Vrinda Store Data Analysis

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Agenda

1. Introduction
2. Business Goal
3. Data Overview
4. Dashboard
5. Insights
6. Process

Introduction

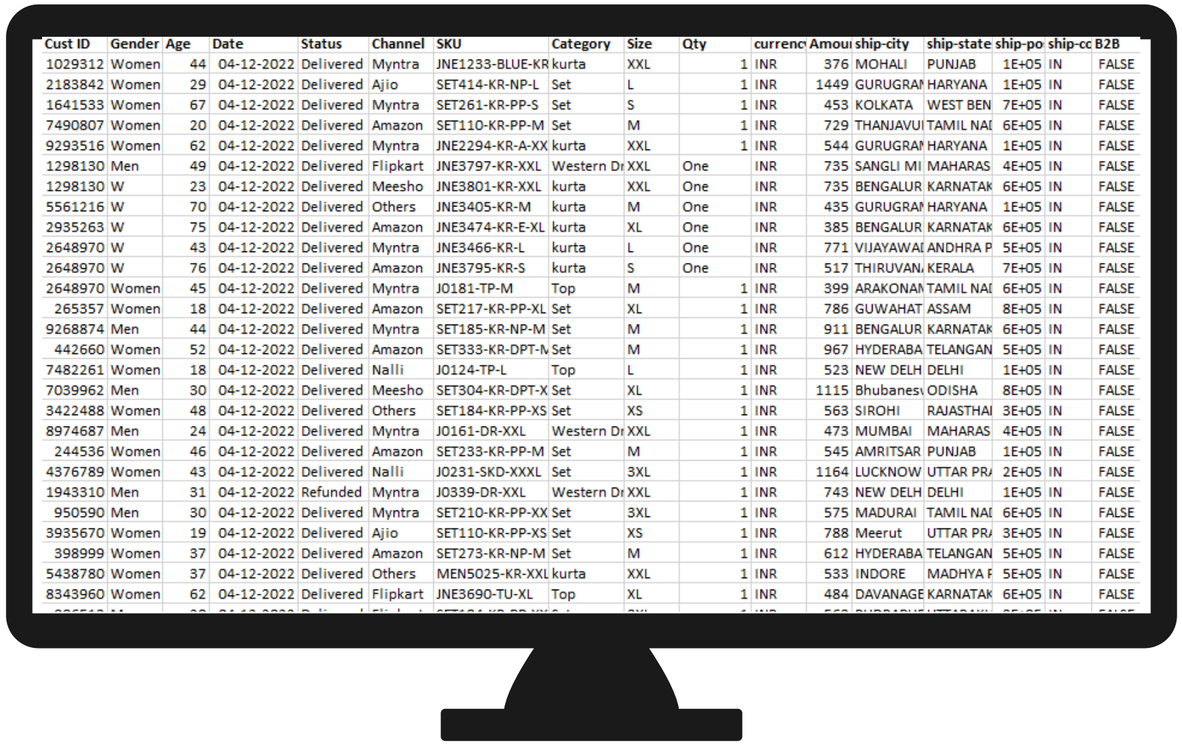
The order table from Vrinda Store captures essential details of customer transactions, including unique order and customer IDs, demographics, order specifics, financials, and shipping information. It records sales channels, product details with SKUs, categories, sizes, and quantities, along with transaction currencies and total amounts. The dataset also indicates B2B transactions, providing a comprehensive foundation for detailed analysis and strategic decision-making in store operations.

