

VRINDA STORE Sales Data Analysis Report 2022

About The Project:

Vrinda Store Sales Data(2022) Analysis, data processing and its Visualisation using Microsoft Excel.

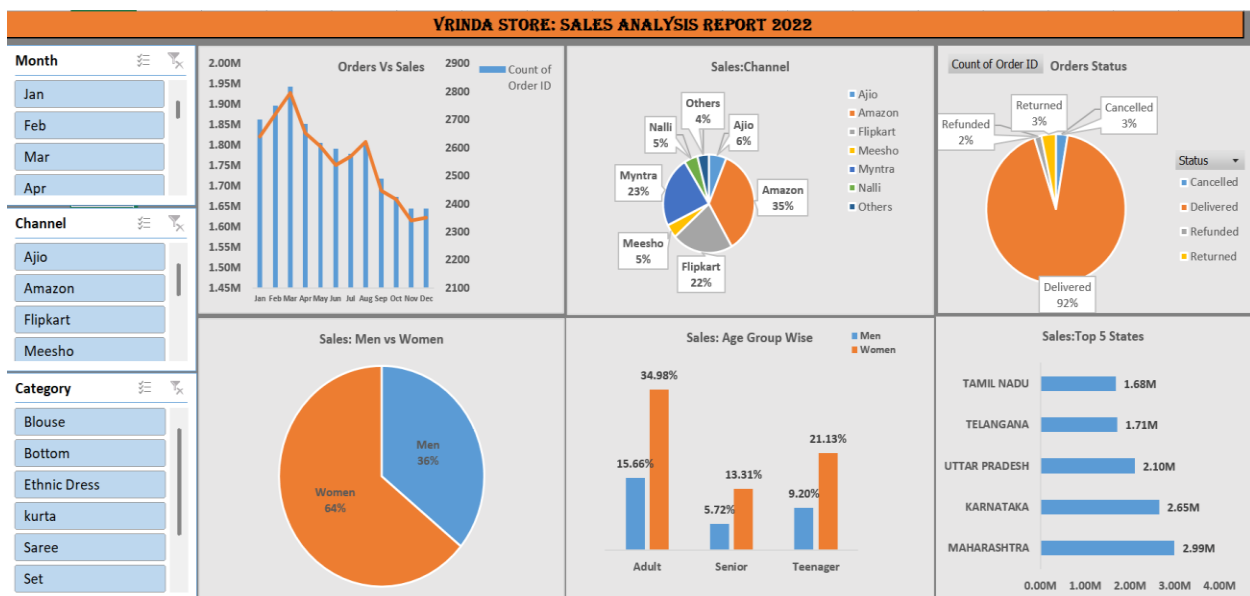
Business Problem:

To understand their customer, their purchasing behaviour and interest to grow Vrinda Store sales in 2023.

Tools Used/ Built With:

Microsoft Excel

Dashboard Screenshot:



Process To Solve The Business Problem:

1. Data Cleaning
2. Data Processing
3. Work on Data Analysis
4. Data Visualszation
5. Report
6. Insight
7. Conclusion

INSIGHTS

1. In 2022, highest sale could be seen in month of **march**.
2. As compared to men, women are more likely to buy Vrinda products.(**women=around 64%**)
3. Maharashtra, Karnataka and U.P has been the top 3 states in terms of sales.(**approx=35%**)
4. Adults(women) are top buyers among all three age groups like: adults, teenagers, seniors.(**~50%**)
5. Order status was good with 92% delivery status.(**~92%**)
6. Amazon Myntra and Flipkart were top three contributing marketplaces.(**approx=80%**)

Conclusion:

To increase the sale, Vrinda store should target adult women as they are the biggest purchaser of their products. Also, they can do R&D in products of teenager and senior category people to increase their customer base.