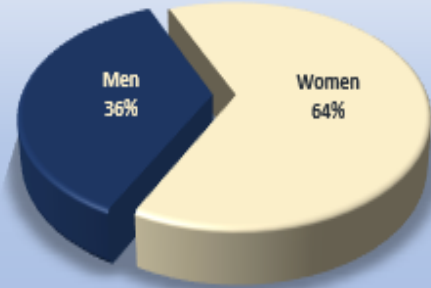


# Vrinda Store Annual Report 2022

Sales and no. of order pr month



Sales : Men vs Women



Sales : top 10 states



Channel

Ajio
Amazon
Flipkart
Meesho
Myntra
Nalli
Others

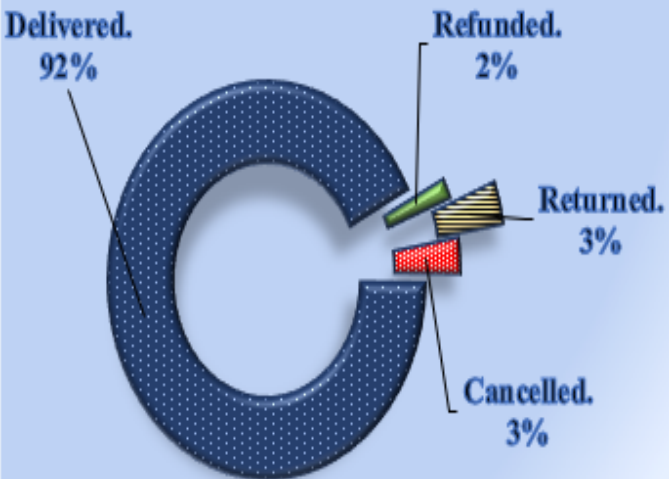
Months

Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec

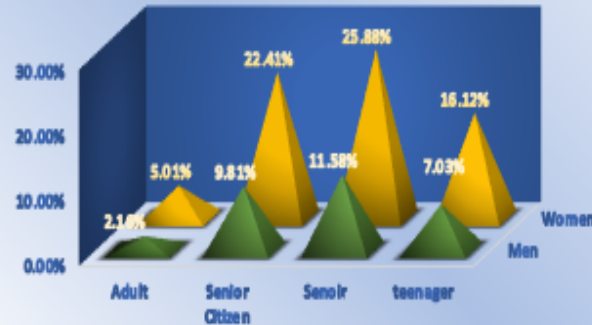
Category

Blouse
Bottom
Ethnic Dress
kurta
Saree
Set
Top
Western Dress

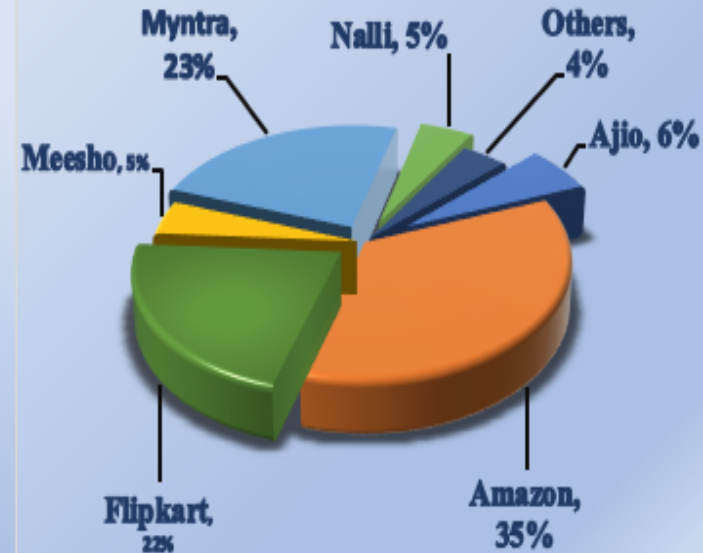
Order Status



Order : Age vs Gender



ORDERS : CHANNEL



The background is a dark teal color. There are three large, semi-transparent teal circles of different sizes. One is on the left, one is on the right, and a smaller one is at the bottom right. A solid red rectangle is located in the top right corner.

# Vrinda Store Data Analysis Project

Using MS Excel

NIHARIKA MALIK

# Step 1 : Define Objective

The objective of this project is to analyze the sales data of Vrinda Store to create an annual sales report for 2022 . So that, Vrinda can understand their customers and grow more sales in 2023. The analysis will aim to answer questions such as:

- What are highest selling category?
- Which channel is contributing to maximum sales ?
- Which month got the highest sales and orders?
- What are different order status in 2022?
- List top 10 states contributing to the sales ?
- Who purchase more men-women in 2022?

By answering these questions, the project aims to provide insights that can inform decision-making for marketing, product development, and sales strategies, ultimately leading to increased revenue and customer satisfaction for Vrinda Store.