Business Goal

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

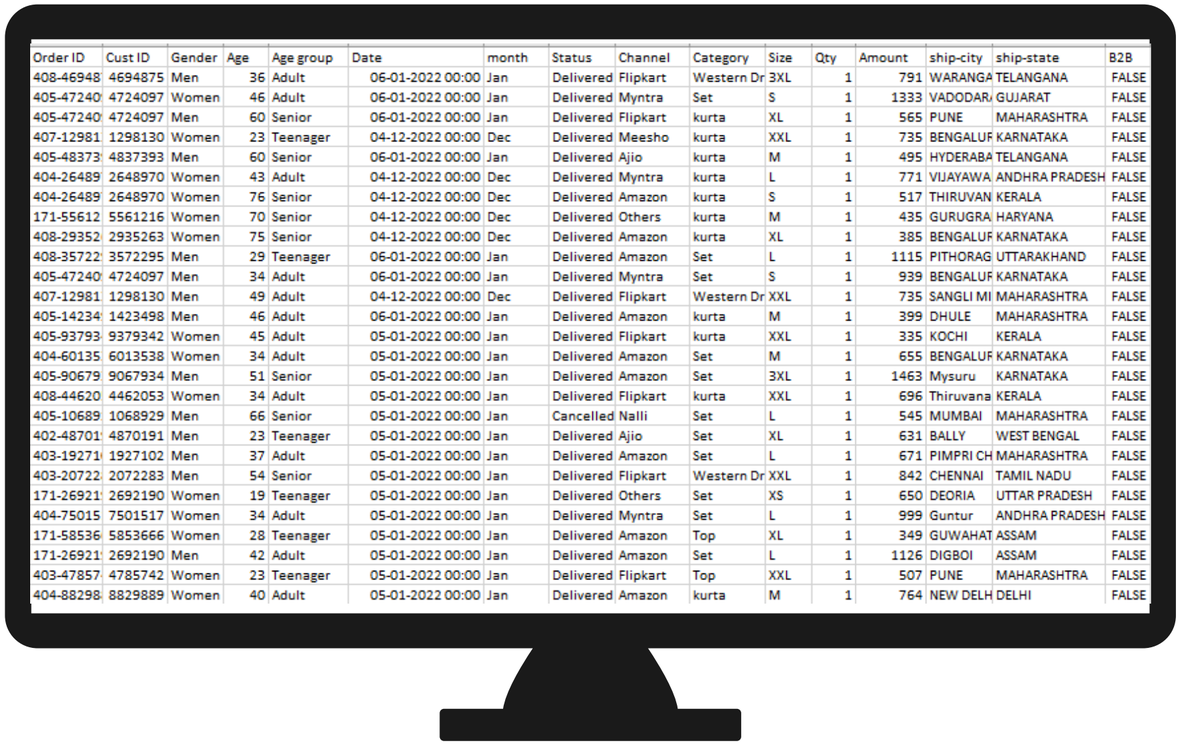
Data Overview

Original data



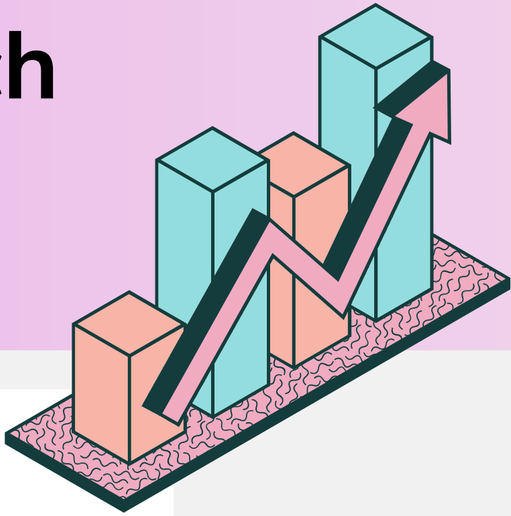
Cust ID	Gender	Age	Date	Status	Channel	SKU	Category	Size	Qty	currenc	Amoui	ship-city	ship-state	ship-po	ship-cc	B2B
1029312	Women	44	04-12-2022	Delivered	Myntra	JNE1233-BLUE-KR	kurta	XXL	1	INR	376	MOHALI	PUNJAB	1E+05	IN	FALSE
2183842	Women	29	04-12-2022	Delivered	Ajio	SET414-KR-NP-L	Set	L	1	INR	1449	GURUGRAI	HARYANA	1E+05	IN	FALSE
1641533	Women	67	04-12-2022	Delivered	Myntra	SET261-KR-PP-S	Set	S	1	INR	453	KOLKATA	WEST BEN	7E+05	IN	FALSE
7490807	Women	20	04-12-2022	Delivered	Amazon	SET110-KR-PP-M	Set	M	1	INR	729	THANJAVU	TAMIL NAI	6E+05	IN	FALSE
9293516	Women	62	04-12-2022	Delivered	Myntra	JNE2294-KR-A-XX	kurta	XXL	1	INR	544	GURUGRAI	HARYANA	1E+05	IN	FALSE
1298130	Men	49	04-12-2022	Delivered	Flipkart	JNE3797-KR-XXL	Western Dr	XXL	One	INR	735	SANGLI MI	MAHARAS	4E+05	IN	FALSE
1298130	W	23	04-12-2022	Delivered	Meesho	JNE3801-KR-XXL	kurta	XXL	One	INR	735	BENGALUR	KARNATAK	6E+05	IN	FALSE
5561216	W	70	04-12-2022	Delivered	Others	JNE3405-KR-M	kurta	M	One	INR	435	GURUGRAI	HARYANA	1E+05	IN	FALSE
2935263	W	75	04-12-2022	Delivered	Amazon	JNE3474-KR-E-XL	kurta	XL	One	INR	385	BENGALUR	KARNATAK	6E+05	IN	FALSE
2648970	W	43	04-12-2022	Delivered	Myntra	JNE3466-KR-L	kurta	L	One	INR	771	VIJAYAWA	ANDHRA P	5E+05	IN	FALSE
2648970	W	76	04-12-2022	Delivered	Amazon	JNE3795-KR-S	kurta	S	One	INR	517	THIRUVAN	KERALA	7E+05	IN	FALSE
2648970	Women	45	04-12-2022	Delivered	Myntra	J0181-TP-M	Top	M	1	INR	399	ARAKONAI	TAMIL NAI	6E+05	IN	FALSE
