VRINDA STORES SALES

● EXCEL PROJECT

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LEARNINGS from the Project

Data Cleaning Proficiency: Acquired skills in cleaning raw data to ensure accuracy and consistency, enhancing the reliability of subsequent analyses.

Data Processing Techniques: Utilized various data processing methods to organize and structure the dataset effectively, facilitating seamless analysis.

Data Analysis Expertise: Applied analytical techniques to uncover patterns, trends, and insights within the Vrinda Store Sales data, enabling informed decision-making.

Data Visualization Mastery: Developed proficiency in creating visually appealing and informative charts, graphs, and dashboards to communicate key findings effectively.

Report Creation Skills: Gained experience in synthesizing analysis results into comprehensive reports, highlighting significant insights and recommendations for stakeholders.

Insights Sharing: Successfully communicated insights derived from the analysis to relevant stakeholders, fostering collaboration and driving actionable outcomes.

REPORT
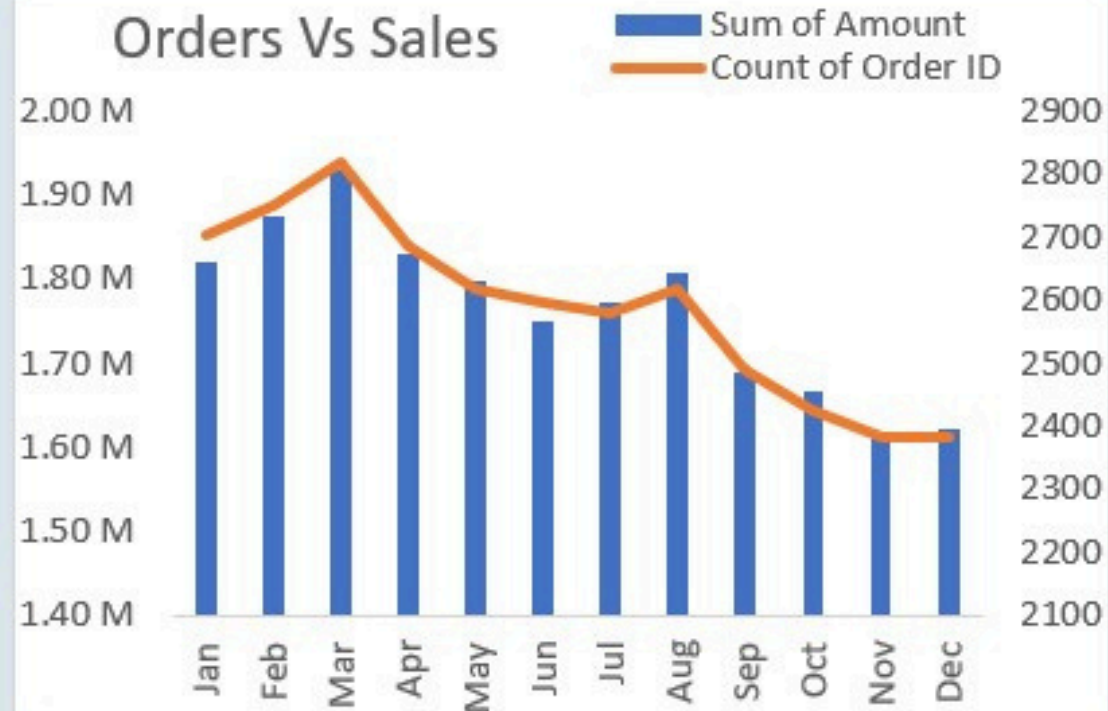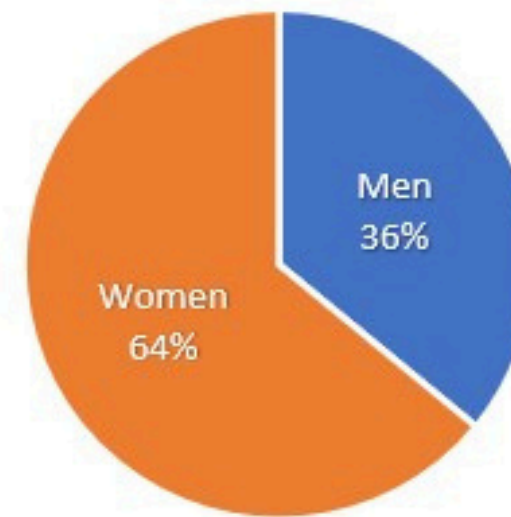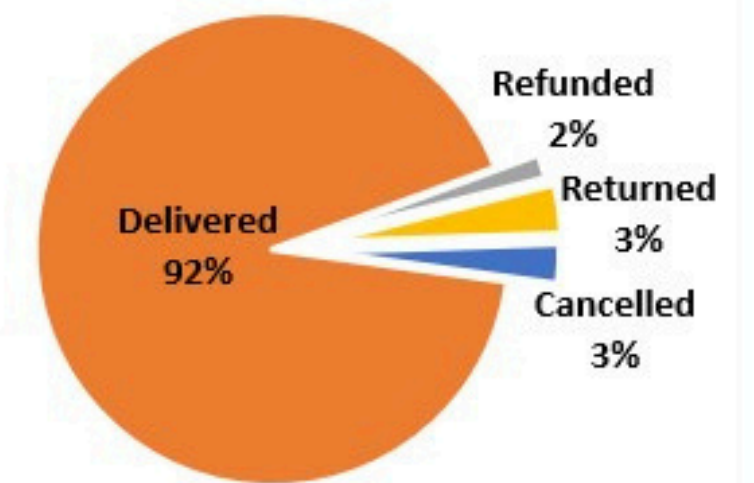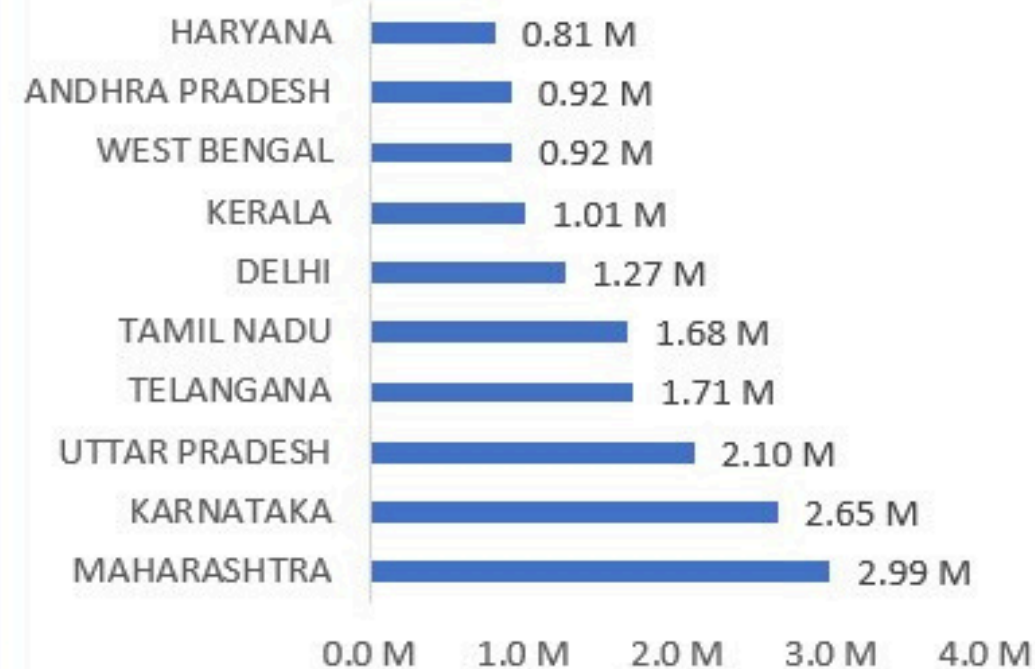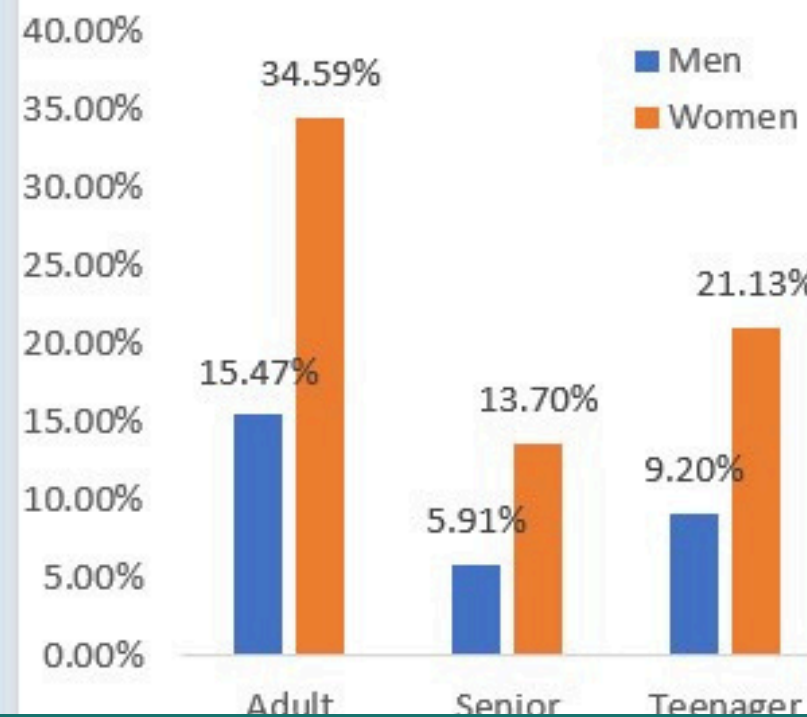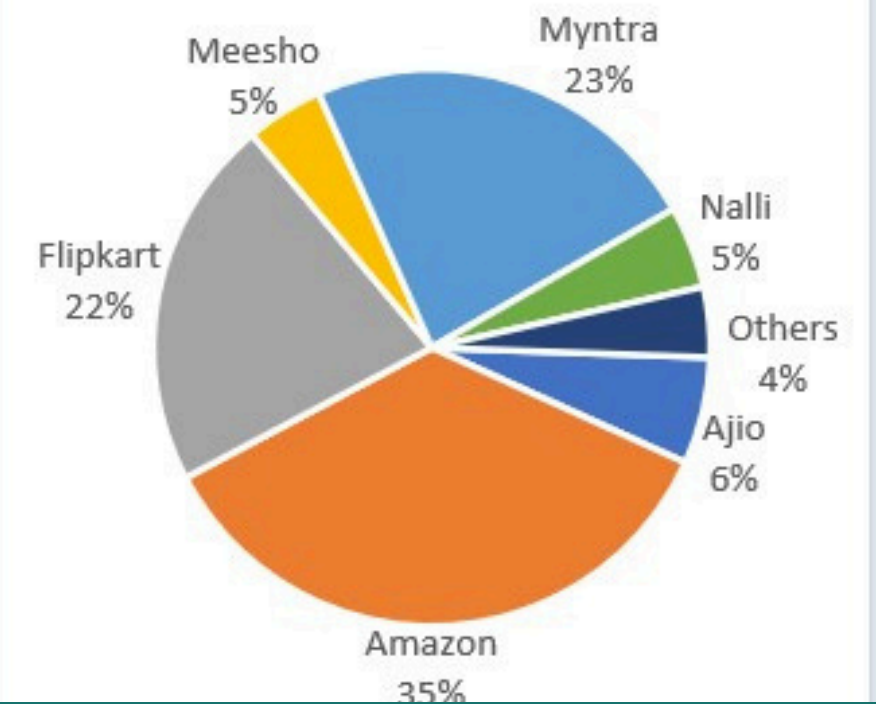
INSIGHTS from Project

