



Vrinda Store

Analysis

Enhancing Product Sales Strategy

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Outline

- Objective
- Data Transformation
- Data Analysis
- Conclusion



Objective



This report presents a comprehensive analysis of Vrinda Store's sales performance in the year 2022.

This analysis will guide strategic decisions and help Vrinda Store increase customer satisfaction, optimize product offerings, and drive more sales in 2023.

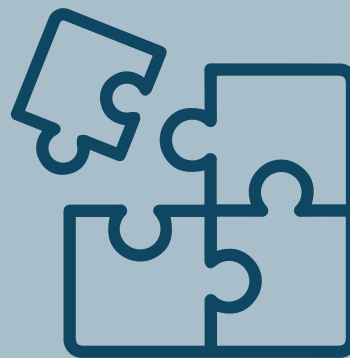


Data Transformation



Data Structuring

- Converted the raw dataset into a structured Excel table format for easier filtering, sorting, and referencing.



Data Consistency

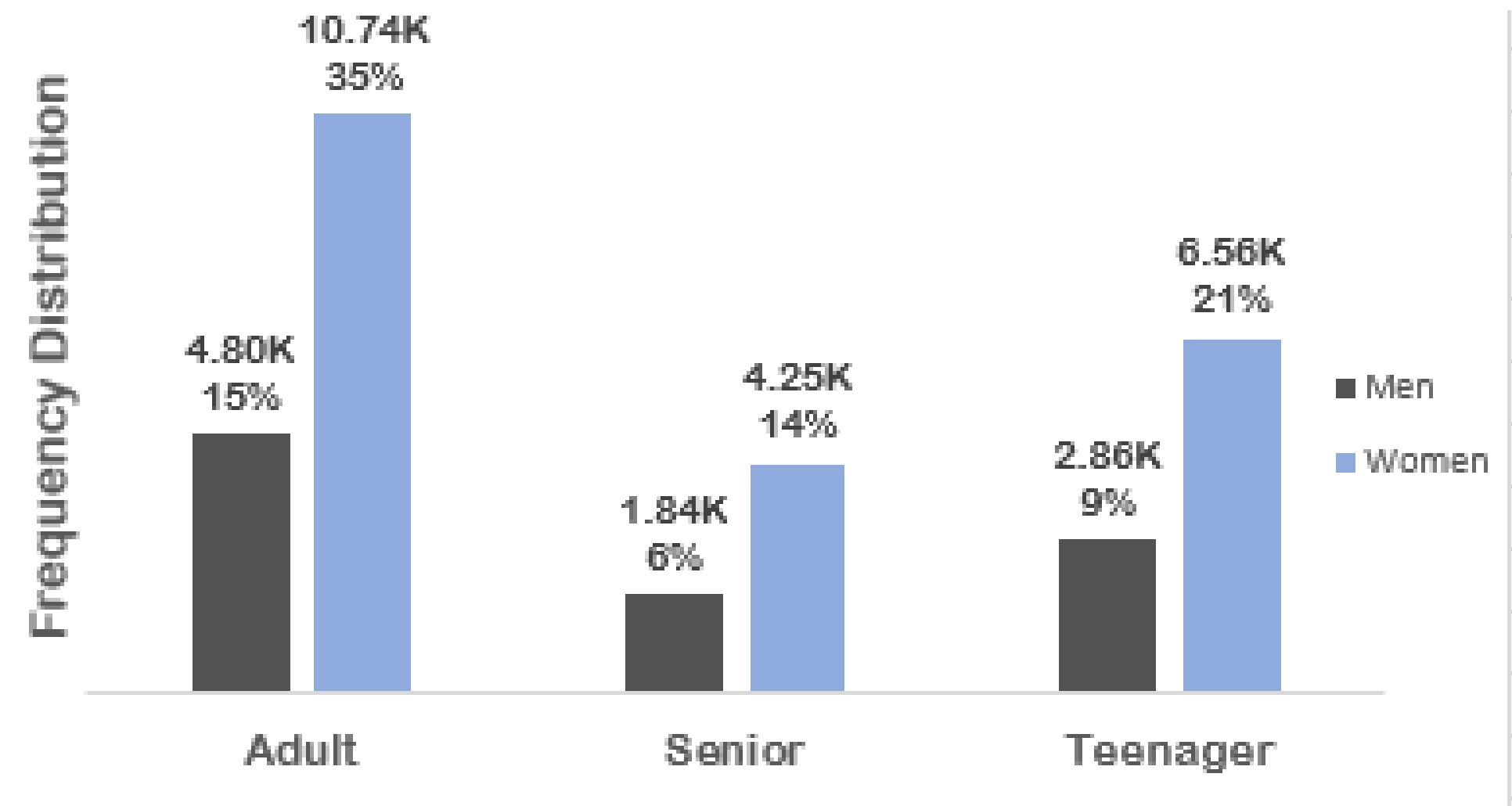
- Standardized entries in Gender and Quantity columns (e.g., "M" to "Men", "one" to "1").
- Applied proper casing across relevant columns.