265357	Women	18	04-12-2022	Delivered	Amazon	SET217-KR-PP-XL	Set	XL	1	INR	786	GUWAHAT	ASSAM	8E+05	IN	FALSE
9268874	Men	44	04-12-2022	Delivered	Myntra	SET185-KR-NP-M	Set	M	1	INR	911	BENGALUR	KARNATAK	6E+05	IN	FALSE
442660	Women	52	04-12-2022	Delivered	Amazon	SET333-KR-DPT-N	Set	M	1	INR	967	HYDERABA	TELANGAN	5E+05	IN	FALSE
7482261	Women	18	04-12-2022	Delivered	Nalli	J0124-TP-L	Top	L	1	INR	523	NEW DELH	DELHI	1E+05	IN	FALSE
7039962	Men	30	04-12-2022	Delivered	Meesho	SET304-KR-DPT-X	Set	XL	1	INR	1115	Bhubanes	ODISHA	8E+05	IN	FALSE
3422488	Women	48	04-12-2022	Delivered	Others	SET184-KR-PP-XS	Set	XS	1	INR	563	SIROHI	RAJASTHAI	3E+05	IN	FALSE
8974687	Men	24	04-12-2022	Delivered	Myntra	J0161-DR-XXL	Western Dr	XXL	1	INR	473	MUMBAI	MAHARAS	4E+05	IN	FALSE
244536	Women	46	04-12-2022	Delivered	Amazon	SET233-KR-PP-M	Set	M	1	INR	545	AMRITSAR	PUNJAB	1E+05	IN	FALSE
4376789	Women	43	04-12-2022	Delivered	Nalli	J0231-SKD-XXXL	Set	3XL	1	INR	1164	LUCKNOW	UTTAR PRA	2E+05	IN	FALSE
1943310	Men	31	04-12-2022	Refunded	Myntra	J0339-DR-XXL	Western Dr	XXL	1	INR	743	NEW DELH	DELHI	1E+05	IN	FALSE
950590	Men	30	04-12-2022	Delivered	Myntra	SET210-KR-PP-XX	Set	3XL	1	INR	575	MADURAI	TAMIL NAI	6E+05	IN	FALSE
3935670	Women	19	04-12-2022	Delivered	Ajio	SET110-KR-PP-XS	Set	XS	1	INR	788	Meerut	UTTAR PRA	3E+05	IN	FALSE
398999	Women	37	04-12-2022	Delivered	Amazon	SET273-KR-NP-M	Set	M	1	INR	612	HYDERABA	TELANGAN	5E+05	IN	FALSE
5438780	Women	37	04-12-2022	Delivered	Others	MEN5025-KR-XXL	kurta	XXL	1	INR	533	INDORE	MADHYA F	5E+05	IN	FALSE
8343960	Women	62	04-12-2022	Delivered	Flipkart	JNE3690-TU-XL	Top	XL	1	INR	484	DAVANAGE	KARNATAK	6E+05	IN	FALSE

