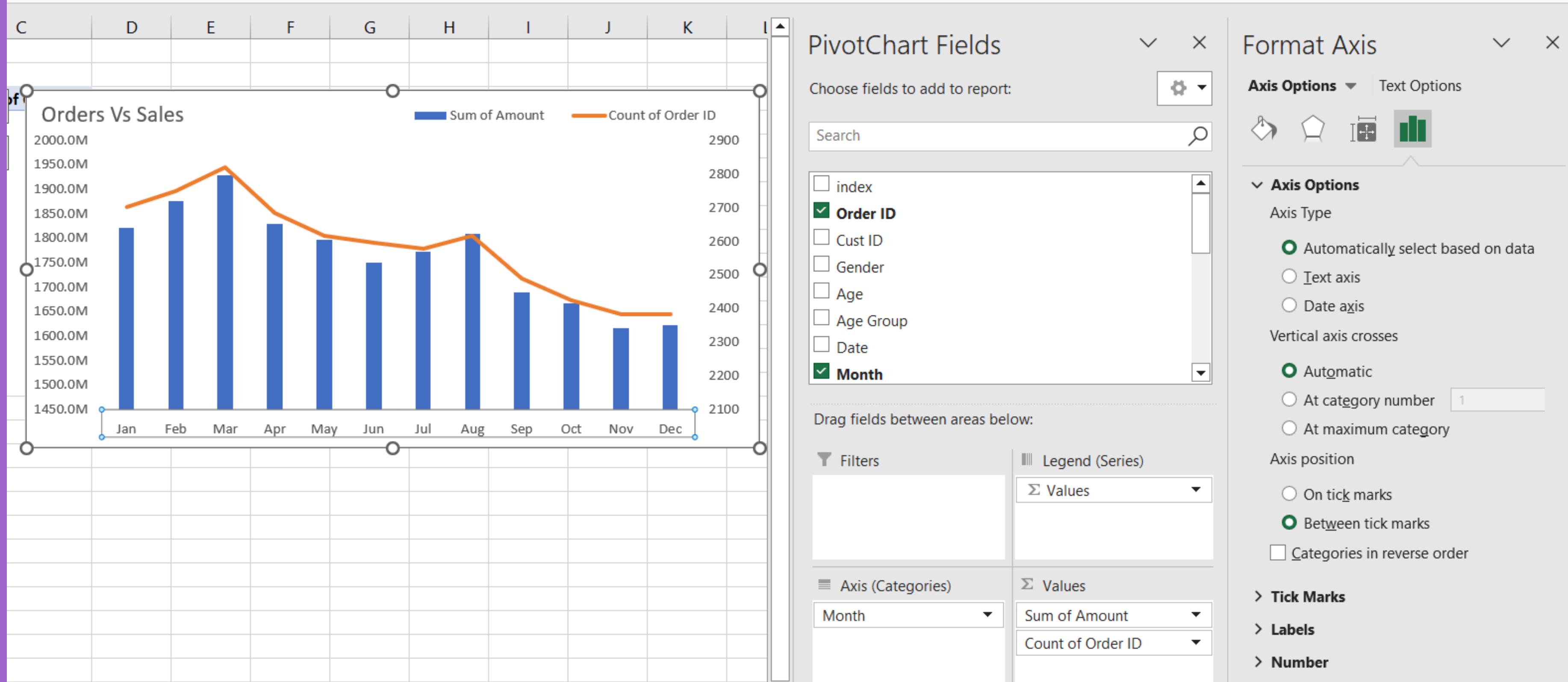
Rows

Σ Values

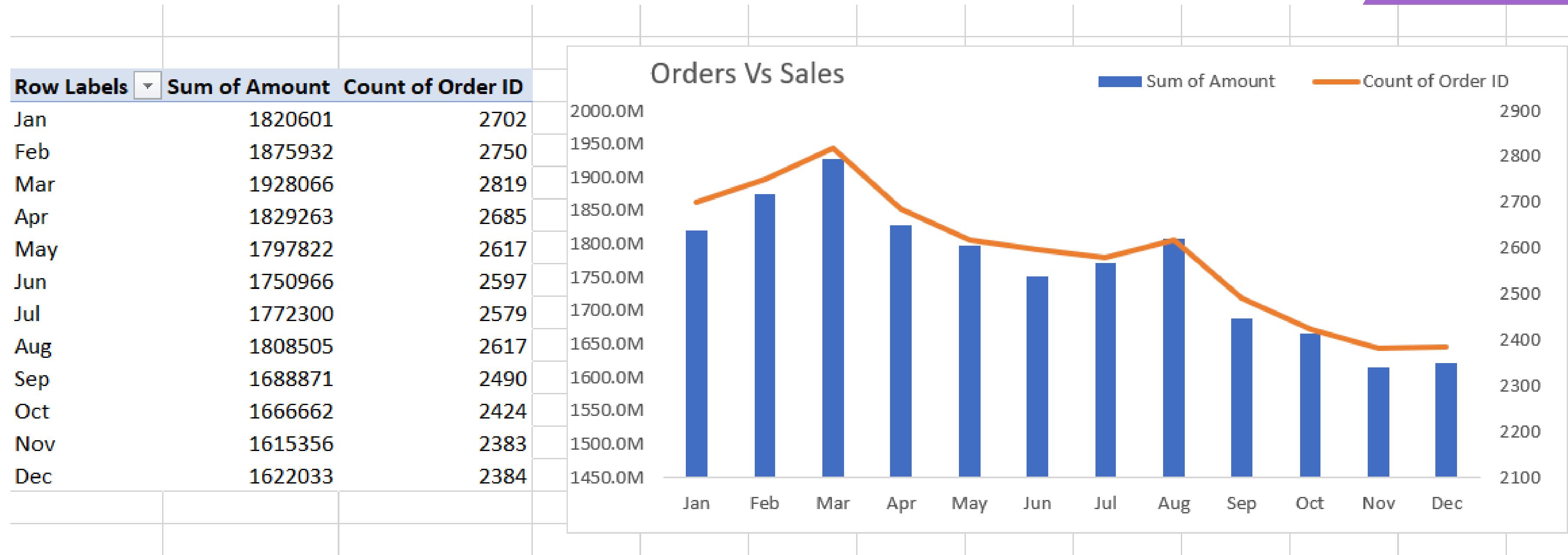
Sum of Amount

Count of Order ID

DATA VISUALIZATION



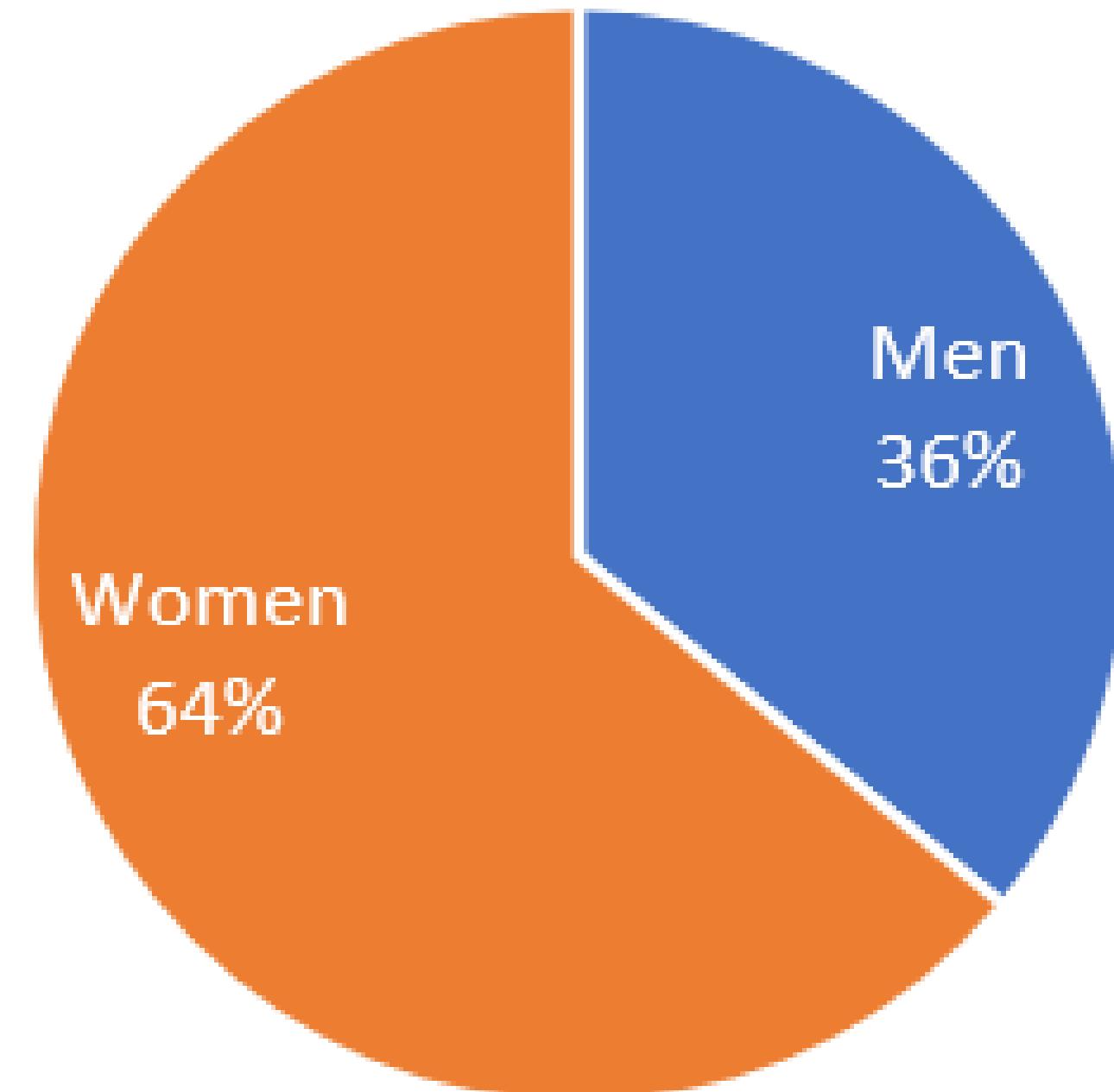
