

# Vrinda Store Data Analysis

Presented by  
Mou Sarkar



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# Introduction

Vrinda is one of the leading businesses in the Salwar Kameez Designers. Also known for Shoe Dealers, Boutiques, Shoe Dealers-Nike, Women Kurti Retailers, Man shoe dealers, Sport shoe dealers and much more



# Data Overview

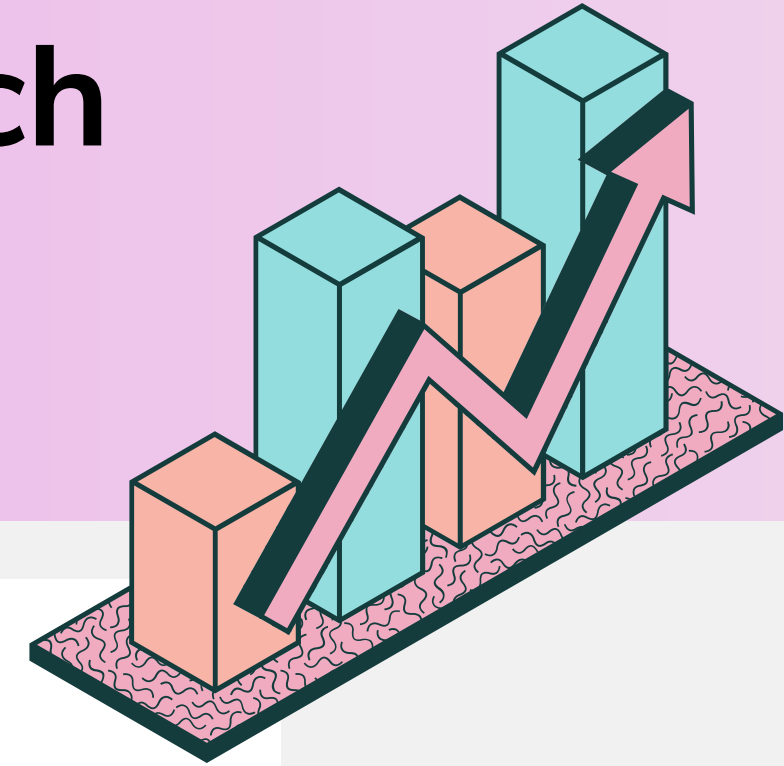
- Cust ID: A unique identifier for each customer.
- Gender: The gender of the customer (e.g., Male, Female).
- Age: The age of the customer.
- Date: The date of the transaction.
- Status: The status of the order
- Channel: The sales channel used for the transaction.
- SKU: Stock Keeping Unit, a unique identifier for each product.
- Category: The category of the product (e.g., Clothing, Electronics).
- Size: The size of the product, applicable to items like apparel.
- Qty: The quantity of items purchased.
- Currency: The currency used for the transaction (e.g., USD, INR).
- Amount: The total amount of the transaction.
- Ship-city: The city where the order is shipped.
- Ship-state: The state where the order is shipped.
- Ship-postal-code: The postal code of the shipping address.
- Ship-country: The country where the order is shipped.
- B2B: Indicates if the transaction is Business-to-Business (B2B) or Business-to-Consumer (B2C).

# Business Goal

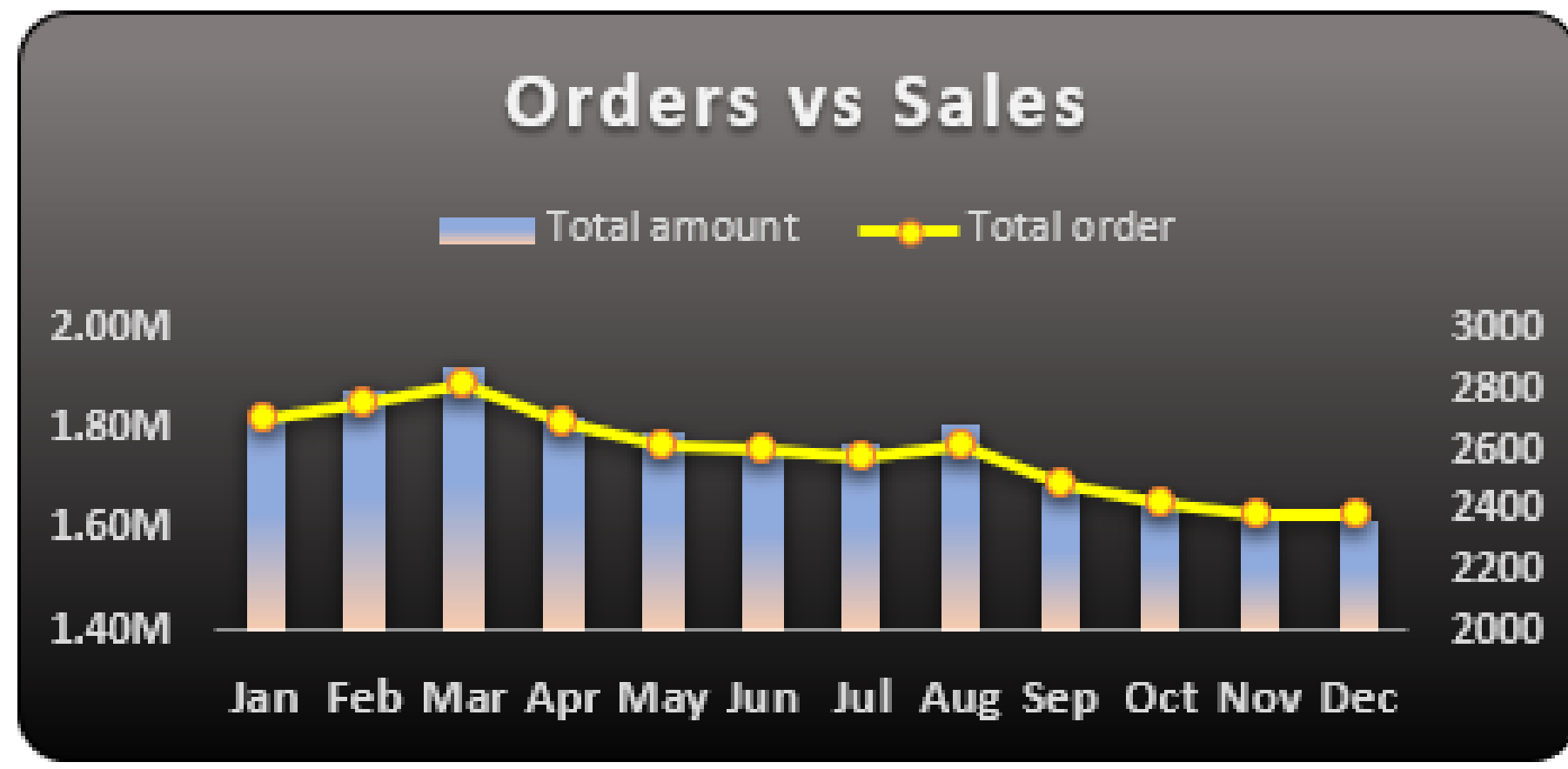
- Vrindra Store Wants to create an annual sales report for 2022. So that, Vrindra can understand their customers and grow more sales in 2023.