Clean Data

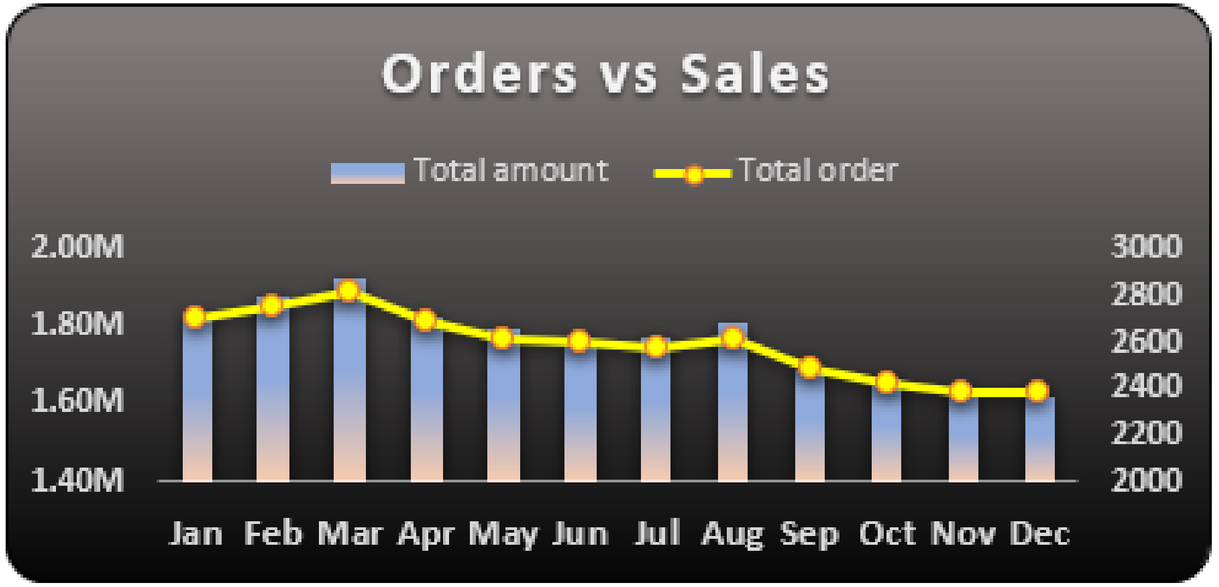


Order ID	Cust ID	Gender	Age	Age group	Date	month	Status	Channel	Category	Size	Qty	Amount	ship-city	ship-state	B2B
408-46948	4694875	Men	36	Adult	06-01-2022 00:00	Jan	Delivered	Flipkart	Western Dr	3XL	1	791	WARANGA	TELANGANA	FALSE
405-47240	4724097	Women	46	Adult	06-01-2022 00:00	Jan	Delivered	Myntra	Set	S	1	1333	VADODAR	GUJARAT	FALSE
405-47240	4724097	Men	60	Senior	06-01-2022 00:00	Jan	Delivered	Flipkart	kurta	XL	1	565	PUNE	MAHARASHTRA	FALSE
407-12981	1298130	Women	23	Teenager	04-12-2022 00:00	Dec	Delivered	Meesho	kurta	XXL	1	735	BENGALUF	KARNATAKA	FALSE
405-48373	4837393	Men	60	Senior	06-01-2022 00:00	Jan	Delivered	Ajio	kurta	M	1	495	HYDERABA	TELANGANA	FALSE
404-26489	2648970	Women	43	Adult	04-12-2022 00:00	Dec	Delivered	Myntra	kurta	L	1	771	VIJAYAWA	ANDHRA PRADESH	FALSE
404-26489	2648970	Women	76	Senior	04-12-2022 00:00	Dec	Delivered	Amazon	kurta	S	1	517	THIRUVAN	KERALA	FALSE
171-55612	5561216	Women	70	Senior	04-12-2022 00:00	Dec	Delivered	Others	kurta	M	1	435	GURUGRA	HARYANA	FALSE
408-29352	2935263	Women	75	Senior	04-12-2022 00:00	Dec	Delivered	Amazon	kurta	XL	1	385	BENGALUF	KARNATAKA	FALSE
408-35722	3572295	Men	29	Teenager	06-01-2022 00:00	Jan	Delivered	Amazon	Set	L	1	1115	PITHORAG	UTTARAKHAND	FALSE
405-47240	4724097	Men	34	Adult	06-01-2022 00:00	Jan	Delivered	Myntra	Set	S	1	939	BENGALUF	KARNATAKA	FALSE
407-12981	1298130	Men	49	Adult	04-12-2022 00:00	Dec	Delivered	Flipkart	Western Dr	XXL	1	735	SANGLI MI	MAHARASHTRA	FALSE
405-14234	1423498	Men	46	Adult	06-01-2022 00:00	Jan	Delivered	Amazon	kurta	M	1	399	DHULE	MAHARASHTRA	FALSE
405-93793	9379342	Women	45	Adult	05-01-2022 00:00	Jan	Delivered	Flipkart	kurta	XXL	1	335	KOCHI	KERALA	FALSE
404-60135	6013538	Women	34	Adult	05-01-2022 00:00	Jan	Delivered	Amazon	Set	M	1	655	BENGALUF	KARNATAKA	FALSE
405-90679	9067934	Men	51	Senior	05-01-2022 00:00	Jan	Delivered	Amazon	Set	3XL	1	1463	Mysuru	KARNATAKA	FALSE
408-44620	4462053	Women	34	Adult	05-01-2022 00:00	Jan	Delivered	Flipkart	kurta	XXL	1	696	Thiruvana	KERALA	FALSE
405-10689	1068929	Men	66	Senior	05-01-2022 00:00	Jan	Cancelled	Nalli	Set	L	1	545	MUMBAI	MAHARASHTRA	FALSE
402-48701	4870191	Men	23	Teenager	05-01-2022 00:00	Jan	Delivered	Ajio	Set	XL	1	631	BALLY	WEST BENGAL	FALSE
403-19271	1927102	Men	37	Adult	05-01-2022 00:00	Jan	Delivered	Amazon	Set	L	1	671	PIMPRI CH	MAHARASHTRA	FALSE
403-20722	2072283	Men	54	Senior	05-01-2022 00:00	Jan	Delivered	Flipkart	Western Dr	XXL	1	842	CHENNAI	TAMIL NADU	FALSE
171-26921	2692190	Women	19	Teenager	05-01-2022 00:00	Jan	Delivered	Others	Set	XS	1	650	DEORIA	UTTAR PRADESH	FALSE
404-75015	7501517	Women	34	Adult	05-01-2022 00:00	Jan	Delivered	Myntra	Set	L	1	999	Guntur	ANDHRA PRADESH	FALSE
171-58536	5853666	Women	28	Teenager	05-01-2022 00:00	Jan	Delivered	Amazon	Top	XL	1	349	GUWAHAT	ASSAM	FALSE
171-26921	2692190	Men	42	Adult	05-01-2022 00:00	Jan	Delivered	Amazon	Set	L	1	1126	DIGBOI	ASSAM	FALSE
403-47857	4785742	Women	23	Teenager	05-01-2022 00:00	Jan	Delivered	Flipkart	Top	XXL	1	507	PUNE	MAHARASHTRA	FALSE
404-88298	8829889	Women	40	Adult	05-01-2022 00:00	Jan	Delivered	Amazon	kurta	M	1	764	NEW DELH	DELHI	FALSE

1) Compare the sales and order and which month got the highest sales and orders?

