

Vrinda Store: Interactive Ms Excel Dashboard

The project is a Ms Excel dashboard designed to create an annual sales report for 2022, providing real-time progress and sales insights for the employees and owner of Vrinda Store. The interactive visual story aims to aid in increasing sales with rich data visualizations.



By Priyadharshan



Duration: Feb 2024 - Mar 2024

2024

The project will cover the data analysis and visualization process from February 2024 to March 2024, ensuring that the annual sales report includes insights from the full year of 2022.

Objectives

- Create an annual sales report for 2022
- Enable employees to understand customers' behavior
- Facilitate informed strategies for driving sales growth

Questions Addressed

1. Comparison of sales and orders using a single chart
2. Identification of the month with the highest sales and orders
3. Demographic breakdown of purchases by gender
4. Listing of different order statuses in 2022
5. Identification of the top 10 states contributing to sales
6. Analysis of the relationship between age, gender, and sales
7. Determination of the channel contributing to maximum sales
8. Identification of the highest selling category

Sample Insights

1. Women are more likely to buy compared to men (~65%)
2. Top 3 contributing states: Maharashtra, Karnataka, Uttar Pradesh (~35%)
3. Adult age group (30-40 Years) is the highest contributor (~50%)
4. Max contributing channels: Amazon, Flipkart, Myntra (~80%)

Final Conclusion and Recommendations

Target women customers aged 30-49 residing in Maharashtra, Karnataka, and Uttar Pradesh by utilizing ads, offers, and coupons available on Amazon, Flipkart, and Myntra. This strategy aims to improve sales at Vrinda Store.



Task Performed and Tools Used

Used

Data cleaning, processing, analysis, visualization, and report creation were executed using Ms Excel. The tool was leveraged to provide an interactive visual story of the store's annual sales insights.

Audience and Purpose

The informative and solution-oriented annual sales report is tailored for employees with basic data analysis knowledge at Vrinda Store. Its purpose is to equip them with valuable insights to drive sales growth.