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

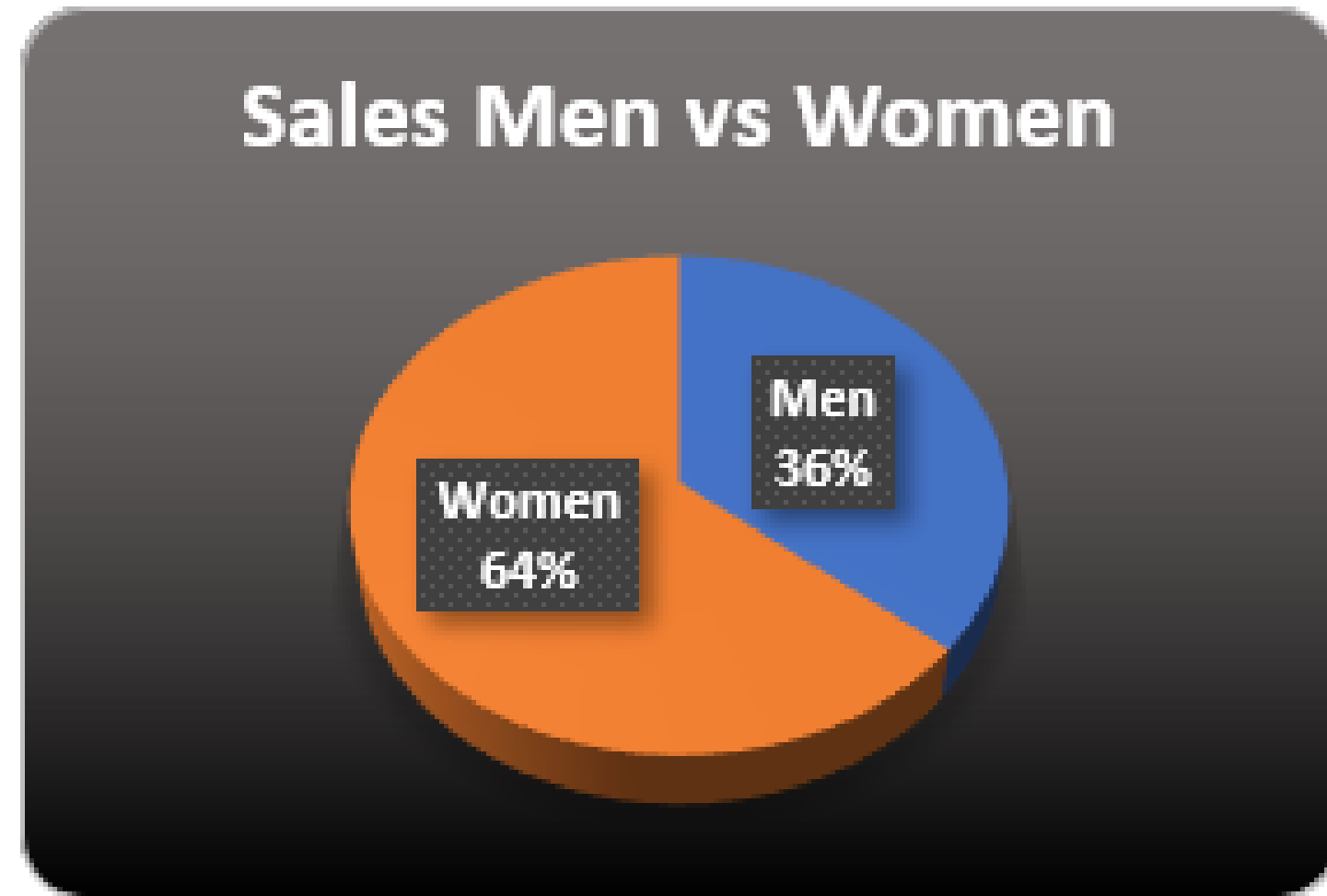


Month	Total amount	Total order
Jan	1820601	2702
Feb	1875932	2750
Mar	1928066	2819
Apr	1829263	2685
May	1797822	2617
Jun	1750966	2597
Jul	1772300	2579
Aug	1808505	2617
Sep	1688871	2490
Oct	1666662	2424
Nov	1615356	2383
Dec	1622033	2384