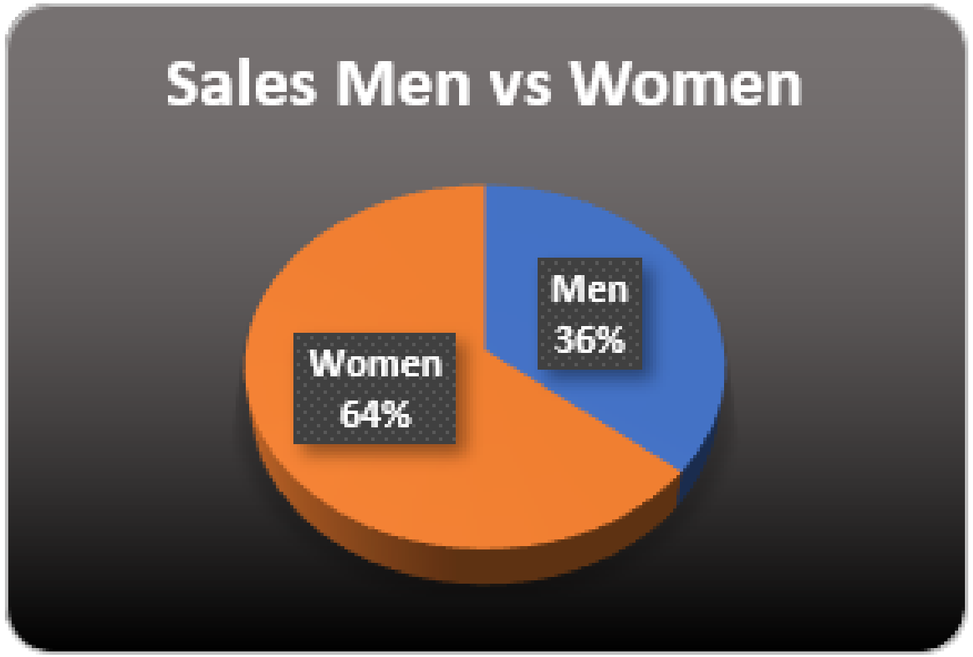


Month	Total amount	Total order
Jan	1820601	2702
Feb	1875932	2750
Mar	1928066	2819
Apr	1829263	2685
May	1797822	2617
Jun	1750966	2597
Jul	1772300	2579
Aug	1808505	2617
Sep	1688871	2490
Oct	1666662	2424
Nov	1615356	2383
Dec	1622033	2384



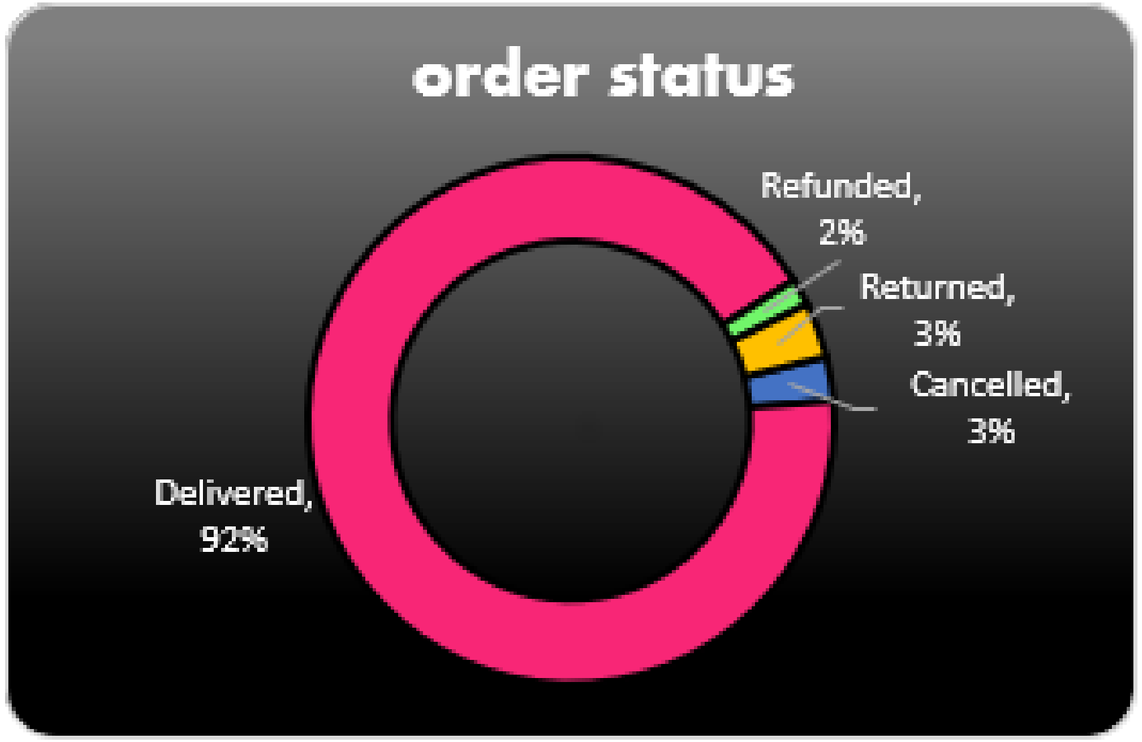
2.Who purchased more men or women in 2022?

Gender	Total Sales
Men	7613604
Women	13562773
Grand Total	21176377



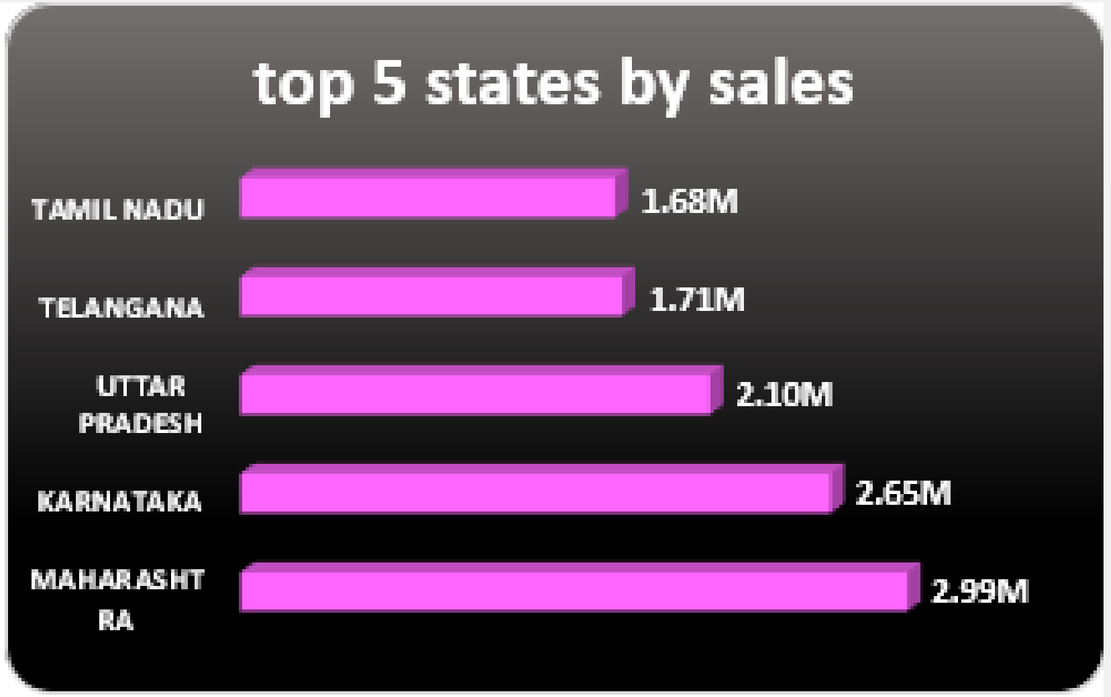
3)What were different order status in2022?

