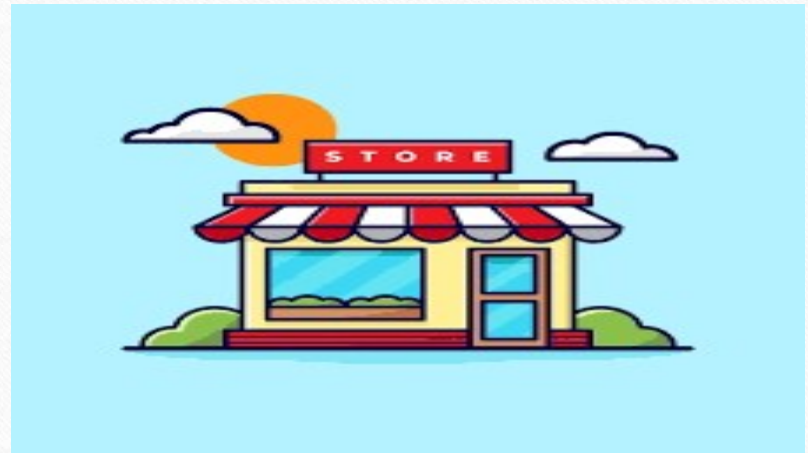


VRINDA STORE ANNUAL REPORT

PRESENTED BY : POOJA SUHAG

OBJECTIVE

To analyze Vrinda Store's annual sales performance for 2022, identify key customer trends, and develop strategic insights to drive sales growth in 2023.



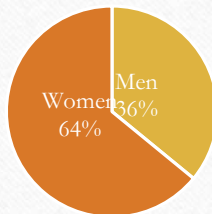
PROBLEM STATEMENT

- ❖ Compare the sales and orders using single chart ?
- ❖ Which month got the highest sales and orders ?
- ❖ Who purchased more-men or women in 2022 ?
- ❖ What are different order status in 2022 ?
- ❖ List top 10 states contributing to the sales ?
- ❖ Relation between age and gender based on numerical data ?
- ❖ Which channel is contributing to maximum sales ?
- ❖ Highest-selling category ?

PIVOT TABLE

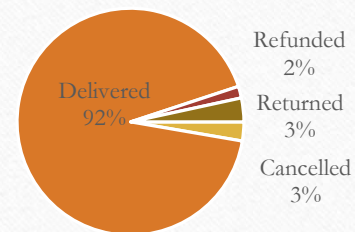
Row Labels	Sum of Amount
Men	7613604
Women	13562773

Sales: Men Vs Women



Row Labels	Count of Order ID
Cancelled	844
Delivered	28641
Refunded	517
Returned	1045

Order Status

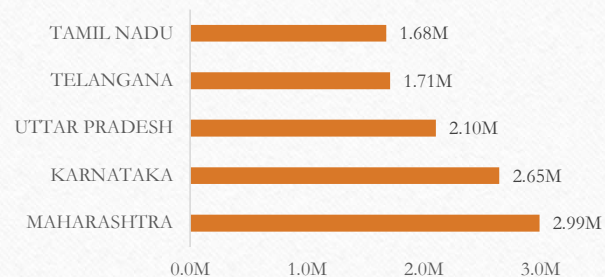


PIVOT TABLE

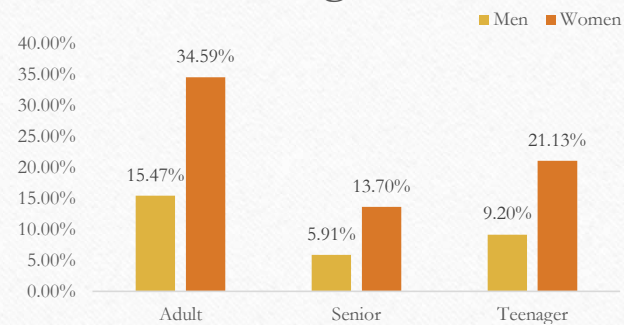
Row Labels	Sum of Amount
MAHARASHTRA	2990221
KARNATAKA	2646358
UTTAR PRADESH	2104659
TELANGANA	1712439
TAMIL NADU	1678877

Count of Order ID	Column Labels	
Row Labels	Men	Women
Adult	15.47%	34.59%
Senior	5.91%	13.70%
Teenager	9.20%	21.13%

