

# Vrinda Store Annual Sales Report 2022

## Executive Summary

The 2022 Annual Sales Report for Vrinda Store aims to provide insights into sales performance, customer demographics, and order trends. By analysing this data, Vrinda Store can better understand its customers and identify opportunities for growth. This report includes an analysis of sales and orders, customer demographics, order status, state-wise sales contributions, and sales channels. Key findings are visualised in a comprehensive dashboard.

## Data Cleaning and Preparation

Before diving into the analysis, the dataset underwent several cleaning and preparation steps:

1. **Duplicate Check:** Verified that there were no duplicate entries.
2. **Data Types and Null Values:** Ensured appropriate data types for all columns and addressed any null values.
3. **Gender Column Irregularities:** Fixed inconsistencies in the Gender column using filter and replace functions.
4. **Ship City Inconsistency:** Standardised city names by creating a new column with uppercase values using the `=upper()` formula.
5. **Customer Demographics:** Categorised customers into three age groups: Senior (Age > 50), Adult (30 < Age ≤ 50), and Teenager (Age ≤ 30).
6. **Month Extraction:** Extracted the month from the Date column to facilitate month-wise analysis.

## Analysis and Insights

### 1. Sales and Orders Comparison

The chart "Orders vs Sales" compares the total sales amount (Sum of Amount) with the number of orders (Count of Order ID) for each month. This helps in understanding the correlation between the number of orders and the sales revenue.

- **Highest Sales and Orders:** March recorded the highest sales and order count, indicating a peak period for Vrinda Store.

### 2. Customer Demographics

- **Gender-Based Sales:** Women contributed 64% of the sales, whereas men accounted for 36%. This indicates a higher purchasing activity among female customers.
- **Age and Gender Analysis:** Adults (30 < Age ≤ 50) had the highest number of orders, with women significantly outnumbering men in this category.

### 3. Order Status

- **Order Fulfilment:** A significant majority (92%) of the orders were successfully delivered. The rest were either refunded (2%), returned (3%), or cancelled (3%).

#### 4. Top Contributing States

The "Sales Top 10 States" chart lists the states with the highest sales contributions. Maharashtra leads the list, followed by Andhra Pradesh, Uttar Pradesh, and others.

#### 5. Sales Channels

- **Channel Contributions:** Amazon contributed the most to sales (35%), followed by Myntra (23%) and Flipkart (22%). Other channels like Meesho and Nalli also had notable contributions.

#### 6. Highest Selling Category

- **Product Categories:** The highest selling categories include Blouses, Bottoms, Ethnic Dresses, and Kurtas. Detailed analysis of these categories can help Vrinda Store focus on high-demand products.

### Recommendations

1. **Target Marketing:** Given the higher sales from female customers, targeted marketing campaigns towards women could further boost sales.
2. **Inventory Management:** March being the peak month, prepare for increased demand during this period by managing inventory and supply chain effectively.
3. **Customer Retention:** Focus on improving the delivery process to reduce cancellations and returns.
4. **Geographical Focus:** States like Maharashtra and Andhra Pradesh show high sales; consider localised marketing strategies in these regions.
5. **Channel Strategy:** Strengthen partnerships with top-performing channels like Amazon, Myntra, and Flipkart to maximise reach and sales.