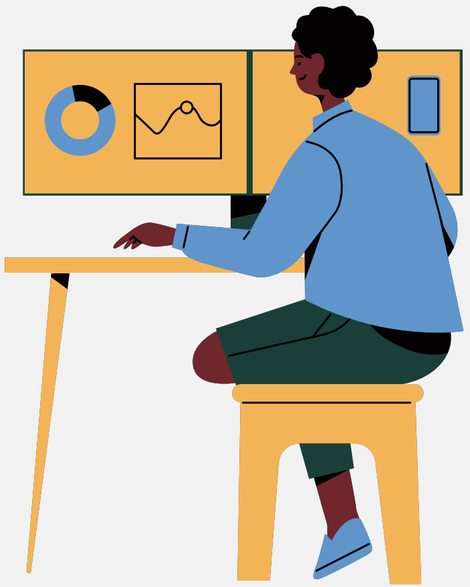
order status	total
Cancelled	844
Delivered	28641
Refunded	517
Returned	1045
Grand Total	**31047**



4)Which top 5 states contributed the most in sales?

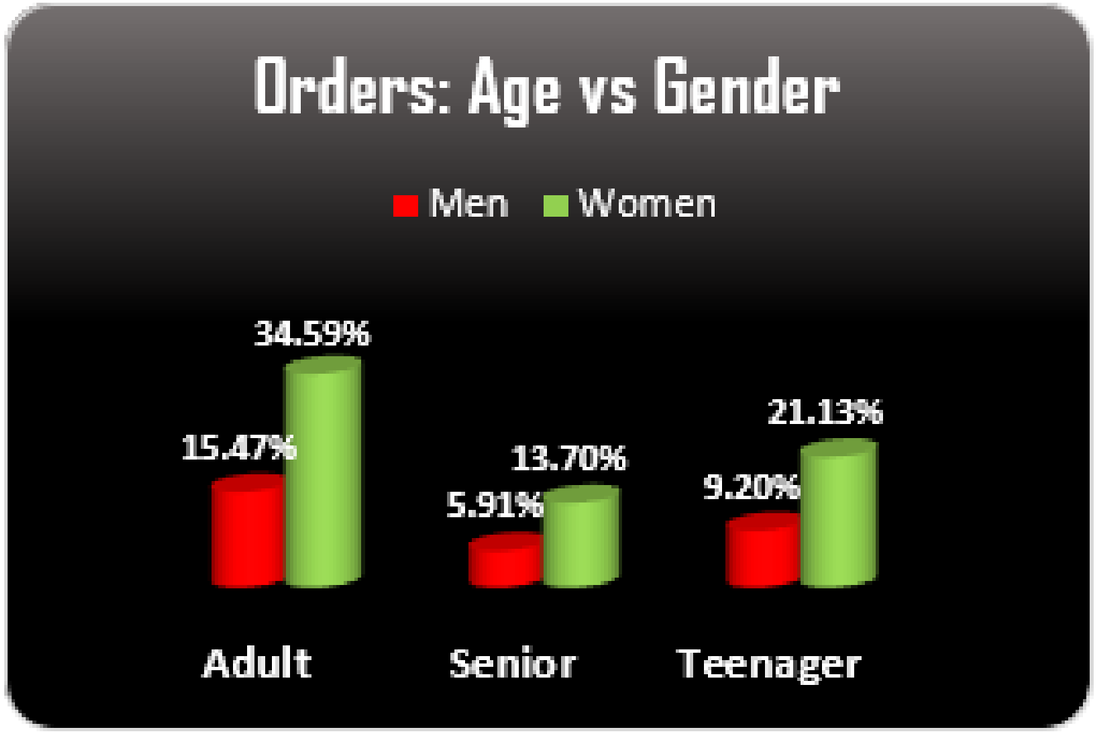
State	Total Sales
MAHARASHTRA	2990221
KARNATAKA	2646358
UTTAR PRADESH	2104659
TELANGANA	1712439
TAMIL NADU	1678877