Sales: Top 5 States

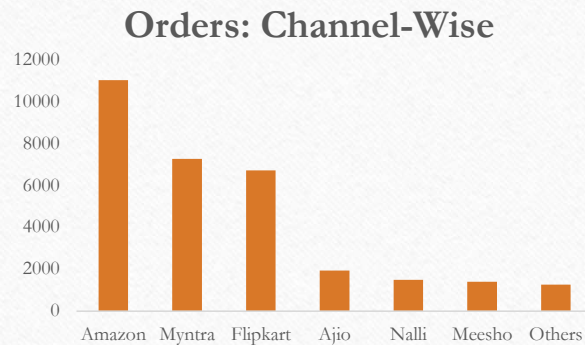


Orders: Age Vs Gender



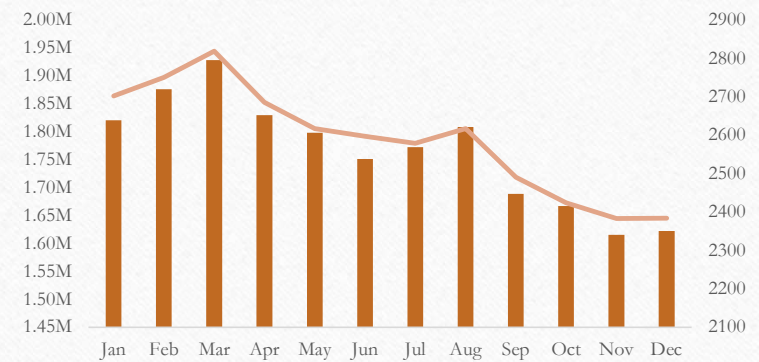
PIVOT TABLE

Row Labels	Count of Order ID
Ajio	6.2%
Amazon	35.5%
Flipkart	21.6%
Meesho	4.5%
Myntra	23.4%
Nalli	4.8%
Others	4.1%



Row Labels	Sales Per Month	Orders Per Month
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

Sales Vs Order Sales Per Month Orders Per Month



DASHBOARD

Vrinda Store Annual Report 2023

Mo...

Mar

Apr

May

Jun

Jul

Aug

Ge...

Men

Women

Cha...

Ajio

Amazon

Flipkart

Meesho

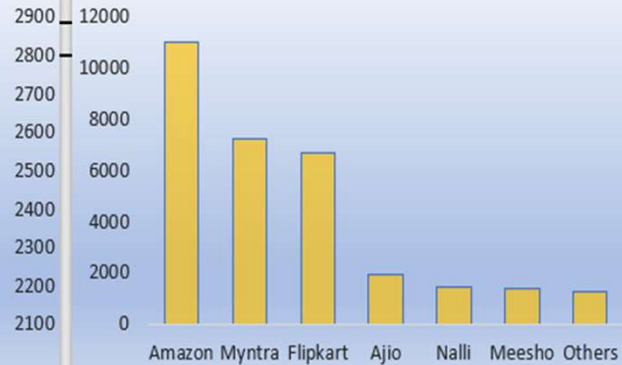
Myntra

Nalli

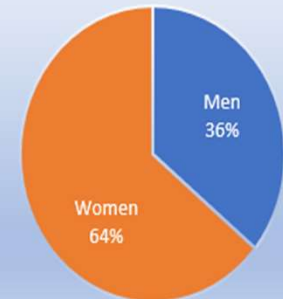
Sales Vs Order



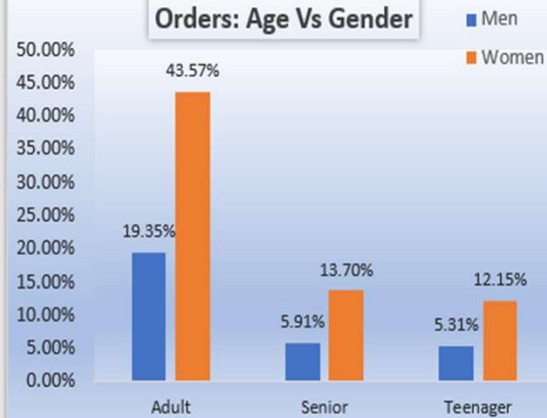
Orders: Channel-Wise



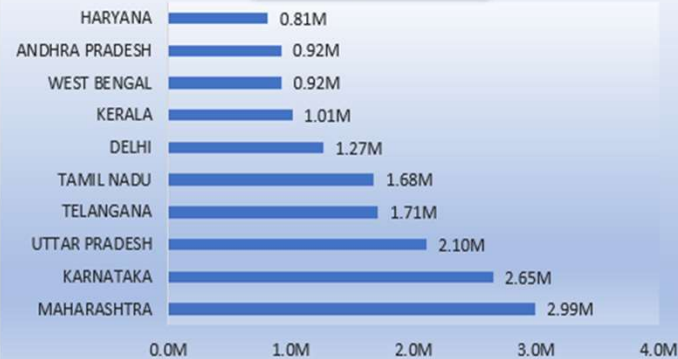
Sales: Men vs Women



Orders: Age Vs Gender



Sales: Top 10 States



Order Status



INSIGHTS

- Women are more likely to buy compared to men (~65%)
- Maharashtra , Karnataka and Uttar Pradesh are the top 3 states (~35%)
- Adult age group (30-49 years) is max contributing (~50%)
- Amazon , Flipkart and Myntra channels are maximum contributing (~80)

Final Conclusion to improve Vrinda store sales:

- Target women customers of age group(30-49 years) living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra..



THANK YOU