Vrinda Store Data Analysis Report

17/07/2025
Excel for Data Analysis

PAYAL JAIN

INTRODUCTION

This report helps understand customer buying habits to improve **Vrinda Store** sales. It looks at who is buying the most, which products are popular, which states have the highest sales, and which platforms are used the most. By using this information, we can make better decisions to target the right customers and grow the business.

INFORMATION ABOUT DATA SET

- Purpose: Study customer behavior to boost Vrinda Store sales.
- Source: E-commerce data from Amazon, Flipkart, and Myntra.
- Key Fields: Gender, Age Group, State, Platform, Purchase Amount/Frequency.

DATA PREPRATION

- Created age groups and segmented by gender, age, state, and platform.
- Calculated contribution % by segment.
- Ranked states by purchase volume.

DATA CLEANING

- Handled missing values and removed duplicates.
- Standardized state names and grouped ages (e.g., 30–49).
- Removed outliers to ensure clean data.

QUICK INSIGHTS

- Women make more purchases than men, with about 65% of total sales.
- People aged 30–49 buy the most, making up around 50% of purchases.
- The top states for buyers are Maharashtra, Karnataka, and Uttar Pradesh.
- Most shopping happens on Amazon, Flipkart, and Myntra.

DETAILED INSIGHTS

Row Labels	Sum of Amount	Count of Order ID
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

Orders VS Sales
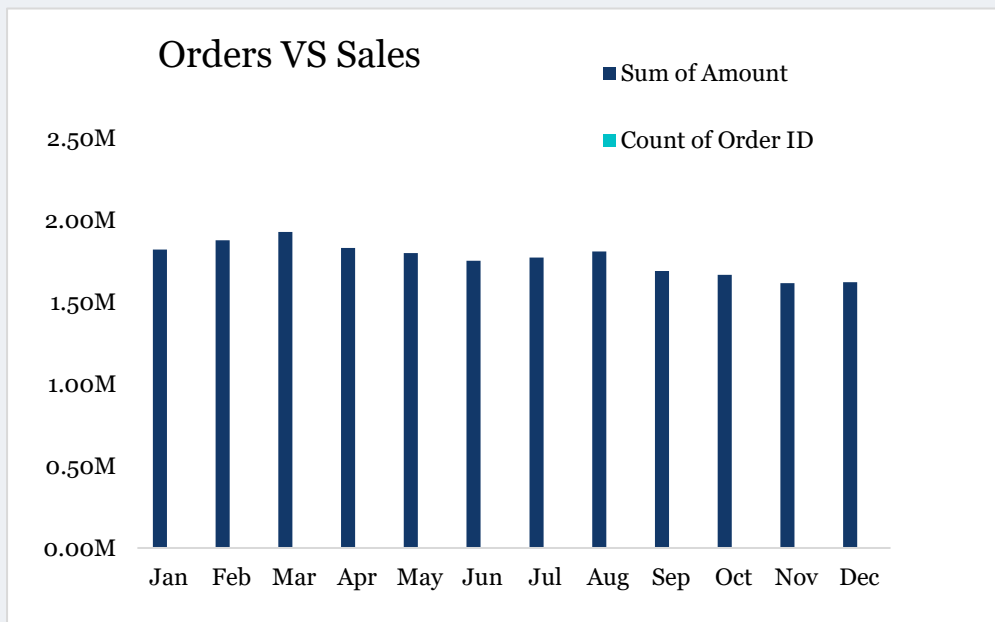
- Amazon, Myntra, and Flipkart together contribute over 80% of total orders, making them the key platforms to focus marketing and sales efforts.

Vrinda Store Data Analysis Report

ACTION STEPS

- To improve Vrinda Store sales, target women aged 30–49 years living in Maharashtra, Karnataka, and Uttar Pradesh by promoting technology products through ads, offers, and coupons on Amazon, Myntra, and Flipkart, which are the top-performing platforms contributing over 80% of total orders.

Vrinda Store Data Analysis Report