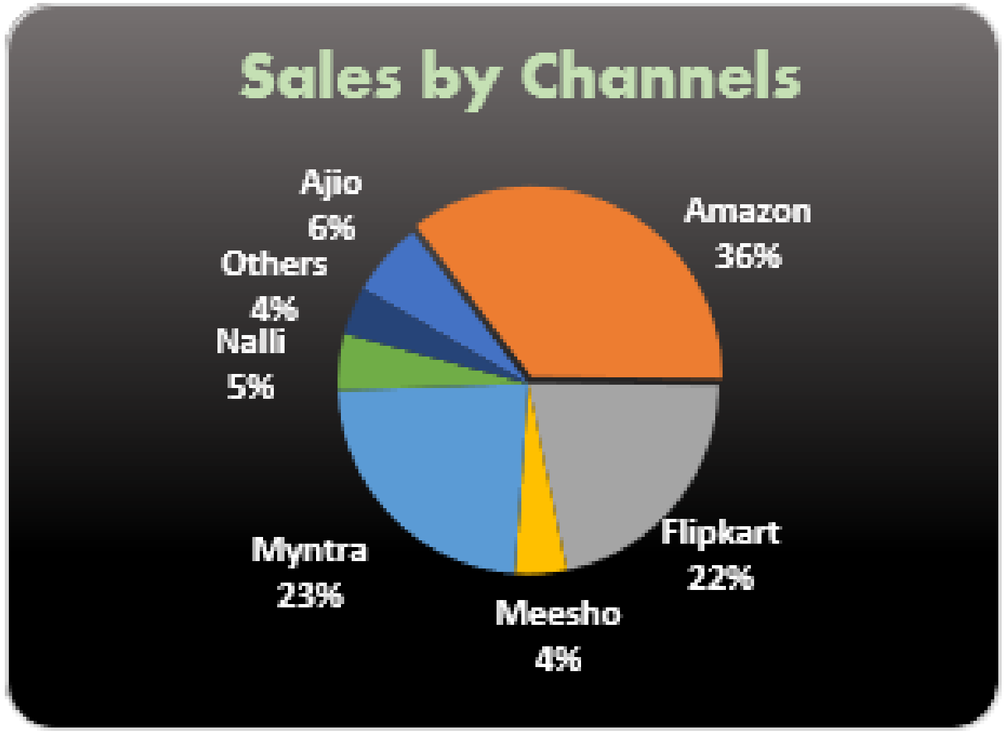
5)Relation between age and gender based on number of orders?

Count of Order ID	Column Labels	
Age Group	Men	Women
Adult	15.47%	34.59%
Senior	5.91%	13.70%
Teenager	9.20%	21.13%



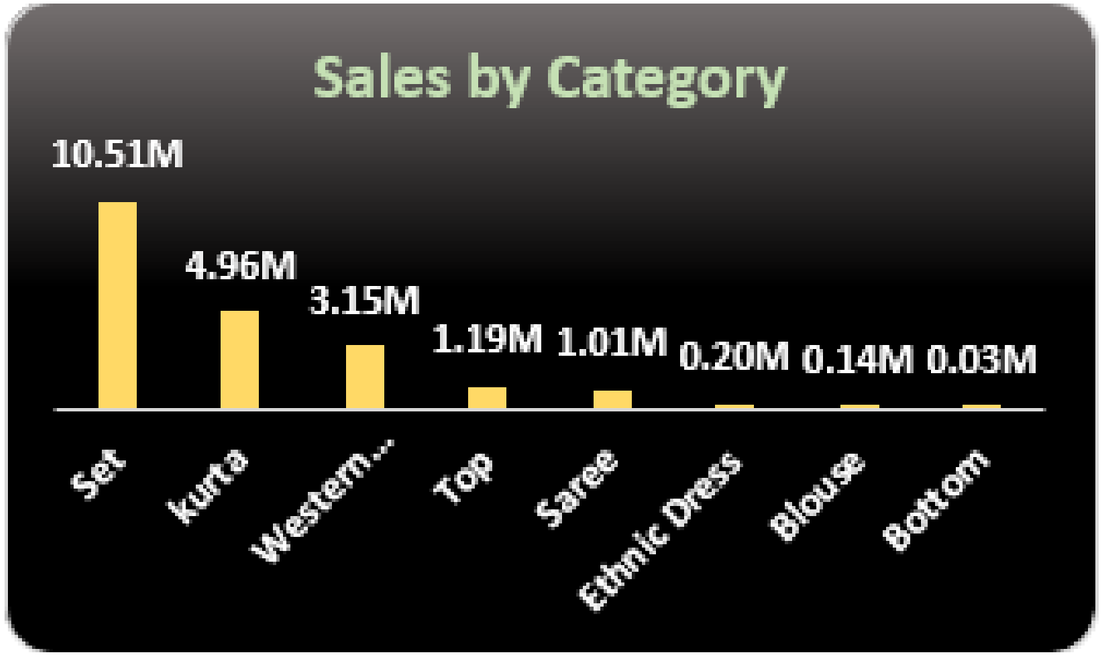
7)Which channel was contributing to maximum sales?

Channels	sales(%)
Ajio	6%
Amazon	36%
Flipkart	22%
Meesho	4%
Myntra	23%
Nalli	5%
Others	4%



8)Which category has the highest and which category has the lowest sales?