## Step 2 : Data Gathering

- ▶ Once you've established your objective, you'll need to create a strategy for collecting and aggregating the appropriate data. A key part of this is determining which data you need. This might be quantitative (numeric) data, e.g. sales figures, or qualitative (descriptive) data, such as customer reviews.
- ▶ Data source for this project is :  
[https://docs.google.com/spreadsheets/d/1N\\_Aa45UnkPmnwGqNr6oTzvUhb5TKlitM/edit#gid=1081836936](https://docs.google.com/spreadsheets/d/1N_Aa45UnkPmnwGqNr6oTzvUhb5TKlitM/edit#gid=1081836936)

## Step 3 : Data cleaning

- **Removing major errors, duplicates, and outliers**—all of which are inevitable problems when aggregating data from numerous sources.
- **Removing unwanted data points**—extracting irrelevant observations that have no bearing on your intended analysis.
- **Bringing structure to your data**—general ‘housekeeping’, i.e. fixing typos or layout issues, which will help you map and manipulate your data more easily.
- **Filling in major gaps**—as you’re tidying up, you might notice that important data are missing. Once you’ve identified gaps, you can go about filling them.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	index	Order	Cust	Gender	Age	Date	Status	Channel	SKU	Category	Size	Qty	currency	Amount
	Sort A to Z				44	12/4/2022	Delivered	Myntra	JNE123	kurta	XXL	1	INR	37
	Sort Z to A				29	12/4/2022	Delivered	Ajio	SET414	Set	L	1	INR	144
	Sort by Color				67	12/4/2022	Delivered	Myntra	SET261	Set	S	1	INR	45
	Clear Filter From "Gender"				20	12/4/2022	Delivered	Amazon	SET110	Set	M	1	INR	72
	Filter by Color				62	12/4/2022	Delivered	Myntra	JNE229	kurta	XXL	1	INR	54
	Text Filters				49	12/4/2022	Delivered	Flipkart	JNE379	Western Dress	XXL	One	INR	73
	Search				23	12/4/2022	Delivered	Meesho	JNE380	kurta	XXL	One	INR	73
	<input checked="" type="checkbox"/> (Select All)				70	12/4/2022	Delivered	Others	JNE340	kurta	M	One	INR	43
	<input checked="" type="checkbox"/> M				75	12/4/2022	Delivered	Amazon	JNE347	kurta	XL	One	INR	38
	<input checked="" type="checkbox"/> Men				43	12/4/2022	Delivered	Myntra	JNE346	kurta	L	One	INR	77
	<input checked="" type="checkbox"/> W				76	12/4/2022	Delivered	Amazon	JNE379	kurta	S	One	INR	51
	<input checked="" type="checkbox"/> Women				45	12/4/2022	Delivered	Myntra	J0181-1	Top	M	1	INR	39
					18	12/4/2022	Delivered	Amazon	SET217	Set	XL	1	INR	78
					44	12/4/2022	Delivered	Myntra	SET185	Set	M	1	INR	91
						12/4/2022	Delivered	Amazon	SET333	Set	M	1	INR	96
						12/4/2022	Delivered	Nalli	J0124-1	Top	L	1	INR	52
					30	12/4/2022	Delivered	Meesho	SET304	Set	XL	1	INR	111
					48	12/4/2022	Delivered	Others	SET184	Set	XS	1	INR	56
					24	12/4/2022	Delivered	Myntra	J0161-1	Western Dress	XXL	1	INR	47
					46	12/4/2022	Delivered	Amazon	SET233	Set	M	1	INR	54
					43	12/4/2022	Delivered	Nalli	J0231-5	Set	3XL	1	INR	116
					31	12/4/2022	Refunded	Myntra	J0339-1	Western Dress	XXL	1	INR	74

Irrelevant observations (M and W)



FileHomeInsertPage LayoutFormulasDataReviewViewHelpPower PivotTell me what you want to doShare