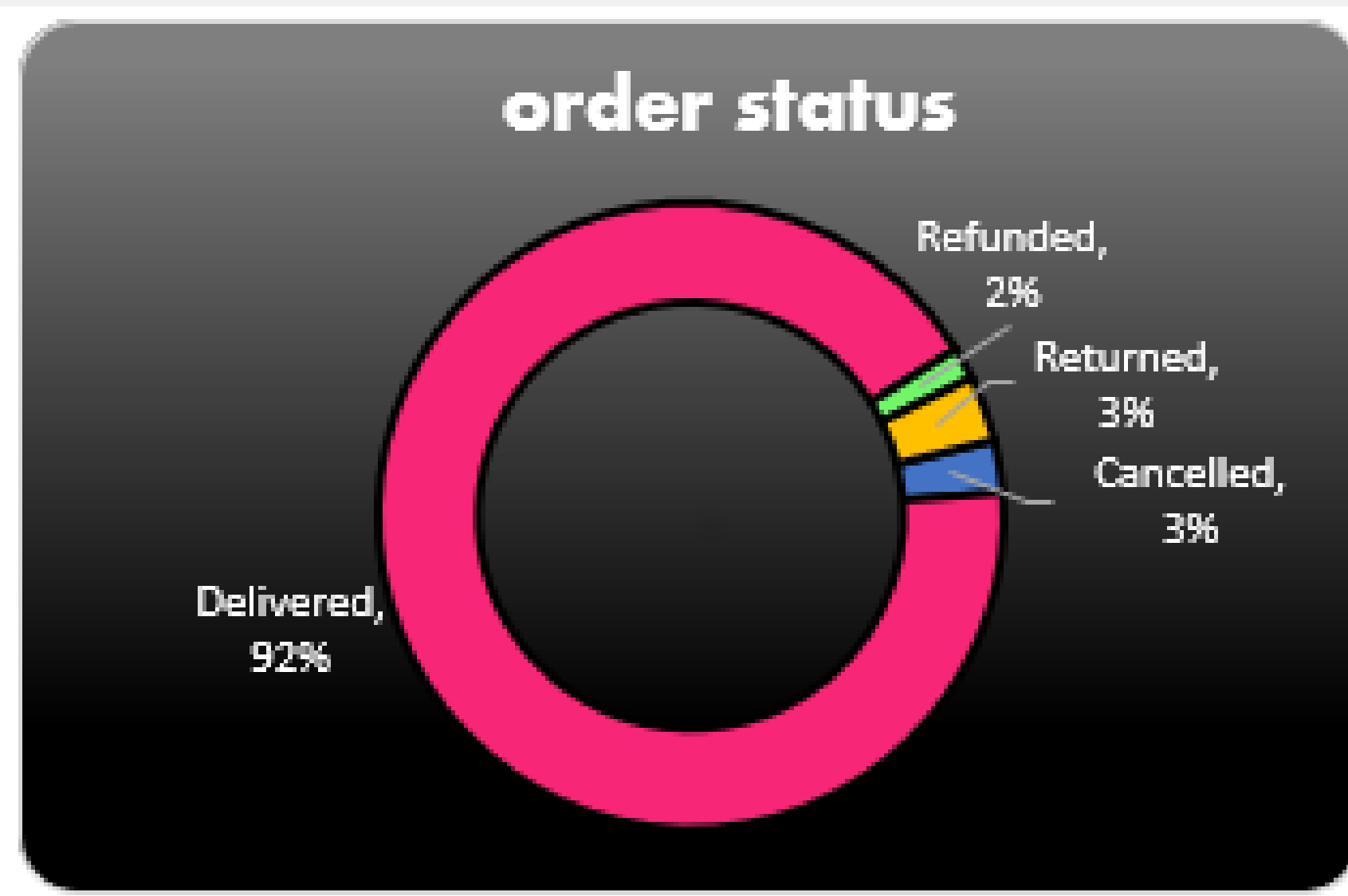
## 2. Who purchased more men or women in 2022?

