

Sales Analysis
Of

Vrinda Store



Presented By
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Objective



Vrinda store wants to create an Annual sales
report for 2023.

So That Vrinda can understand thier
Customer base and grow more in 2024.

Findings

Sales vs Order:

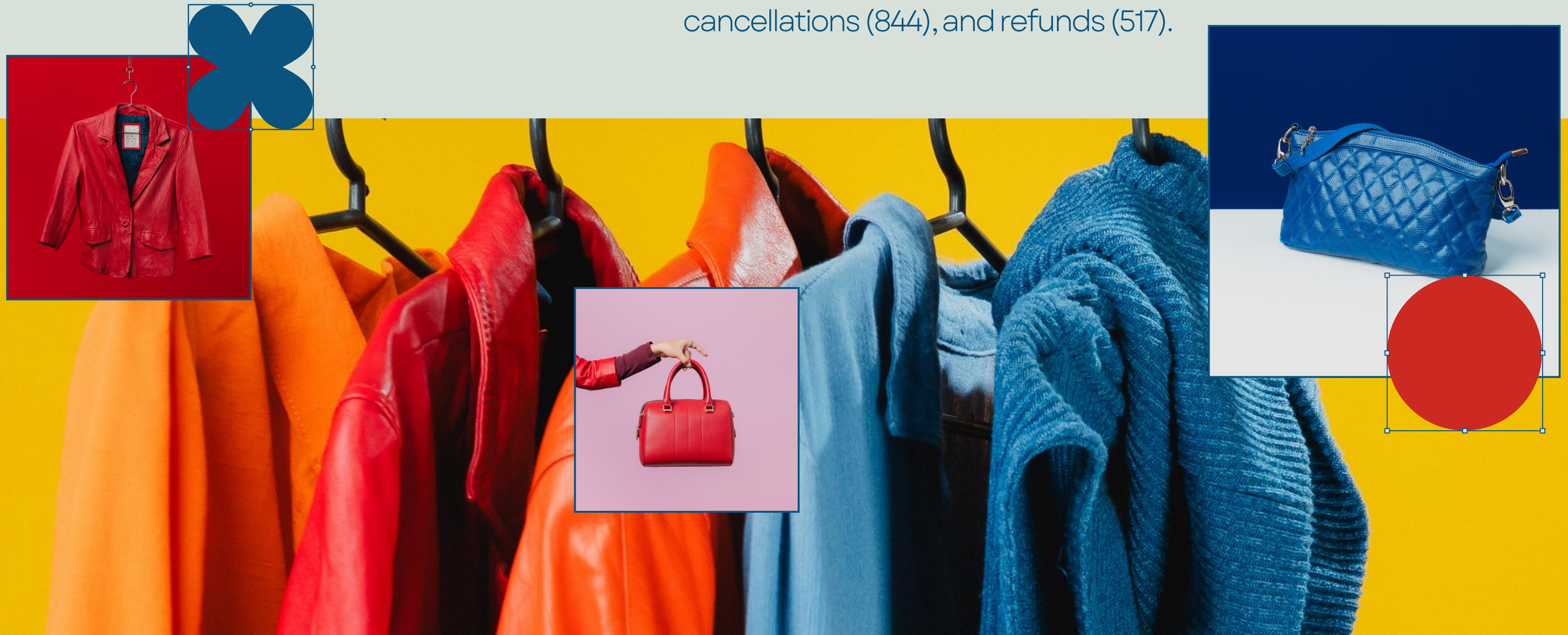
- The highest sales of ₹1,928,066 were recorded in March, accompanied by 2,819 orders.
- November had the lowest sales of ₹1,615,356 with 2,384 orders.

Gender vs Order Amount:

- Women's orders accounted for ₹13,562,773 (64.05%), surpassing men's orders at ₹7,613,604 (35.95%).

Order Status vs Order:

- Majority of orders were delivered (28,641), followed by returns (1,045), cancellations (844), and refunds (517).



Findings

Top 10 States in Ordering:

- Maharashtra led in order amount with ₹2,990,221, followed by Karnataka (₹2,646,358) and Uttar Pradesh (₹2,104,659).

Channels vs State:

- Amazon had the highest order count with 11,016, followed by Myntra (7,254) and Flipkart (6,703).

Age Group vs Gender:

- Women dominated order placements across all age groups.

Order vs Channel in Percentage:

- Amazon consistently held the highest percentage of orders, followed by Myntra and Flipkart.



Suggestions

Leverage Success:

- Identify factors behind March's high sales for replication.

