Vintage Couture Sales Analysis Dashboard

Project Type: Data Analytics & Excel Dashboard

Tools Used: Microsoft Excel, Pivot Tables, VLOOKUP, Nested IF, Slicers, Charts

Domain: Retail, Fashion, E-Commerce

Project Overview

This project analyzes sales performance and customer demographics for Vintage Couture, a boutique retailer specializing in sustainable and retro fashion. The business operates both online and across multiple cities, offering unique vintage apparel.

The goal of the analysis is to deliver clear, actionable insights through an interactive Excel dashboard to support strategic decisions in inventory planning, customer engagement, and marketing.

Objectives

Calculate total revenue and identify top-performing months

Classify customers by age group and gender

Compare performance across product categories and regions

Analyze differences in sales channels

Present insights in a dynamic, filterable dashboard

* Data Preparation

Cleaned raw sales and customer demographic data

Used VLOOKUP to enrich the main sales dataset with:

Gender and Payment Method using Customer ID as the lookup key

State and Region using Location ID as the lookup key

Applied IF statements to categorize customers into age groups:

18–30: Young Adult

31–40: Adult

41–49: Middle-aged Adult

50+: Senior

Extracted month from Date using =MONTH(Date) to analyze monthly trends

* Excel Features Used

VLOOKUP for dataset joins

IF and IFS for conditional grouping

Pivot Tables for aggregation and cross-tabulation

Pivot Charts for visualizations

Slicers to filter by:

Payment Method

Product Category

Sales Channel

pie and bar charts for categorical comparisons

* Dashboard Visuals

The interactive Excel dashboard includes:

Revenue by Gender

Top Product Categories by Quantity Sold

Monthly revenue trend chart

Revenue by Age Group

Average revenue per region

Slicers for Payment Method and Category filtering

* Key Insights & Recommendations
* Revenue by Gender

Insight: Female customers contributed ₦11.5M vs ₦6.6M from male customers.

Recommendation: Focus marketing efforts and inventory toward women’s fashion.

* Top-Selling Product Categories by Quantity

Insight: Suit (10,905 units) and Denim (10,389 units) were top-selling.

Recommendation: Promote bundles and upsell campaigns targeting these categories.

* Monthly Revenue Trends

Insight: March had the highest revenue (₦1.67M).

Recommendation: Investigate March campaigns for replication opportunities.

* Revenue by Product Category

Insight: Denim alone generated over ₦5M.

Recommendation: Prioritize restocking and expand denim offerings.

* Revenue by Age Group

Insight: Young Adults (18–30) led with ₦5.9M in revenue.

Recommendation: Tailor ads and products to this group’s preferences.

* Sales Channel Performance

Insight: Online sales dominated with ₦11.5M.

Recommendation: Optimize online store UX and digital campaigns.

* Regional Revenue Performance

Insight: North-East led with average revenue per sale of ₦683.94.

Recommendation: Explore pricing, product mix, and buyer behavior in this region.

* What I Learned

Applying Excel functions for real-world business questions

Building dashboards that communicate insights visually and interactively

Transforming raw data into strategic business recommendations