Gender Purchase Preference: Women exhibit a higher likelihood of making purchases compared to men, constituting at least 64% of total buyers.

Top 5 States in Sales: Maharashtra, Karnataka, Uttar Pradesh, Telangana, and Tamil Nadu emerge as the leading states in terms of sales volume.

Age Group Analysis: Adults account for a significant portion of purchases compared to other age categories. Notably, adult women contribute to approximately 35% of total adult purchases.

Dominant Sales Platforms: Amazon, Myntra, and Flipkart emerge as the top-performing platforms, driving maximum sales.

Delivery Success Rate: An impressive 92% of orders result in successful delivery, indicating a high rate of satisfactory transactions. Only 8% of orders are either delivered or cancelled, reflecting a strong performance in sales fulfillment.

CONCLUSION from the Project

To enhance sales, the strategy should focus on targeting specific customer segments. Specifically, targeting women customers aged between 30 and 49 residing in Maharashtra, Karnataka, Uttar Pradesh, and Telangana presents a lucrative opportunity. By leveraging targeted advertising campaigns and offering exclusive coupons, particularly on prominent e-commerce platforms such as Amazon, Flipkart, and Myntra, we can effectively capture the attention of this demographic and drive increased sales.

This targeted approach ensures a more efficient allocation of resources and maximizes the impact of marketing efforts, ultimately leading to improved sales performance and customer engagement.
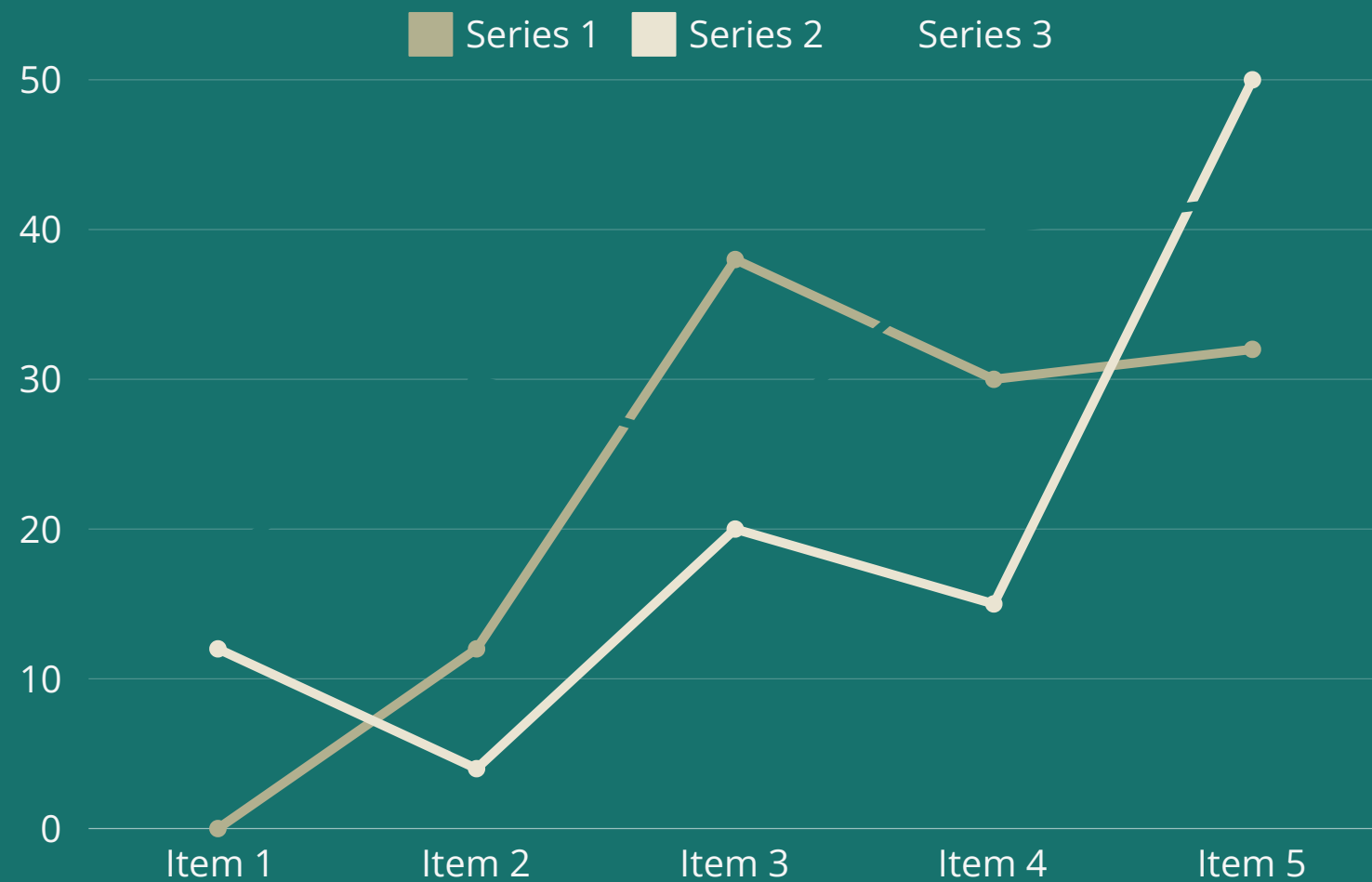
THANK YOU !

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