Data Enrichment

- Added a new Age Group column to categorize customers for improved demographic analysis.

Customer Demographics



The majority of Vrinda Store’s customers are adult women, followed by teenage girls. This suggests a strong female customer base (70% particularly among adults, which can inform product selection, promotions, and engagement strategies.

Order Status



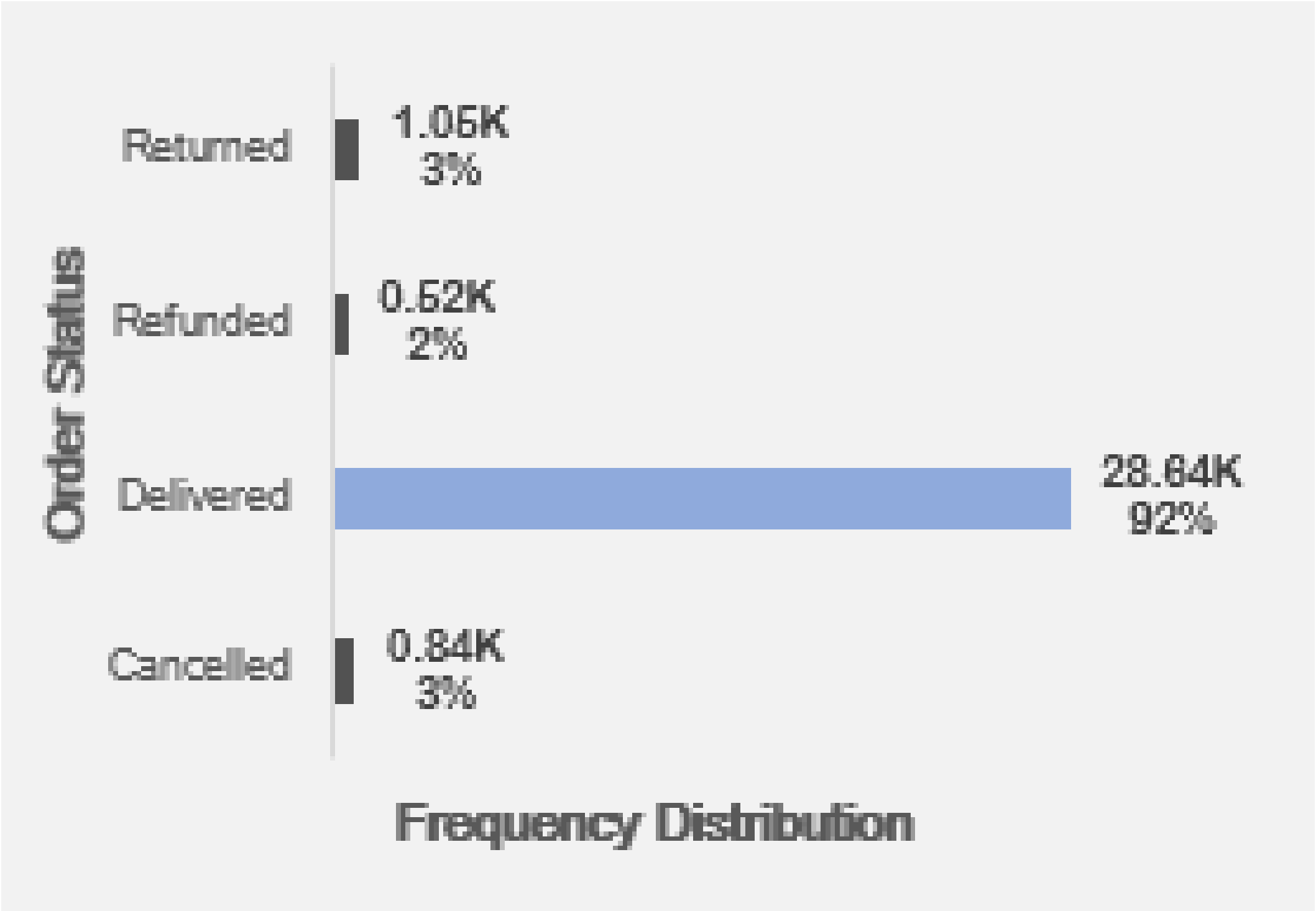
Delivery Performance

Vrinda Store has a high fulfillment rate, with over 28,000 (92%) orders successfully delivered, highlighting strong logistics and customer satisfaction.