ORDERS Vs SALES



SALES : MEN Vs WOMEN

Row Labels	Sum of Amount
Men	7613604
Women	13562773

Sales Mens Vs Women

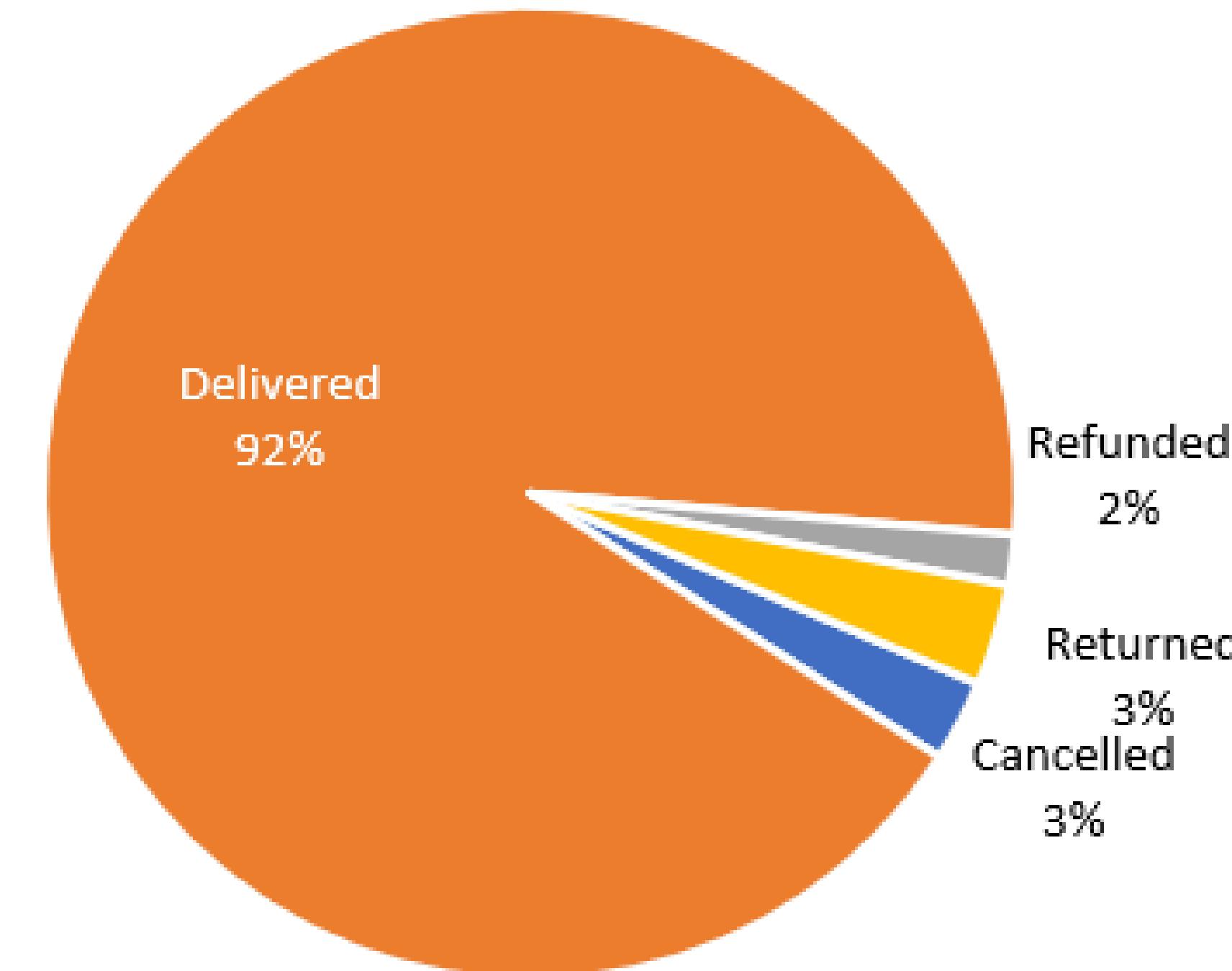


ORDER STATUS

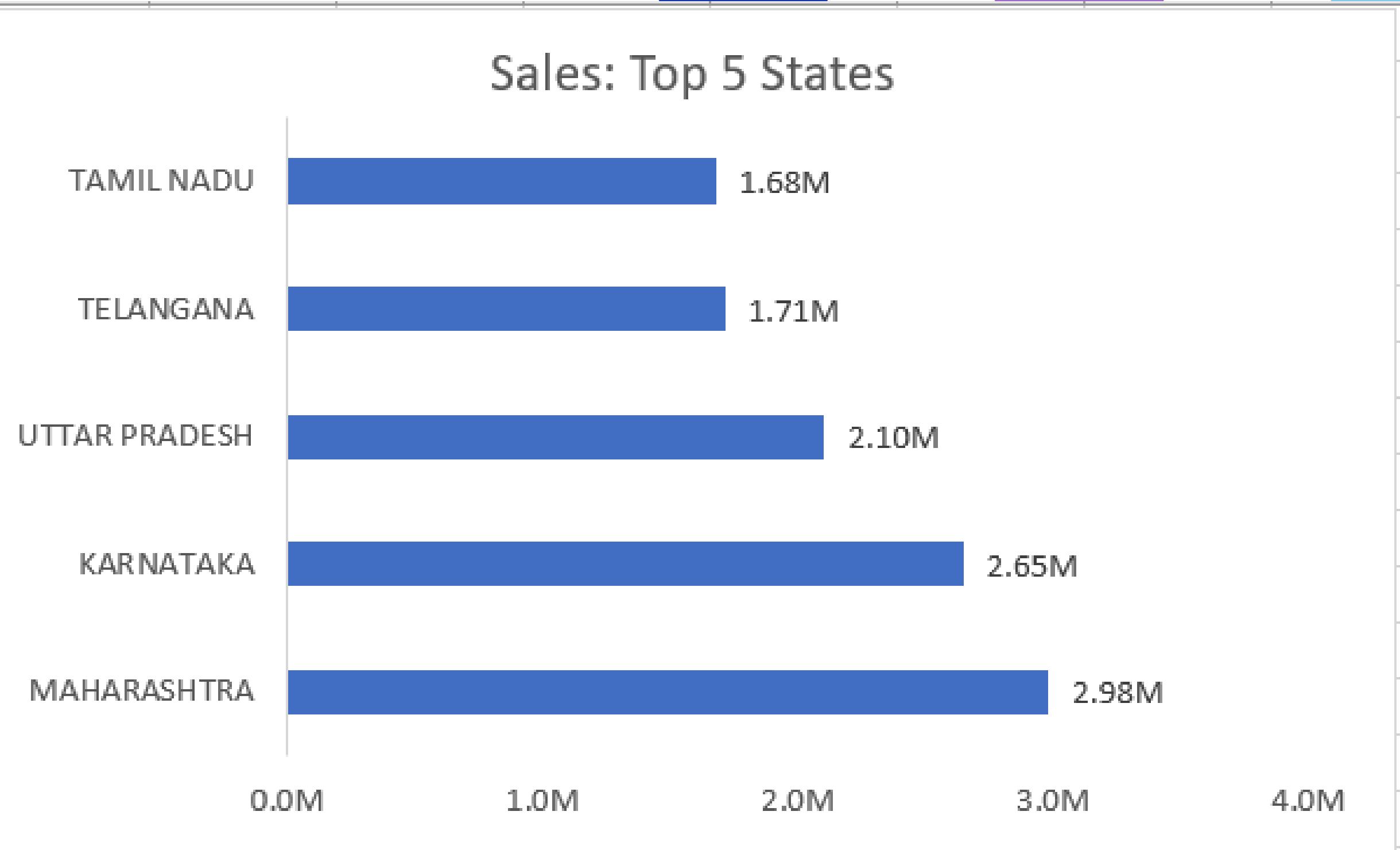