Q1

fx

ship-postal-code

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	index	Order	Cust	Gender	Age	Date	Status	Channel	SKU	Cate	Size	Qty	curr	Am	ship-city	ship-state	ship-postal-code	ship
2	1	171-10	1E+06	Wome	44	12/4/2022	Deliver	M					INR	376	MOHALI	PUNJAB	140301	IN
3	2	405-21	2E+06	Wome	29	12/4/2022	Deliver	A					INR	1449	GURUGRAM	HARYANA	122002	IN
4	3	171-16	2E+06	Wome	67	12/4/2022	Deliver	M					INR	453	KOLKATA	WEST BENGAL	700029	IN
5	4	404-74	7E+06	Wome	20	12/4/2022	Deliver	A					INR	729	THANJAVUR	TAMIL NADU	613007	IN
6	5	403-92	9E+06	Wome	62	12/4/2022	Deliver	M					INR	544	GURUGRAM	HARYANA	122001	IN
7	6	407-12	1E+06	Men	49	12/4/2022	Deliver	F					INR	735	SANGLI MIRAJ KUPWAD	MAHARASHTRA	416436	IN
8	7	407-12	1E+06	W	23	12/4/2022	Deliver	M					INR	735	BENGALURU	KARNATAKA	560029	IN
9	8	171-55	6E+06	W	70	12/4/2022	Deliver	O					INR	435	GURUGRAM	HARYANA	122001	IN
10	9	408-29	3E+06	W	75	12/4/2022	Deliver	A					INR	385	BENGALURU	KARNATAKA	562149	IN
11	10	404-26	3E+06	W	43	12/4/2022	Deliver	M					INR	771	VIJAYAWADA	ANDHRA PRADESH	520002	IN
12	11	404-26	3E+06	W	76	12/4/2022	Deliver	A					INR	517	THIRUVANANTHAPURAM	KERALA	695018	IN
13	12	404-26	3E+06	Wome	45	12/4/2022	Deliver	M					INR	399	ARAKONAM	TAMIL NADU	631003	IN
14	13	408-02	3E+05	Wome	18	12/4/2022	Deliver	A					INR	786	GUWAHATI	ASSAM	781017	IN
15	14	403-92	9E+06	Men	44	12/4/2022	Deliver	M					INR	911	BENGALURU	KARNATAKA	562125	IN
16	15	407-04	4E+05	Wome	52	12/4/2022	Deliver	A					INR	967	HYDERABAD	TELANGANA	500098	IN
17	16	406-74	7E+06	Wome	18	12/4/2022	Deliver	N					INR	523	NEW DELHI	DELHI	110062	IN
18	17	407-70	7E+06	Men	30	12/4/2022	Deliver	Meesha	SET104	Set	XL	1	INR	1115	Bhubaneswar	ODISHA	751022	IN
19	18	407-34	3E+06	Wome	48	12/4/2022	Deliver	Others	SET184	Set	XS	1	INR	563	SIROHI	RAJASTHAN	307001	IN
20	19	171-89	9E+06	Men	24	12/4/2022	Deliver	Myntra	J0161-I	Wester	XXL	1	INR	473	MUMBAI	MAHARASHTRA	400097	IN
21	20	406-02	2E+05	Wome	46	12/4/2022	Deliver	Amazon	SET233	Set	M	1	INR	545	AMRITSAR	PUNJAB	143001	IN
22	21	404-43	4E+06	Wome	43	12/4/2022	Deliver	Nalli	J0231-S	Set	3XL	1	INR	1164	LUCKNOW	UTTAR PRADESH	226024	IN
23	22	408-19	2E+06	Men	31	12/4/2022	Refund	Myntra	J0339-I	Wester	XXL	1	INR	743	NEW DELHI	DELHI	110087	IN

Sort Smallest to Largest

Sort Largest to Smallest

Sort by Color

Clear Filter From "Qty"

Filter by Color

Number Filters

Search

(Select All)

1

2

3

4

5

One

Two

OK

Cancel

Vrinda Store

Project Video Link

Vrinda Store

Project Video Link



## Step 4 : Data Processing

A series of calculations or actions that performs on a given set of data to produce a desired result .

FileHomeInsertPage LayoutFormulasDataReviewViewHelpPower PivotDesignTell me what you want to doShare

E31048

✖

✓

fx

=IF(F31048>=45,"Senior Citizen",IF(F31048>=30,"Senoir",IF(F31048<=20,"Adult","teenager")))