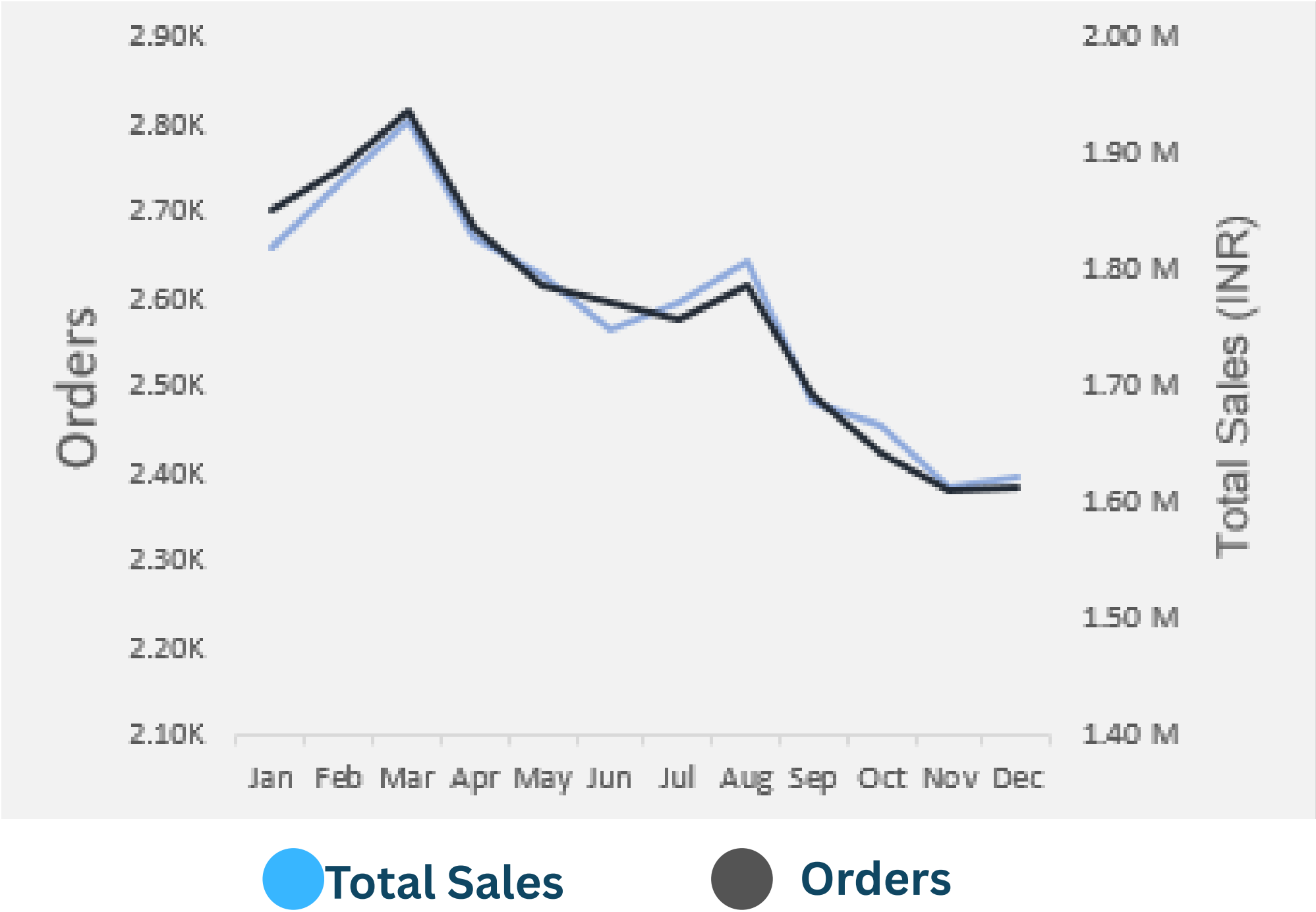
Order Issues

Returns, refunds, and cancellations make up a small fraction (8%) of total orders, indicating minimal post-purchase issues and effective order management. Consider a simple feedback from customers for canceled/returned items.



Data Analysis

Sales Vs Orders



Vrinda Store saw peak sales and order volume in March and August, followed by a decline toward year-end. Capitalize on peak months and analyze low-performing months in November and December. Discounts and coupons could boost sales.