Gender	Total Sales
Men	7613604
Women	13562773
Grand Total	21176377



### 3)What were different order status in2022?

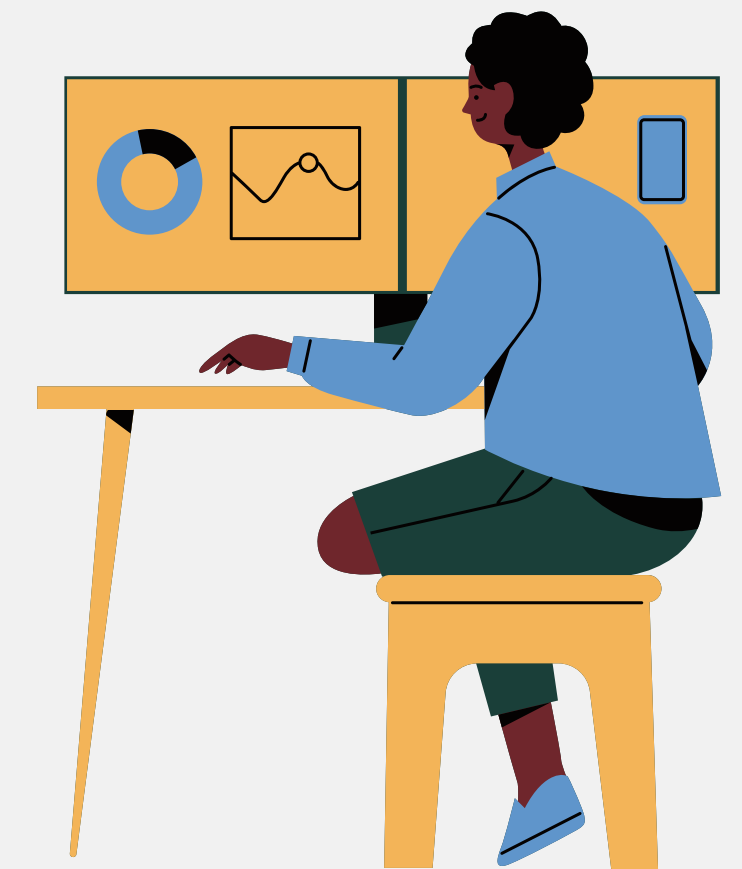
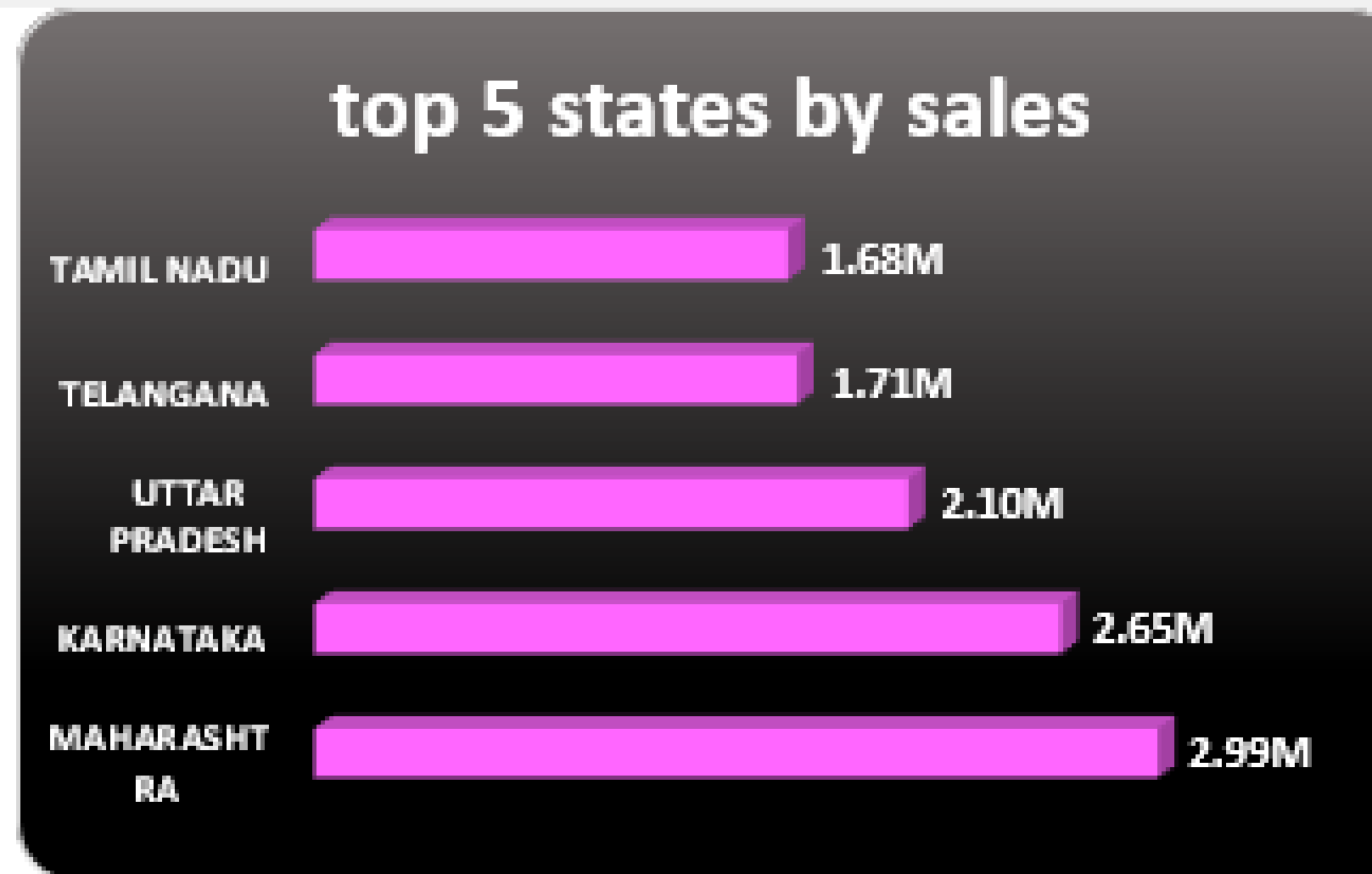
order status	total
Cancelled	844
Delivered	28641
Refunded	517
Returned	1045
Grand Total	31047