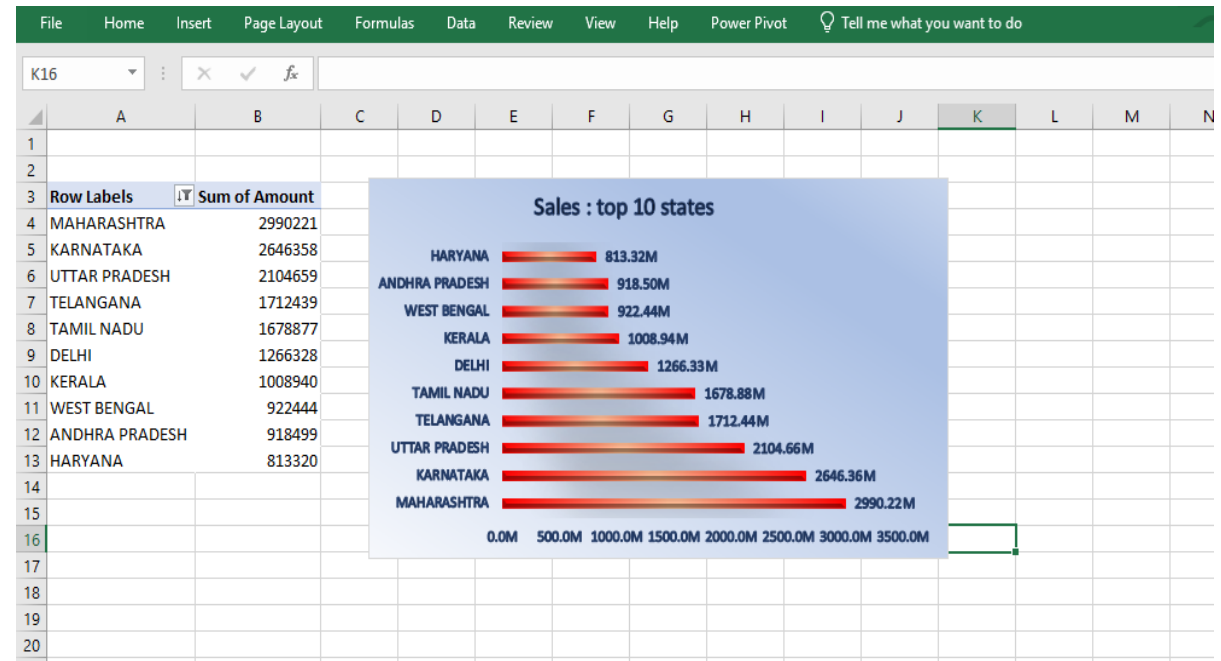
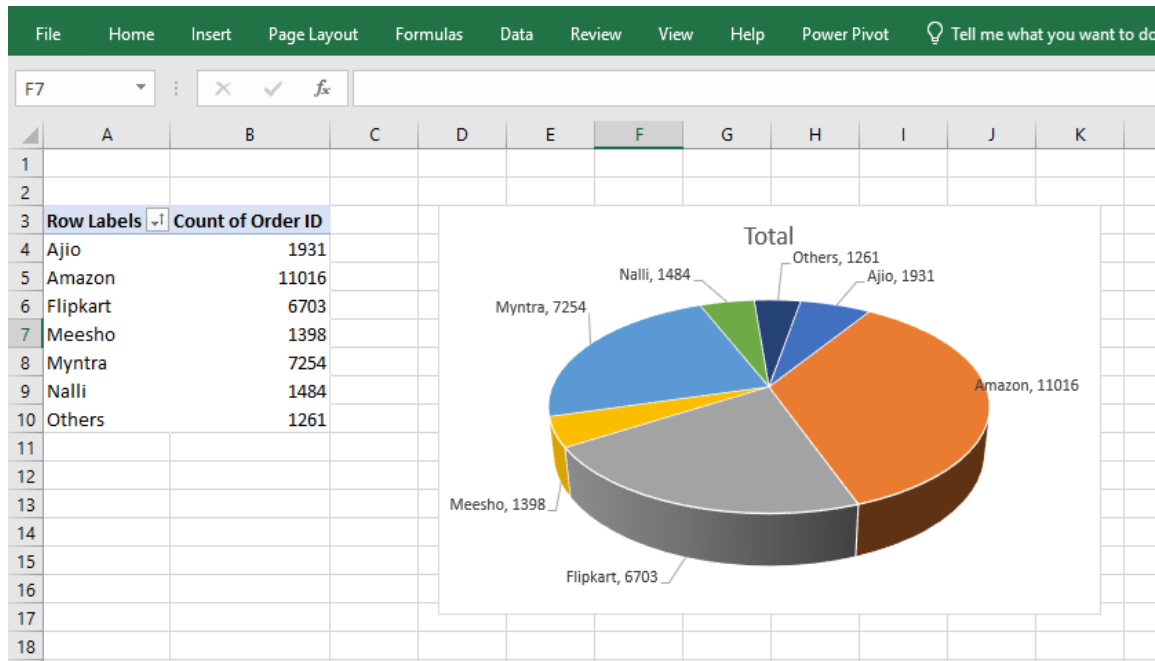
	A	B	C	D	E	F	G	H	I	J	K	L	M	
1	index	Order ID	Cust ID	Gender	Age_group	Age	Date	Months	Status	Channel	SKU	Category	Size	
2	1	171-1029312-3038738	1029312	Women	Senoir	44	12/4/2022	Dec	Delivered	Myntra	JNE1233-BLUE-KR-031-XXL	kurta	XXL	
3	2	405-2183842-2225946	2183842	Women	teenager	29	12/4/2022	Dec	Delivered	Ajo	SET414-KR-NP-L	Set	L	
4	3	171-1641533-8921966	1641533	Women	Senior Citizen	67	12/4/2022	Dec	Delivered	Myntra	SET261-KR-PP-S	Set	S	
5	4	404-7490807-6300351	7490807	Women	Adult	20	12/4/2022	Dec	Delivered	Amazon	SET110-KR-PP-M	Set	M	
6	5	403-9293516-4577154	9293516	Women	Senior Citizen	62	12/4/2022	Dec	Delivered	Myntra	JNE2294-KR-A-XXL	kurta	XXL	
7	6	407-1298130-0368305	1298130	Men	Senior Citizen	49	12/4/2022	Dec	Delivered	Flipkart	JNE3797-KR-XXL	Western Dress	XXL	