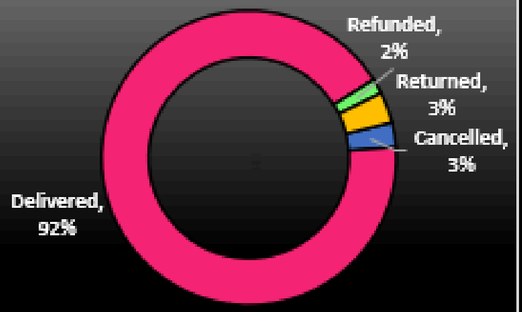
Category	Total Sales
Set	10507546
kurta	4959377
Western Dress	3148836
Top	1186199
Saree	1010471
Ethnic Dress	195256
Blouse	140888
Bottom	27804



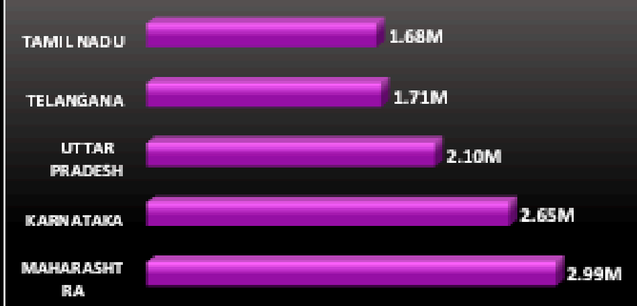
Dashboard

VRINDA STORE ANNUAL REPORT 2022

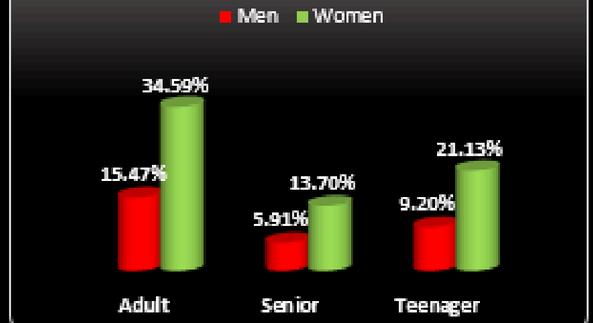
Order status



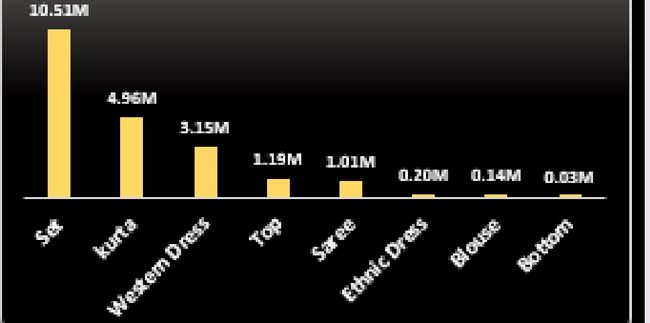
top 5 states by sales



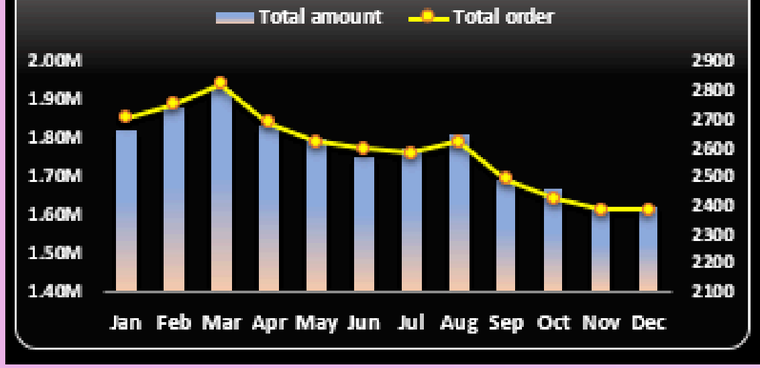
Orders: Age vs Gender



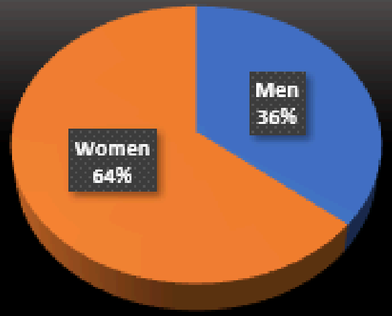
Sales by Category



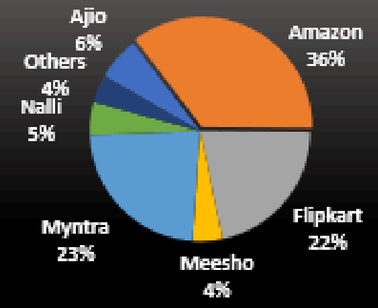
Orders vs Sales

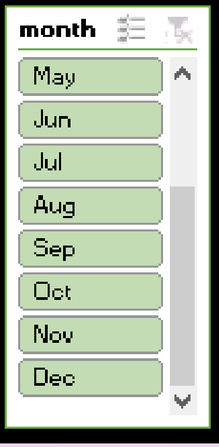


Sales :Men vs Women



Sales by Channels





Insights

1. In March, total sales and total orders were much higher compared to other months.
2. Women(64%) purchased more than men(36%).
3. Maharashtra had the highest sales(around3M).
4. 92% of orders were delivered.
5. Among men and women adults shopped the most and seniors shopped the least.
6. The Amazon channel contributed the most to sales (36%).
7. The "Set" category had the highest sales (10.5M) and the "Bottom" category had the lowest sales (0.03M).

Process

1. Data Understanding
2. Data Cleaning
3. Data Analysis
4. Uncover Insights

Thank You

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LinkedIn

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GitHub

https://github.com/Mousarcar