Row Labels ▾ Count of Order ID

Cancelled	844
Delivered	28641
Refunded	517
Returned	1045

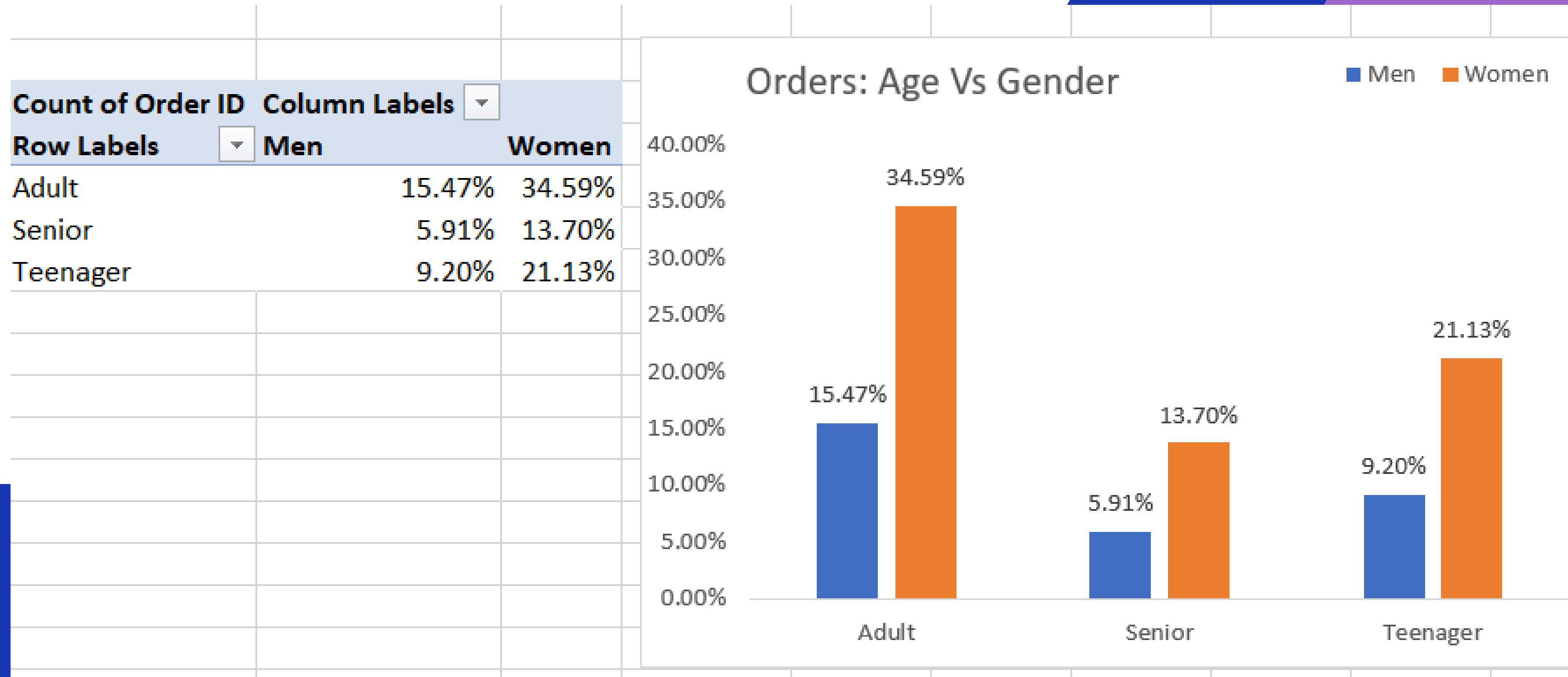
Order Status



SALES: TOP 5 STATES

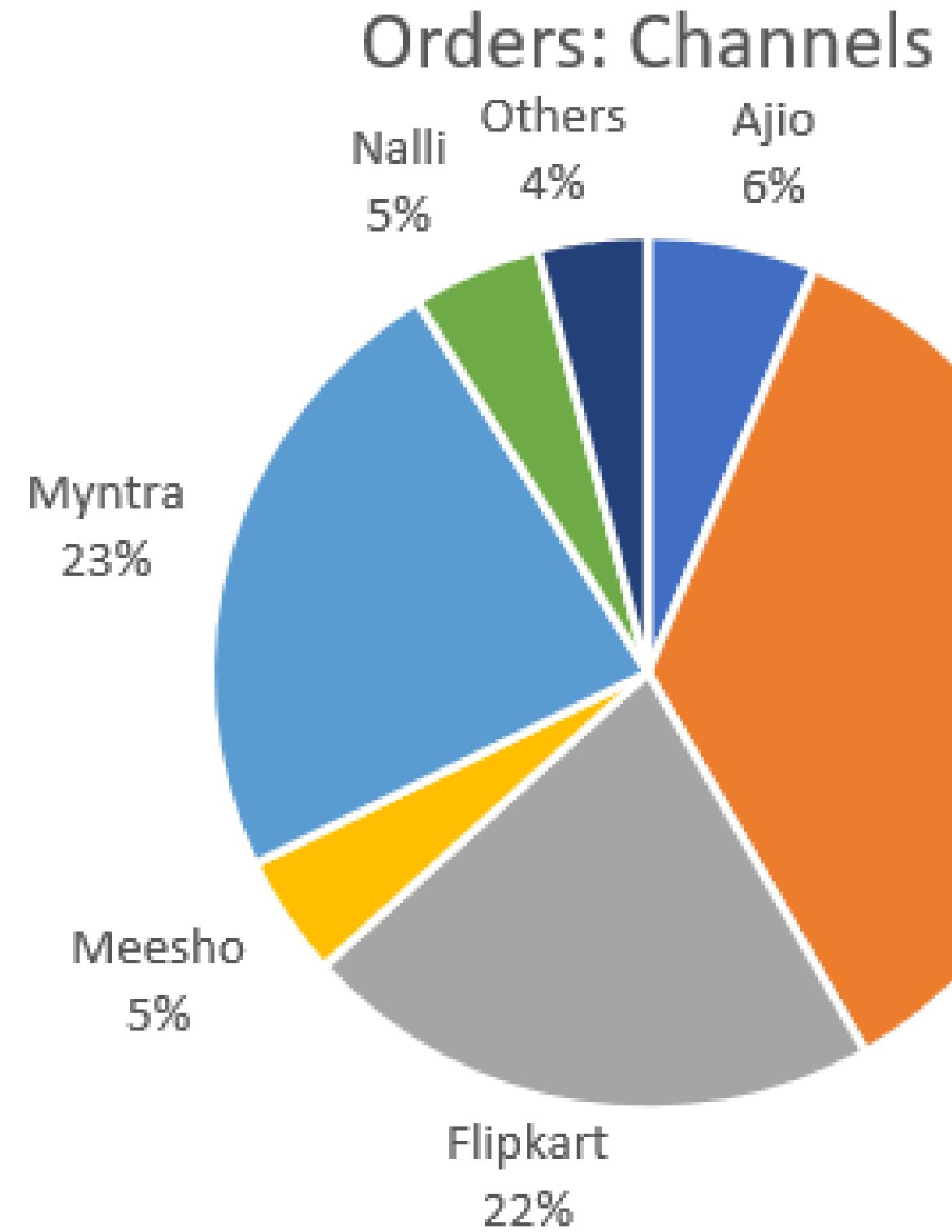


