Vrinda Stores 2022 Annual Sales Report

Problem Statement:

Vrinda Stores aims to create an annual sales report for 2022 to gain insights into their customers' behavior and identify strategies to enhance sales in 2023.

Requirements:

- ◆ Compare sales and orders using a single chart.
- ◆ Determine the month with the highest sales and orders.
- ◆ Analyze whether men or women made more purchases in 2022.
- ◆ Identify the different order statuses in 2022.
- ◆ List the top 10 states contributing to sales.
- ◆ Explore the relationship between age and gender based on the number of orders.
- ◆ Determine the channel that contributes the most to sales.
- ◆ Identify the highest selling category.

Analysis:

- 📎 Data Exploration: The initial step involved comprehending the data sets and identifying the key business problems to be addressed.
- 📎 Data Cleaning: Thorough data cleaning procedures were conducted, focusing on removing duplicates and handling null values to ensure data accuracy and reliability.
- 📎 Age Group Creation: An additional column was created using the IF function to categorize customers into different age groups, allowing for further analysis based on age demographics.
- 📎 Pivot Table Construction: Pivot tables were generated to summarize the sales data, providing a consolidated view of important metrics and facilitating analysis.
- 📎 Charting and Graphing: Various charts and graphs were produced to visually represent the data and present key findings, making it easier to interpret and communicate insights effectively.
- 📎 Interactive Dashboard Development: An interactive Excel dashboard was developed, integrating the pivot table, charts, and graphs. Slicers were incorporated to enable users to dynamically filter and explore the data, gaining different perspectives and insights.

Key Insights:

- 📈 Women are more likely to make purchases compared to men, accounting for 65% of the total sales.
- 📈 The top three states contributing to sales are Maharashtra, Karnataka, and Uttar Pradesh, accounting for 35% of the total sales.
- 📈 The adult age group (30-49 years) is the highest contributor, representing 50% of the total orders.

- 📈 The channels that contribute the most to sales are Amazon, Flipkart, and Myntra, accounting for 80% of the total sales.
- 📈 Set is the highest selling category.

💡 Final Recommendations to Improve Sales:

- ✅ Target women customers within the age group of 30-49 years.
- ✅ Focus advertising efforts, offers, and coupons on the preferred channels of Amazon, Flipkart, and Myntra.
- ✅ Prioritize marketing efforts in states such as Maharashtra, Karnataka, and Uttar Pradesh.

By implementing these recommendations, Vrinda Stores can optimize their marketing efforts and drive improved sales in 2023.