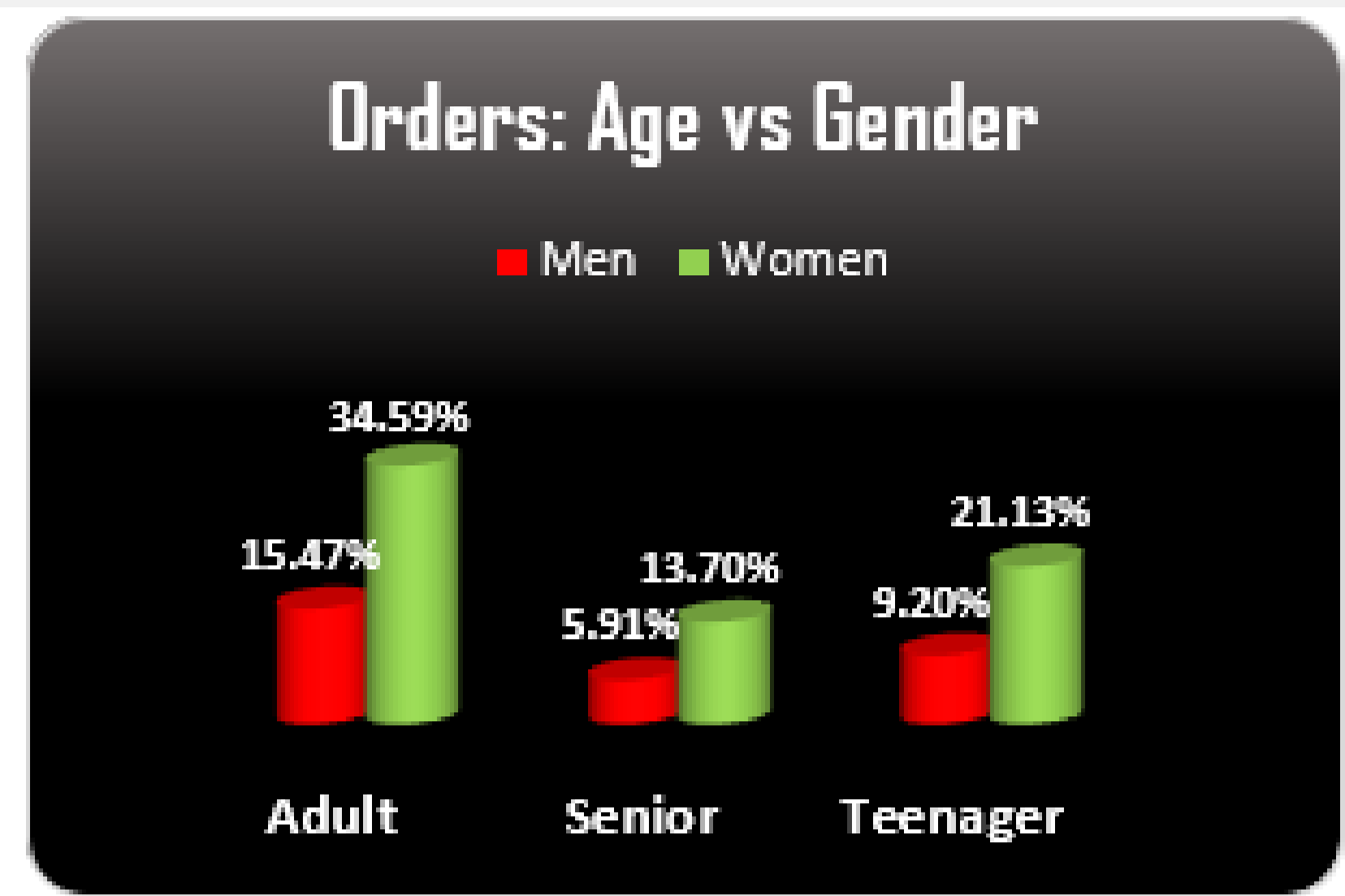
## 4) Which top 5 states contributed the most in sales?

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



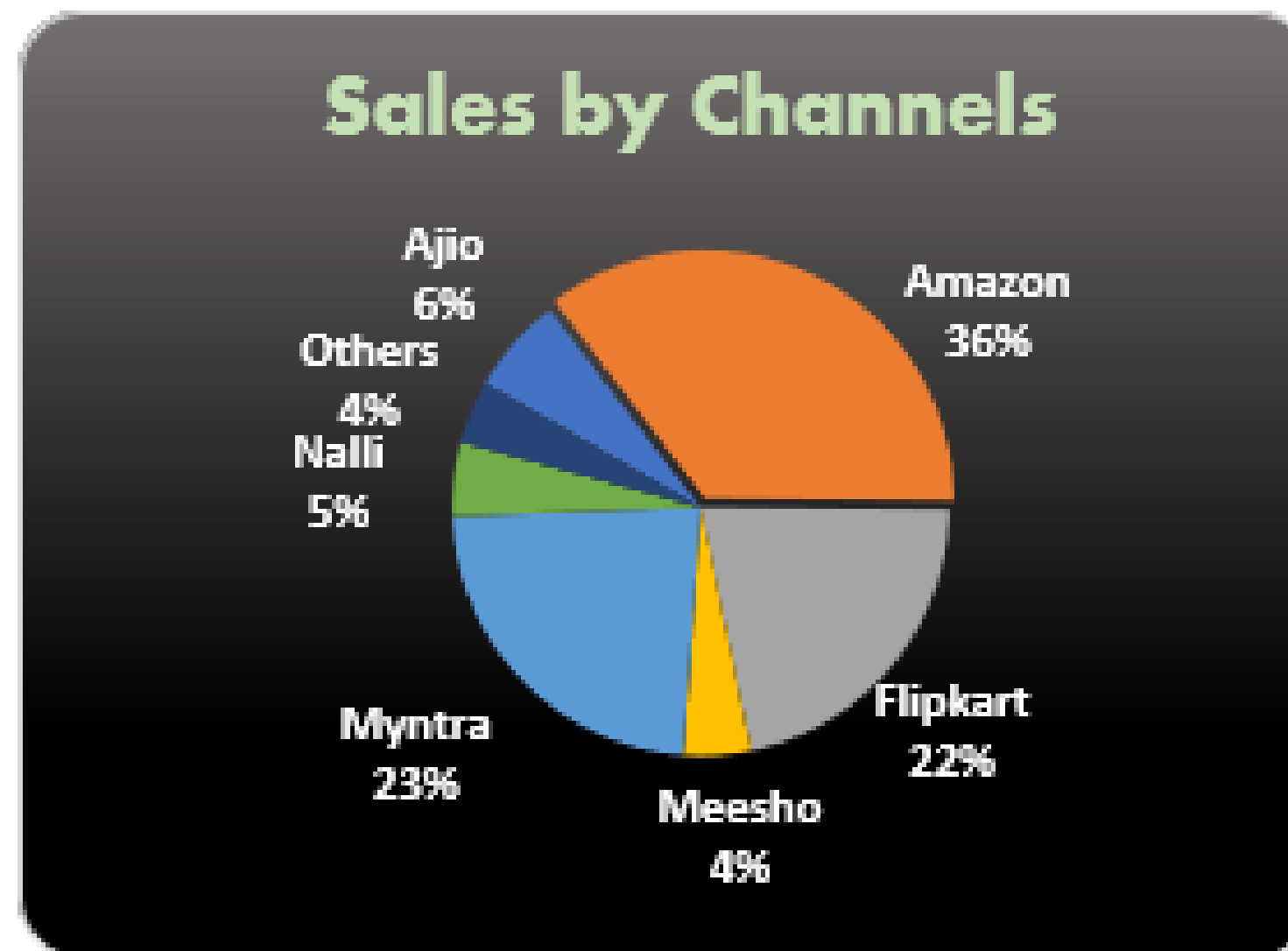
## 5) Relation between age and gender based on number of orders?