ORDERS : AGE VS GENDER



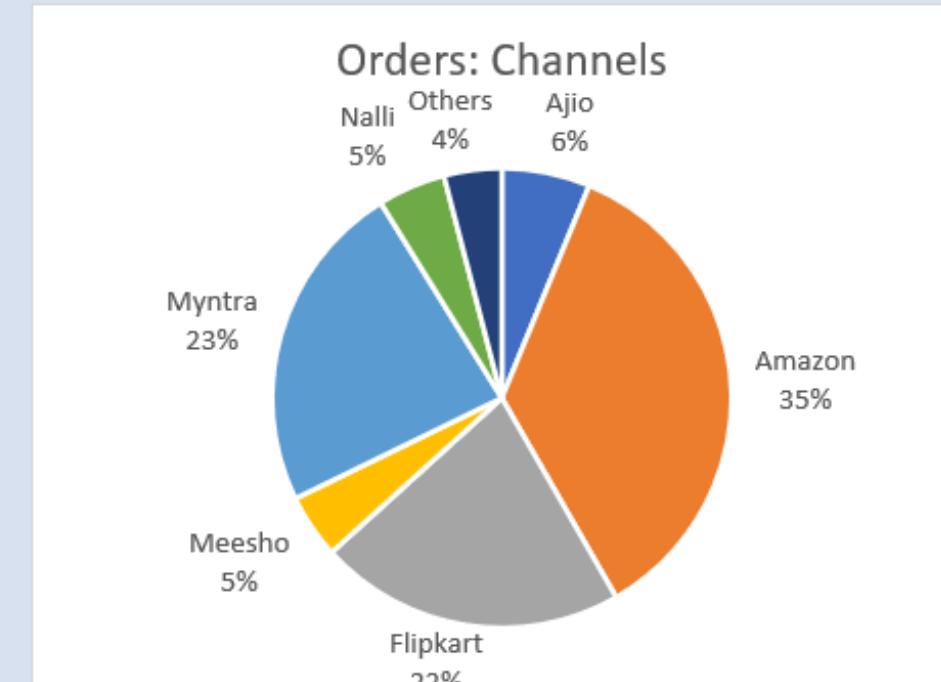
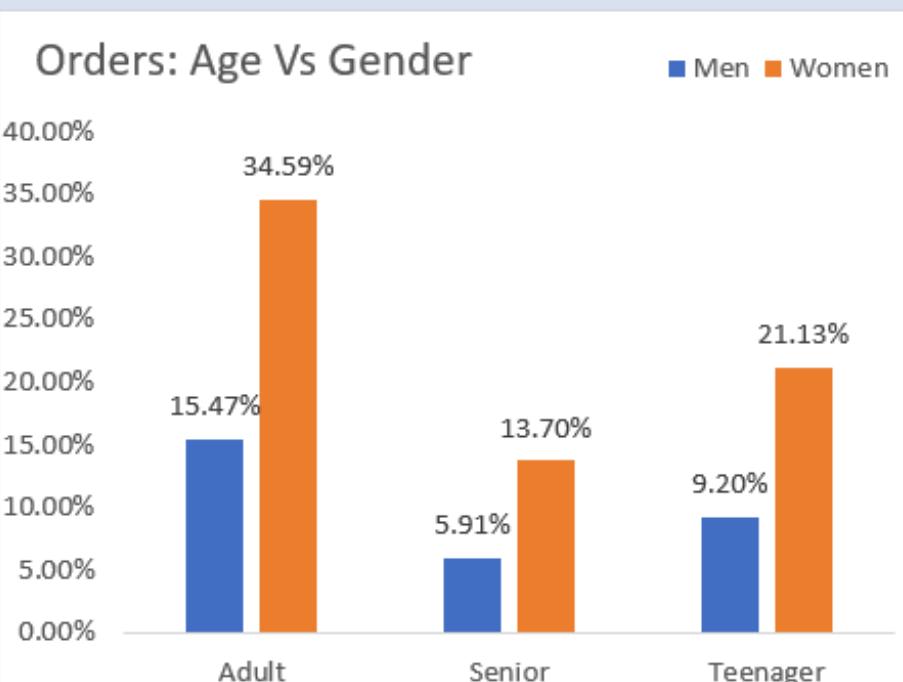
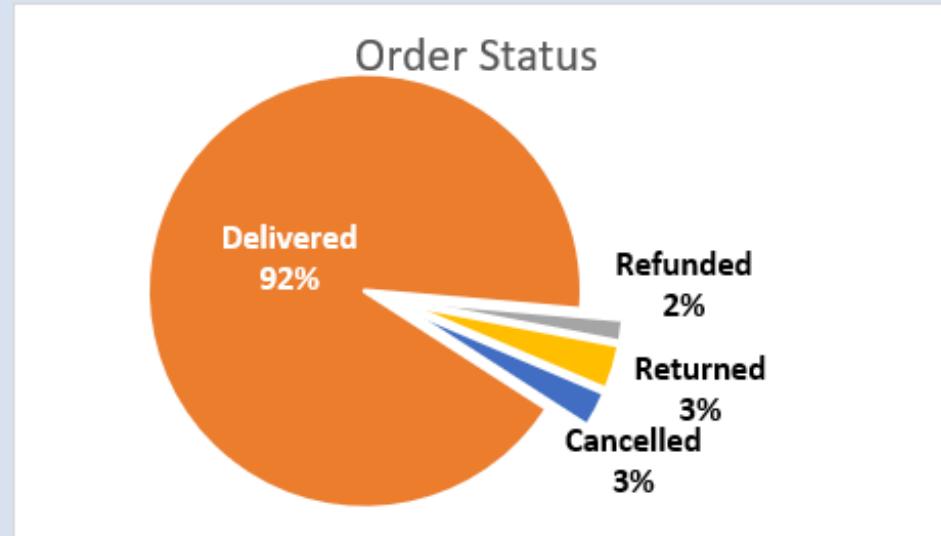
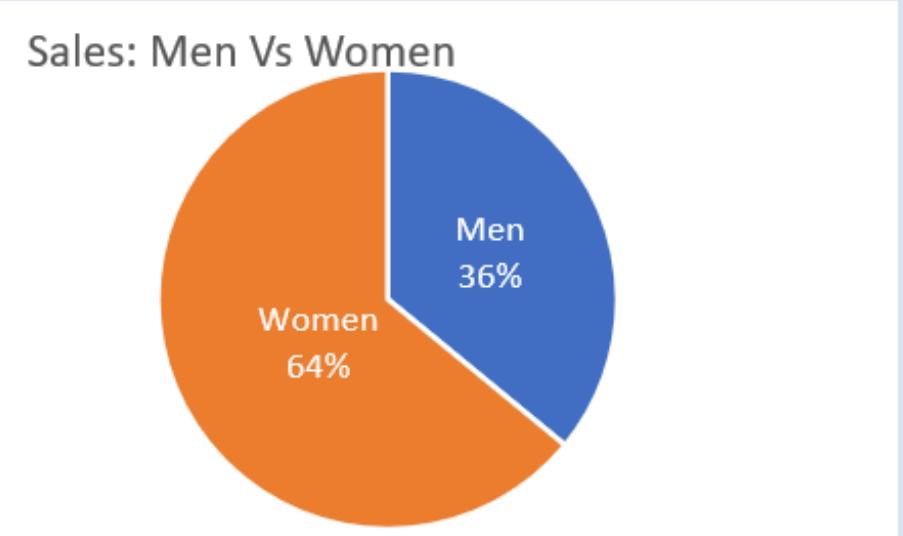