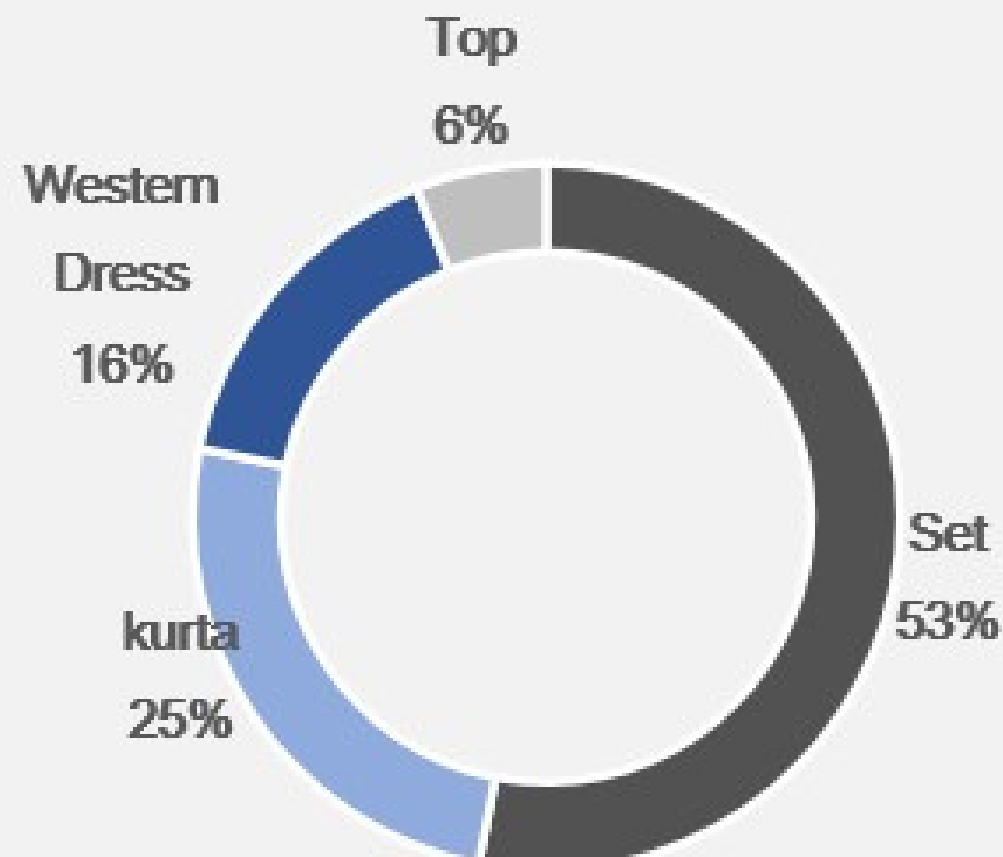
Data Analysis Cont'd



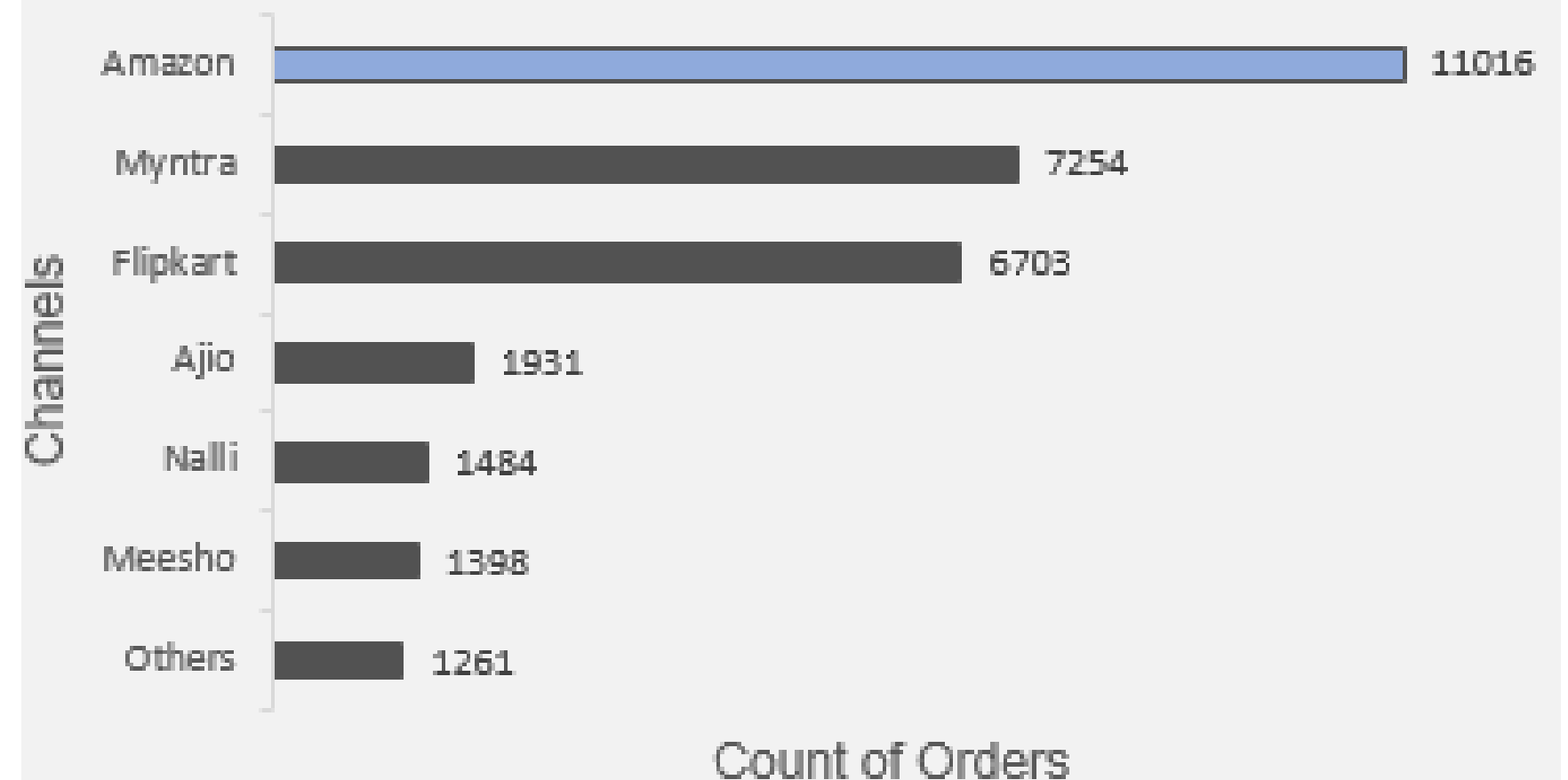
Highest Selling Category and what channel?

The analysis of Vrinda Store's performance reveals that the 'Set' category is the highest selling, reflecting strong customer interest in coordinated outfits. However, consider promotions or discounts to boost the sale of other categories. Among sales channels, Amazon leads significantly in order volume, followed by Myntra and Flipkart. Investigate why Ajio and Meesho underperforms and optimize strategies to boost sales.

Highest Selling Category?