Count of Order ID	Column Labels <input type="button" value="v"/>	
Age Group <input type="button" value="v"/>	Men	Women
Adult	15.47%	34.59%
Senior	5.91%	13.70%
Teenager	9.20%	21.13%



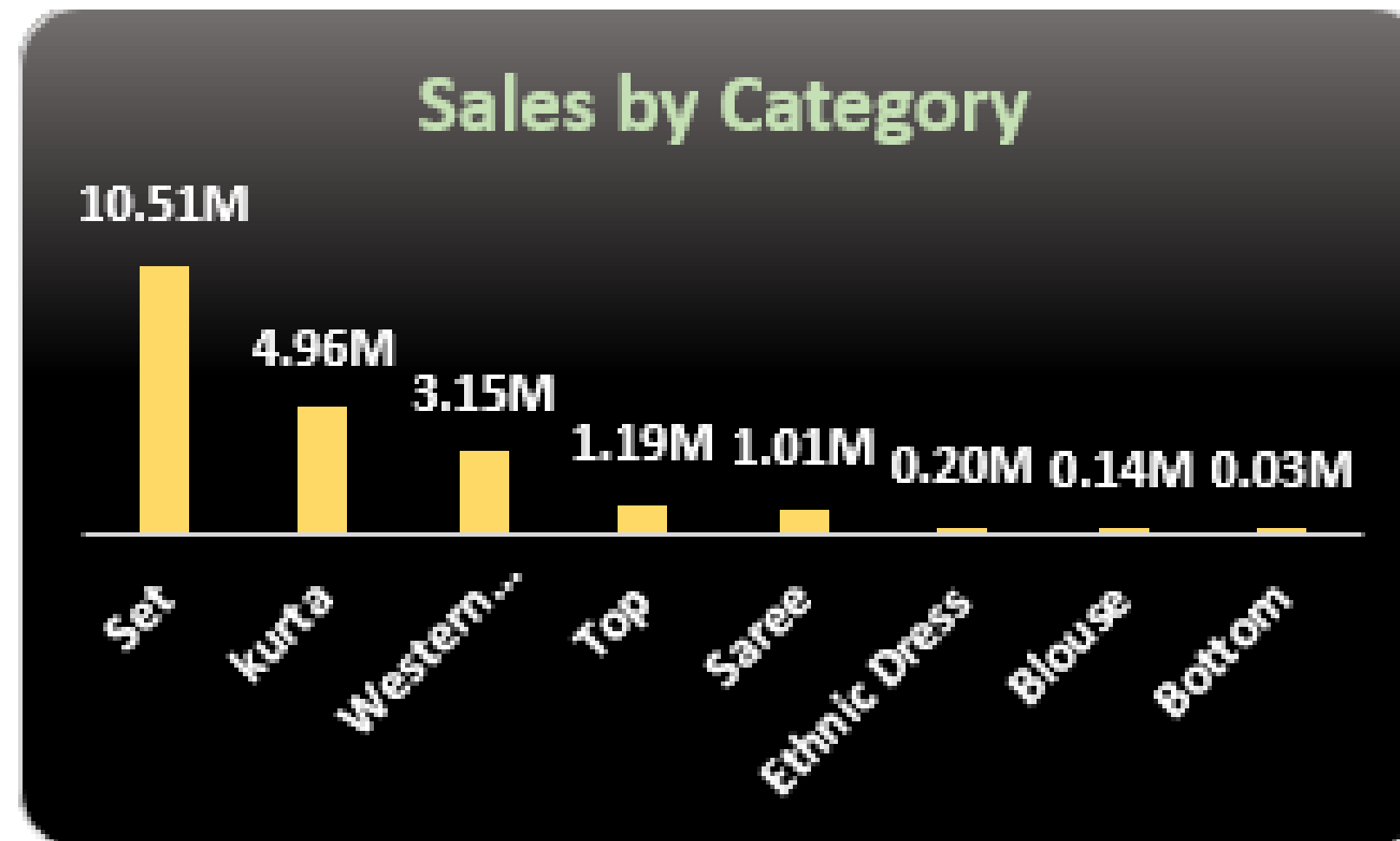
## 7) Which channel was contributing to maximum sales?

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?

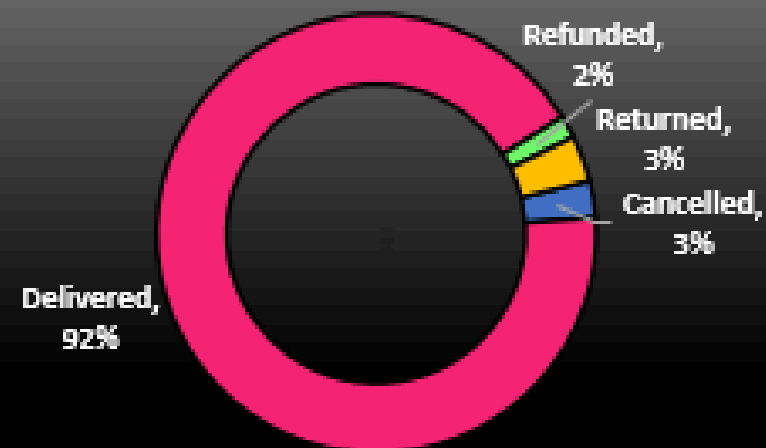
Category	Total Sales
Set	10507546
kurta	4959377
Western Dress	3148836
Top	1186199
Saree	1010471
Ethnic Dress	195256
Blouse	140888
Bottom	27804