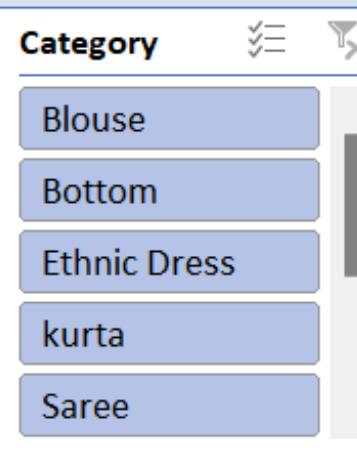
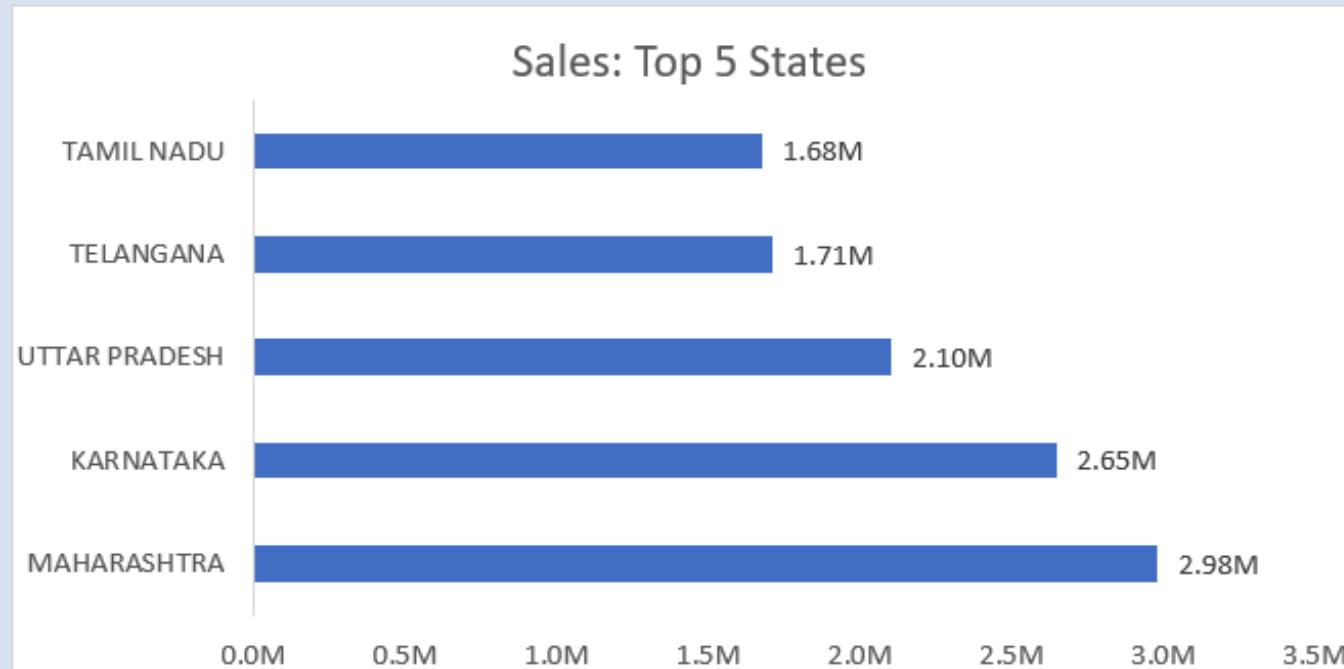
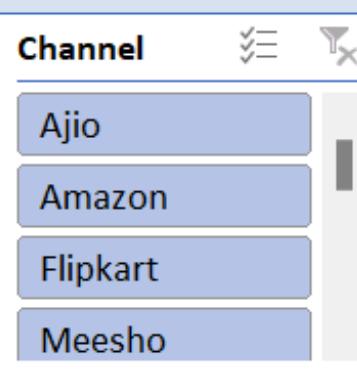
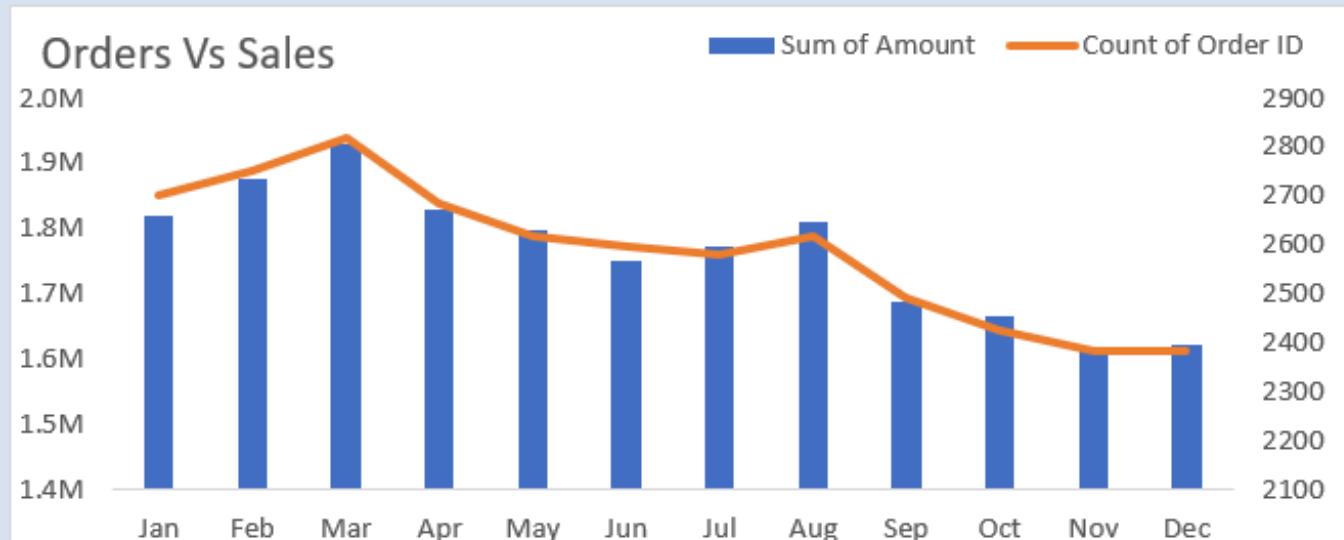
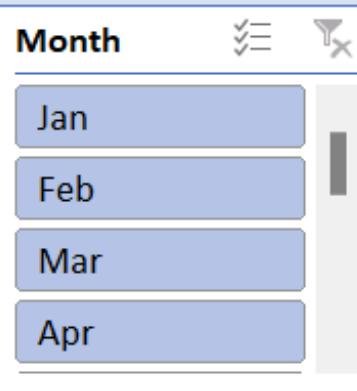
ORDERS : CHANNELS

Row Labels	Count of Order ID
Ajio	6.2%
Amazon	35.5%
Flipkart	21.6%
Meesho	4.5%
Myntra	23.4%
Nalli	4.8%
Others	4.1%



REPORT

Vrinda Store Annual Report 2022



SALES INSIGHTS

- Women are more likely to buy compared to men (65%)
- Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (35%)
- Adult age group (30 - 49 yrs) is max contributing (50%)
- Amazon, Flipkart and Myntra channels are max contributing (80%)

WHAT'S HAPPENING NEXT

Target Women customers of age group (30 - 49 yrs) living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra.



THANK YOU