8	7	407-1298130-0368305	1298130	Women	teenager	23	12/4/2022	Dec	Delivered	Meesho	JNE3801-KR-XXL	kurta	XXL	
9	8	171-5561216-3398711	5561216	Women	Senior Citizen	70	12/4/2022	Dec	Delivered	Others	JNE3405-KR-M	kurta	M	
10	9	408-2935263-2935550	2935263	Women	Senior Citizen	75	12/4/2022	Dec	Delivered	Amazon	JNE3474-KR-E-XL	kurta	XL	
11	10	404-2648970-9042715	2648970	Women	Senoir	43	12/4/2022	Dec	Delivered	Myntra	JNE3466-KR-L	kurta	L	
12	11	404-2648970-9042715	2648970	Women	Senior Citizen	76	12/4/2022	Dec	Delivered	Amazon	JNE3795-KR-S	kurta	S	
13	12	404-2648970-9042715	2648970	Women	Senior Citizen	45	12/4/2022	Dec	Delivered	Myntra	J0181-TP-M	Top	M	
14	13	408-0265357-4939534	265357	Women	Adult	18	12/4/2022	Dec	Delivered	Amazon	SET217-KR-PP-XL	Set	XL	
15	14	403-9268874-7296313	9268874	Men	Senoir	44	12/4/2022	Dec	Delivered	Myntra	SET185-KR-NP-M	Set	M	
