Data Analysis Project

Project Overview

Project Title – Vrinda Store Sales Data Analysis

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.

Data Description

Data Source:- From the Organization Database

Data Format :- MS Excel SpreadSheet

Cloumns and Variables:-

Insight Objectives

1. Find Sales Revenue Data By
    1. Gender
    2. Region
    3. Age Group
    4. Product Category
2. Compare the sales and orders using single chart
3. Which month got the highest sales and orders?
4. Who purchased more- men or women in 2022?
5. What are different order status in 2022?
6. List top 10 states contributing to the sales?
7. Relation between age and gender based on rumbe
8. Which channel is contributing to maximum sales?
9. Highest selling category?, etc.

Performing Operation

Exploring Dataset

Data Cleaning and Pre-Processing

Cross Checking and Fixing Data of All Colums for

- Null Value
- Duplicated Data
- Consitent Data Format

Creating a New Age Group Bucket Column for Easy Calculation

0-19 teen

20-55 Adult

56+ Senior

Creating a New Colum for That Contain only Month From the Date Column

Building Dashboard Using Pivot Table and Chart and Adding Slicer

Data Analysis

Creating Pivot Table and Pivot Charts

Table 1 :- Amount & Order By Month | Column Chart

       To Compare Sales and Order

Table 2 :- Order Count Continibution Men Vs Women | Pie Chart

       To Find How Much Both Gender Contribute to Our Sales Revenue

Table 3 :- Order Status Contribution | Pie Chart

Table 4 :- Top 5 States By Sales Amount | Bar Chart

       To use Maketing Strategies on the Right Location to Target Potential Buyers

Table 5 :- Column Chart of Age vs Gender | Clustered Chart

Table 6 :- Different Channel Order Count Comparison | Pie Chart

Build Dashboard Using Pivot Charts and adding Slicer To Find Insights

Descriptive Summary of the Analysis

1. March Has Highest Number of Sales
2. More than 60% of Our Sales Revenue Comes From Female Customer
3. More than 90% of Our Sales are Succesfully Delivered and other Oder Status like Refunded |Returned |Cancelled are between 3-2% each
4. Maharashtra | Karnataka | UP | Telangana | Tamil Nadu are Top 5 States in term of Sales Revenue
5. Women From Adult Age Group are the Major Part of Whole Order Count
6. Amazon | Flipkart | Myntra are the Channel Cover approx. 80% of Our Sales Revenue

Insights

- **Women are more likely to buy compared to men (approx.-65%)**
- **Maharashtra | Karnataka | UP are the Top 3 States**
- **Adult Age Group is Contributing more that 75% in our Sales Revenue**
- **Amazon | Flipkart | Myntra are the Channel Cover approx. 80% of Our Sales Revenue**

Final Conclusion To Improve Sales:-

Targer Women Customer of Age Adult Group lives in Maharashtra | Karnataka | UP by Showing

Ads/Offers/Coupons available on Amazon, Flipkart and Mytra