# Dashboard

## VRINDA STORE ANNUAL REPORT 2022

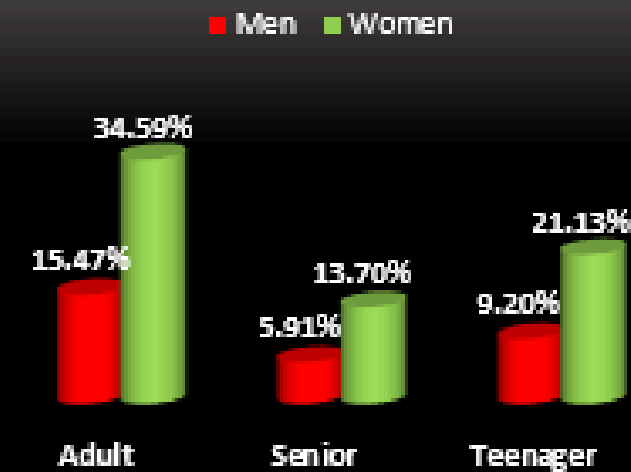
Order status



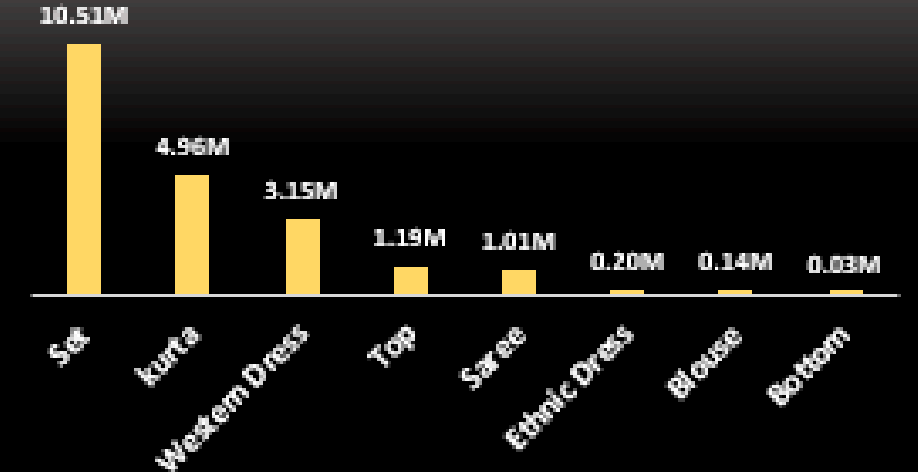
top 5 states by sales



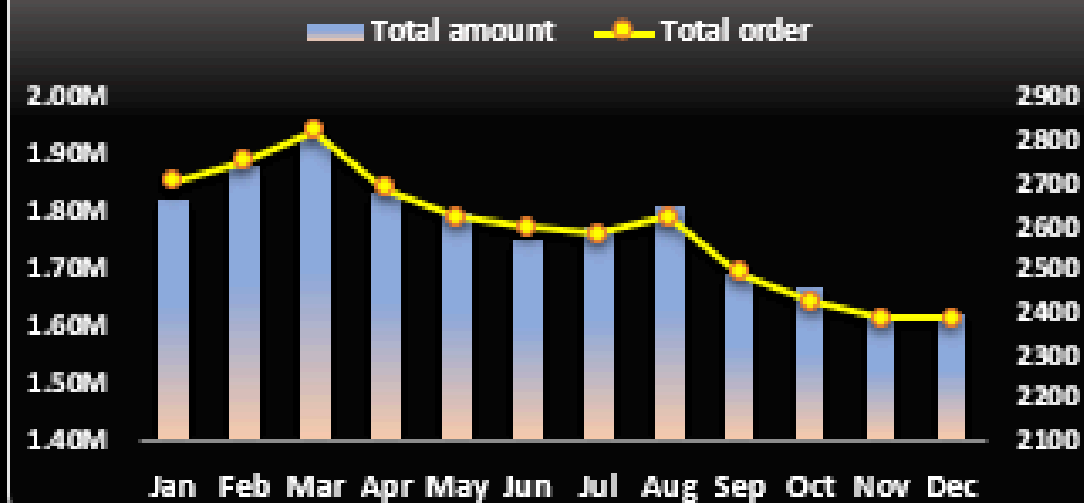
Orders: Age vs Gender



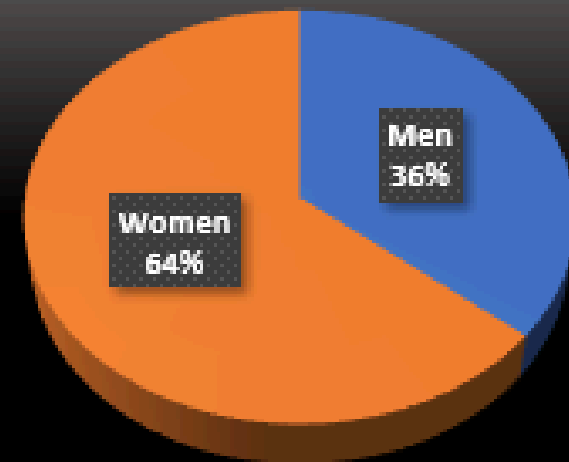
Sales by Category



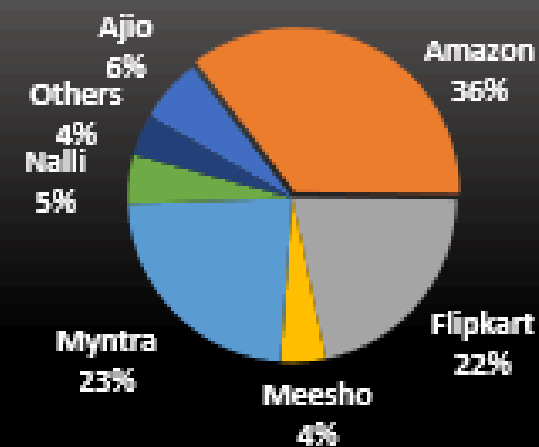
Orders vs Sales



Sales :Men vs Women



Sales by Channels



month

- May
- Jun
- Jul
- Aug
- Sep
- Oct
- Nov
- Dec

Cat...