16	15	407-0442660-2736366	442660	Women	Senior Citizen	52	12/4/2022	Dec	Delivered	Amazon	SET333-KR-DPT-M	Set	M	
17	16	406-7482261-1657136	7482261	Women	Adult	18	12/4/2022	Dec	Delivered	Nalli	J0124-TP-L	Top	L	
18	17	407-7039962-7080347	7039962	Men	Senoir	30	12/4/2022	Dec	Delivered	Meesho	SET304-KR-DPT-XL	Set	XL	
19	18	407-3422488-7373923	3422488	Women	Senior Citizen	48	12/4/2022	Dec	Delivered	Others	SET184-KR-PP-XS	Set	XS	
20	19	171-8974687-6745940	8974687	Men	teenager	24	12/4/2022	Dec	Delivered	Myntra	J0161-DR-XXL	Western Dress	XXL	
21	20	406-0244536-2177175	244536	Women	Senior Citizen	46	12/4/2022	Dec	Delivered	Amazon	SET233-KR-PP-M	Set	M	
22	21	404-4376789-3345166	4376789	Women	Senoir	43	12/4/2022	Dec	Delivered	Nalli	J0231-SKD-XXXL	Set	3XL	
23	22	408-1943310-9789160	1943310	Men	Senoir	31	12/4/2022	Dec	Refunded	Myntra	J0339-DR-XXL	Western Dress	XXL	
