

Vrinda Store Annual Sales Report for 2022

Objective

Vrinda Stores aimed to create an annual sales report for 2022 to understand their customers better and enhance sales strategies for the following year. Sample questions that guided the analysis included:

1. Compare sales & orders using a single chart.
2. Identify the month with the highest sales & orders.
3. Analyze the gender-based purchasing behavior in 2022.
4. List different order statuses in 2022.
5. Determine the top 5 states contributing to sales.
6. Explore the relationship between age groups & gender.
7. Identify the channel contributing to maximum sales.
8. Determine the highest selling category.

Insights

After processing, cleaning, and analyzing the data, several key insights were derived:

1. March witnessed a significantly large number of sales.
2. Women accounted for a higher proportion of purchases (~65%) compared to men.
3. Maharashtra, Karnataka, and Uttar Pradesh emerged as the top 3 states contributing to sales (~35%).
4. The adult age group (30-49 years) contributed the most (~50%).
5. Channels like Amazon, Flipkart, and Myntra contributed the most to sales (~80%).

Conclusion & Recommendations

To improve Vrinda Store's sales:

- Target women customers aged between 30-49 residing in Maharashtra, Karnataka & Uttar Pradesh.
- Employ marketing strategies, ads, offers, or coupons available on Amazon, Flipkart, and Myntra, the channels contributing significantly to sales.

Usage

The Excel file 'Vrinda_Store_Sales_Report_2022.xlsx' contains the sales data and the dashboard created using Excel. It offers visualizations and insights based on the aforementioned objectives.

Feel free to explore the workbook, use the dashboard, and analyze the data to gain deeper insights.

Check out the live demo and access the full project here:

https://1drv.ms/x/s!At2RKOJBfiWDgcQbDJ_a5mTyCJYWnA