- Blouse
- Bottom
- Ethnic Dress
- kurta
- Saree
- Set
- Top
- Western Dr...

Cha...

- Ajo
- Amazon
- Flipkart
- Meesho
- Myntra
- Nalli
- Others

# Insights

## Gender Trends

Women lead the charge, accounting for approximately 64% of total purchases.

## Top States

Maharashtra, Karnataka, and Uttar Pradesh shine as the top contributing states.

## Order Status

An impressive 92% of orders boast a "delivered" status, reflecting effective fulfillment processes.

## Age Matters

The adult age group (31-50 yrs) takes the lead, contributing a significant ~50% to the sales figures.

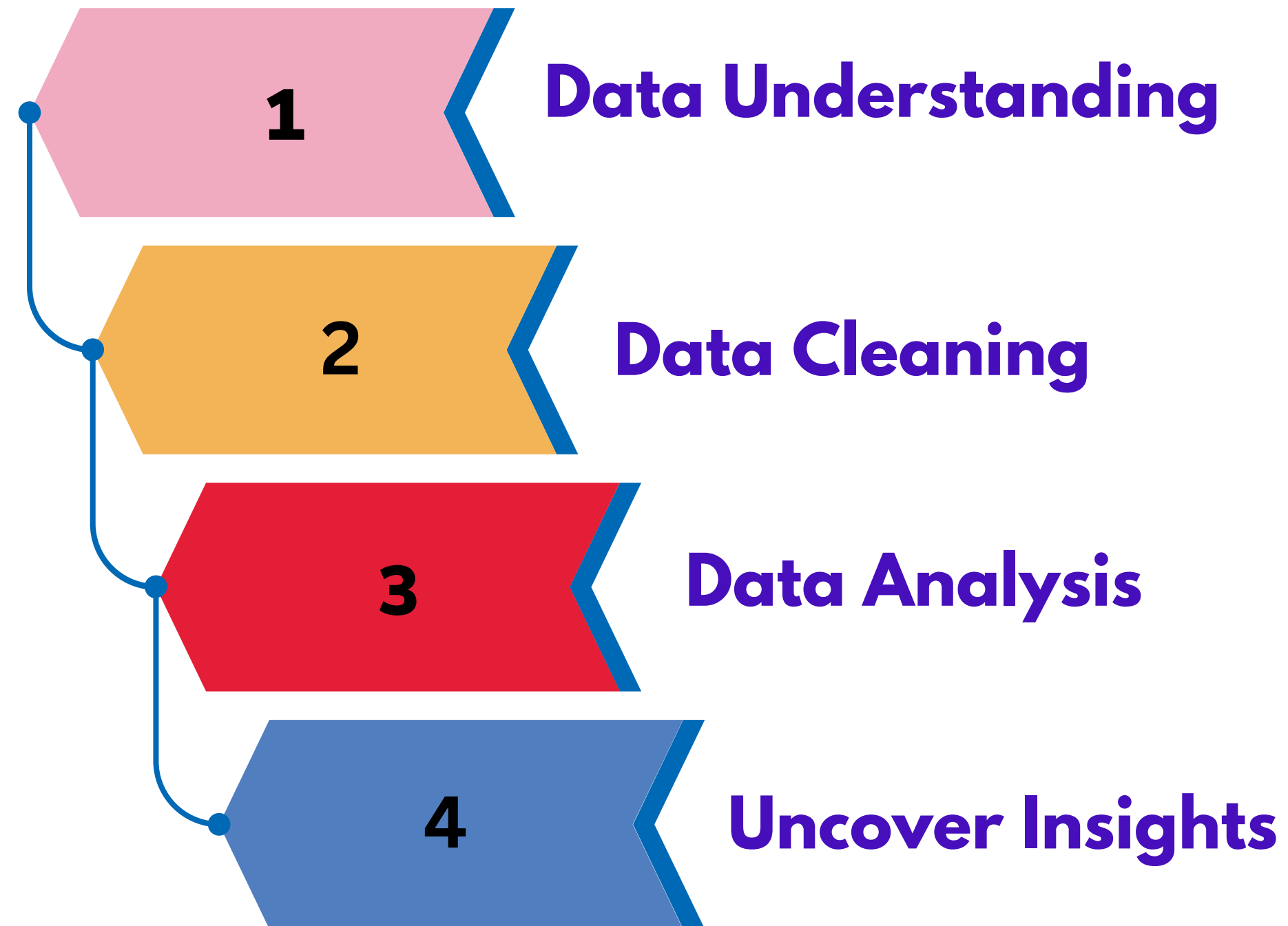
## Dominant Channels

Amazon, Flipkart, and Myntra stand out as the major players, contributing to a substantial ~80% of the overall sales.

## Category

The "Set" category had the highest sales (10.5M) and the "Bottom" category had the lowest sales (0.03M)

# Process



***Thank You***

## **Email Address**

[mouhasi2002@gmail.com](mailto:mouhasi2002@gmail.com)

## **LinkedIn**

<https://www.linkedin.com/in/mou-sarkar-5220292b1/>

## **GitHub**

<https://github.com/Mousarcar>