24	23	403-0950590-5005155	950590	Men	Senoir	30	12/4/2022	Dec	Delivered	Myntra	SET210-KR-PP-XXXL	Set	3XL	
25	24	406-3935670-5720350	3935670	Women	Adult	19	12/4/2022	Dec	Delivered	Ajo	SET110-KR-PP-PX	Set	XS	
26	25	402-0398999-0011565	398999	Women	Senoir	37	12/4/2022	Dec	Delivered	Amazon	SET273-KR-NP-M	Set	M	
27	26	403-5438780-7231546	5438780	Women	Senoir	37	12/4/2022	Dec	Delivered	Others	MEN5025-KR-XXL	kurta	XXL	
28	27	406-8343960-8137102	8343960	Women	Senior Citizen	62	12/4/2022	Dec	Delivered	Flipkart	JNE3690-TU-XL	Top	XL	
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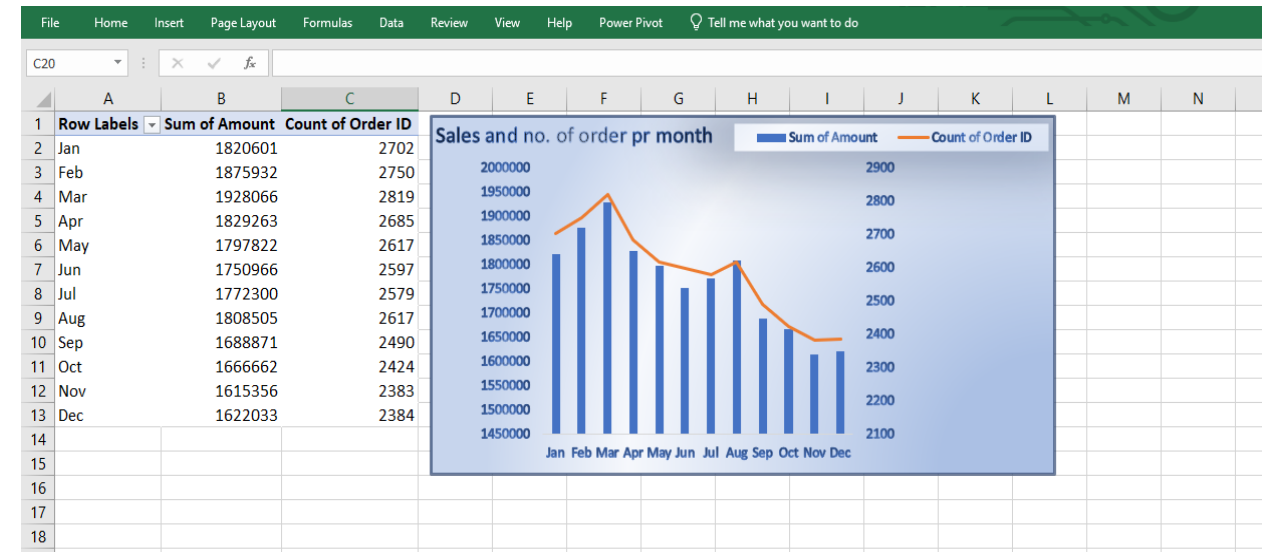
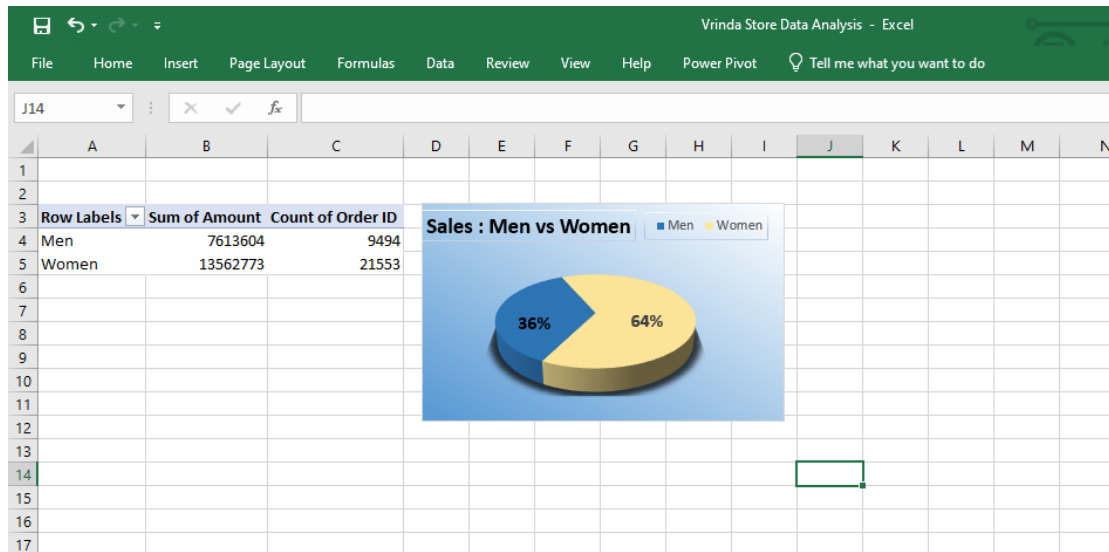
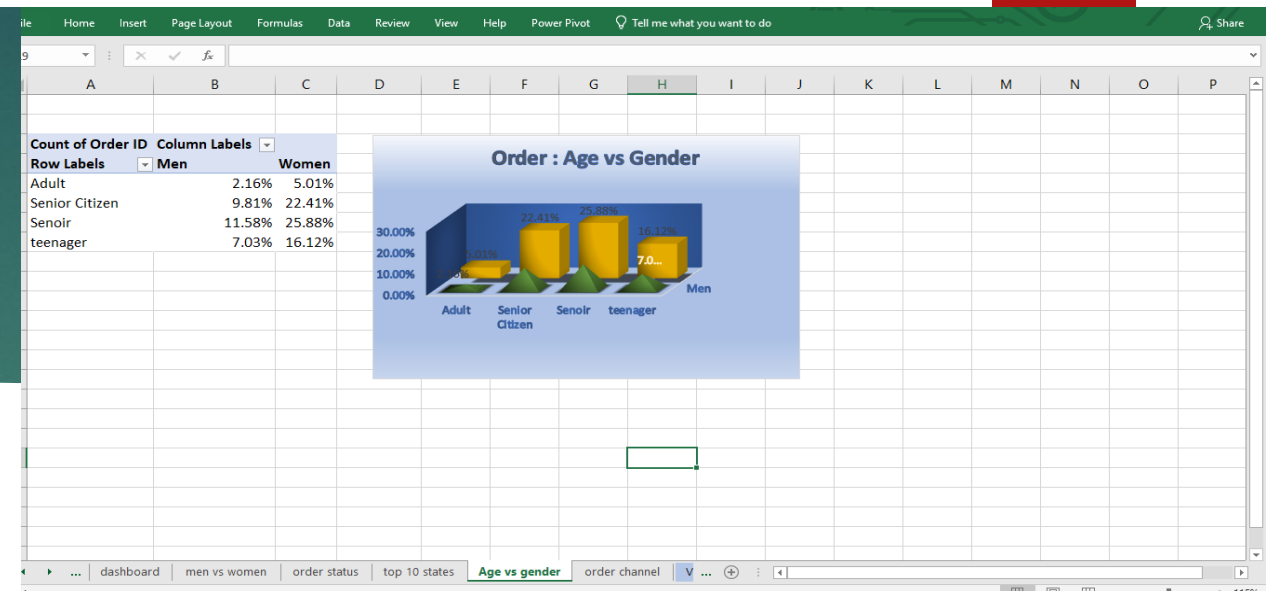
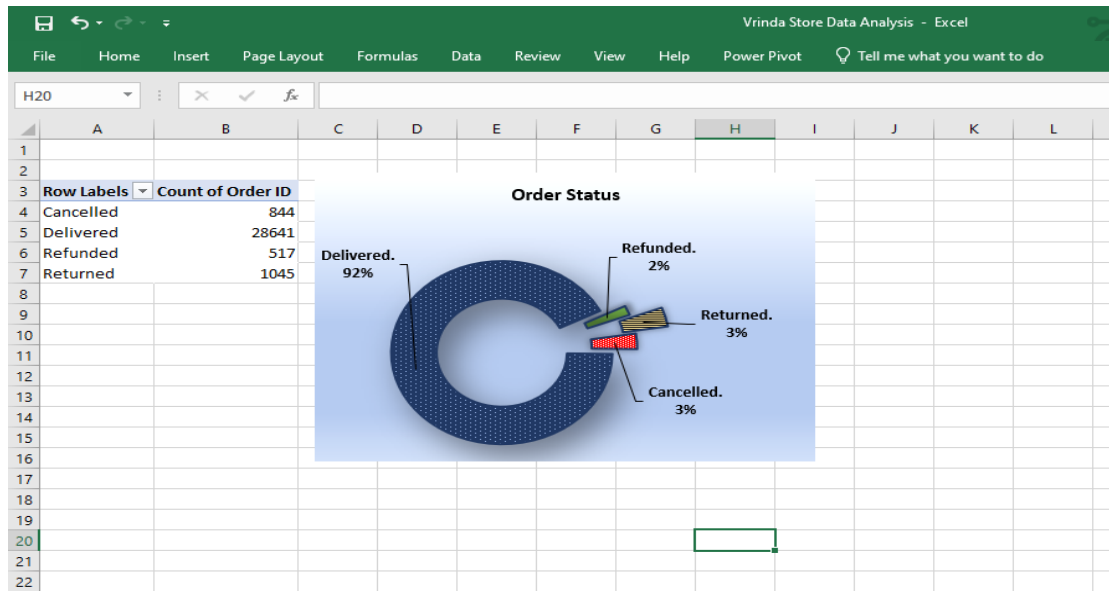
top 10 statesAge vs genderorder channelVrinda StoreProject Video Link