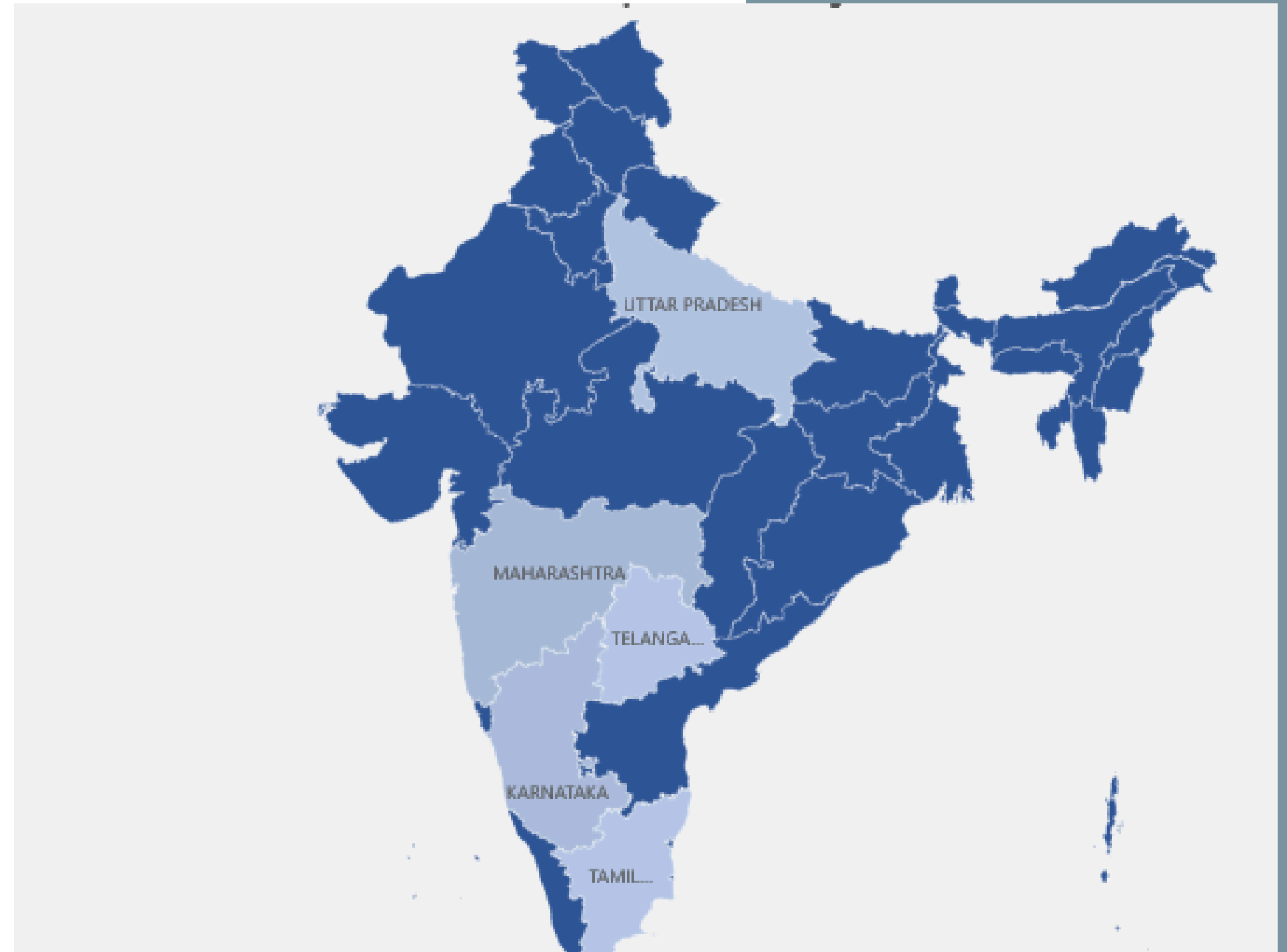


The various Channels by Orders



Top States

The map highlights key states driving sales activity for Vrinda Store, with Maharashtra, Uttar Pradesh, Telangana, Karnataka, and Tamil Nadu showing the highest engagement. These regions represent core markets for targeted campaigns and inventory optimization.



Conclusion



These insights should guide Vrinda Store's inventory planning, marketing focus, and regional expansion strategies to drive continued growth in 2023.





Thank you