# Step 5 : Data Visualization

Data visualization is the representation of data through use of common graphics, such as charts, plots, infographics, and even animations. These visual displays of information communicate complex data relationships and data-driven insights in a way that is easy to understand.





The background is a dark teal color. It features three large, semi-transparent teal circles of varying sizes. One circle is on the left, one is on the right, and a smaller one is at the bottom right. A solid red rectangle is positioned in the top right corner.

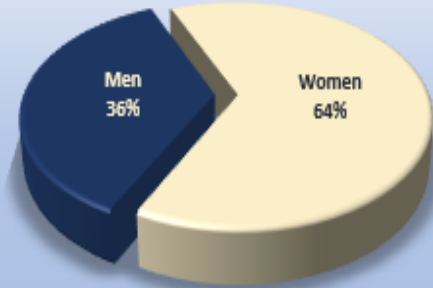
# Final Report Dashboard

# Vrinda Store Annual Report 2022

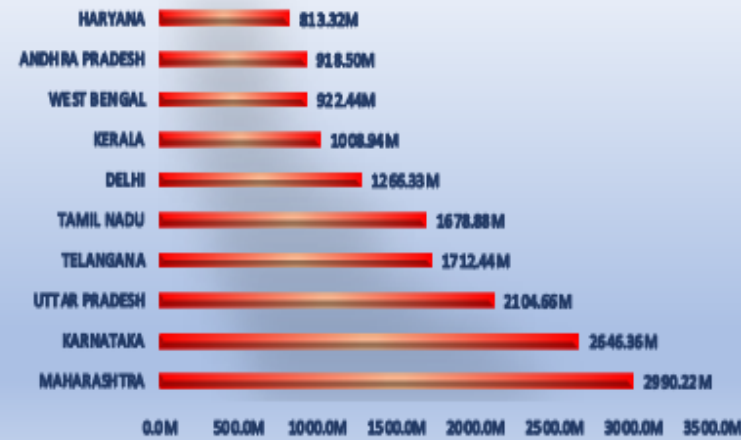
Sales and no. of order pr month



Sales : Men vs Women



Sales : top 10 states



Channel

Ajio
Amazon
Flipkart
Meesho
Myntra
Nalli
Others

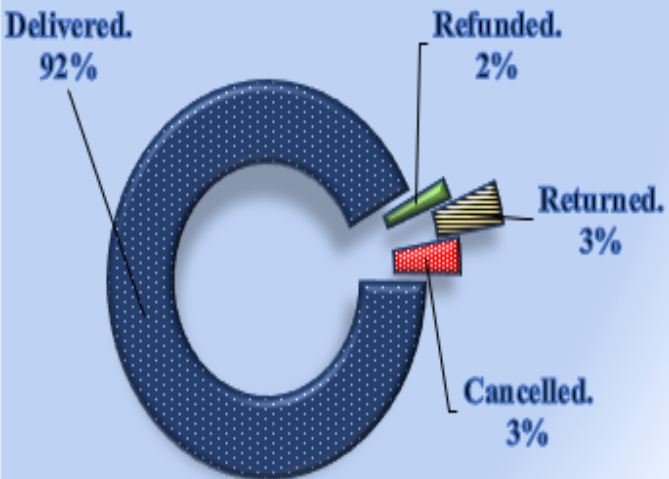
Months

Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec

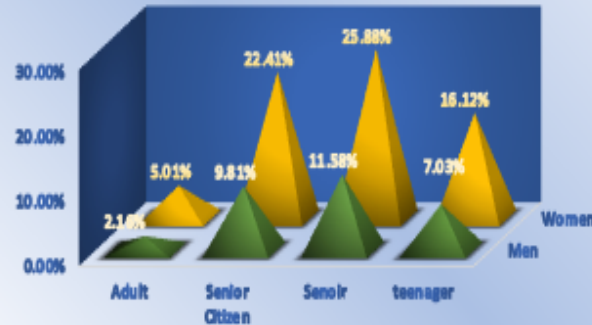
Category

Blouse
Bottom
Ethnic Dress
kurta
Saree
Set
Top
Western Dress

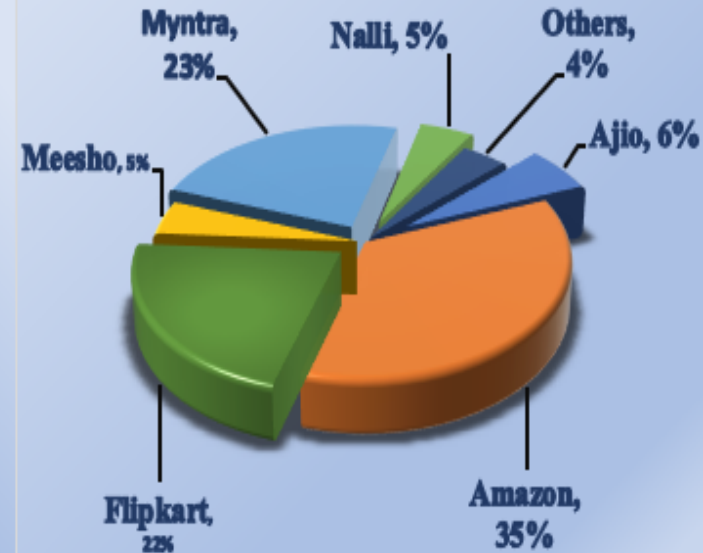
Order Status



Order : Age vs Gender



ORDERS : CHANNEL



# Insights

- ▶ Women are more likely to buy as compare to men .
- ▶ Maharashtra , Karnataka and Uttar Pradesh are the top three states .
- ▶ Senior age group (30-49yrs) is max contributing .
- ▶ Amazon ,FlipKart and Myntra channels are max contributing .

## **Final conclusion to improve Vrinda Store sales :**

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