Target Male Customers:

- Implement targeted marketing campaigns to increase male order amounts.

Reduce Cancellations and Returns:

- Minimize cancellations, refunds, and returns through quality improvement and enhanced customer support.



Suggestions

Focus on Top Ordering States:

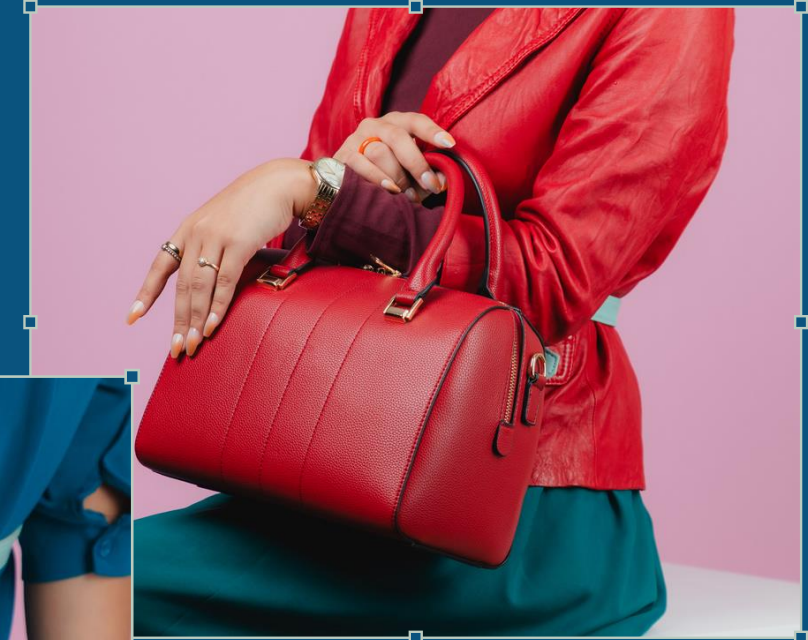
- Enhance customer satisfaction and loyalty in Maharashtra, Karnataka, and Uttar Pradesh.

Optimize Channel Performance:

- Allocate resources based on channel contributions, with a focus on Amazon, Myntra, and Flipkart.

Foster Innovation and Agility:

- Encourage innovation, provide training, and promote data-driven decision-making.



Annual Report

VRINDA STORE ANNUAL REPORT - 2023

Month

Apr

May

Jun

Jul

Aug

Channel

Flipkart

Meesho

Myntra

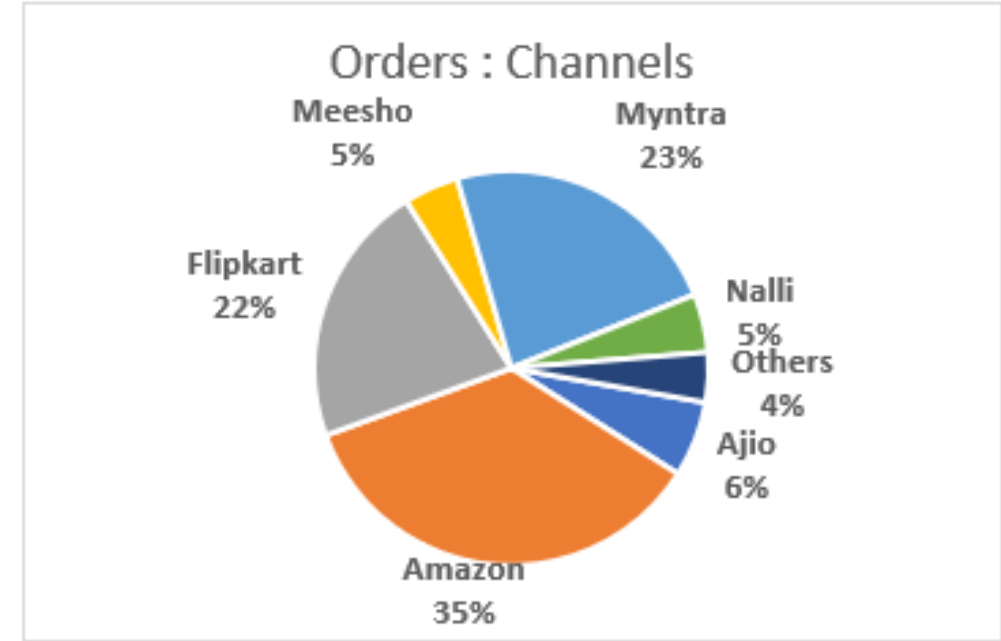
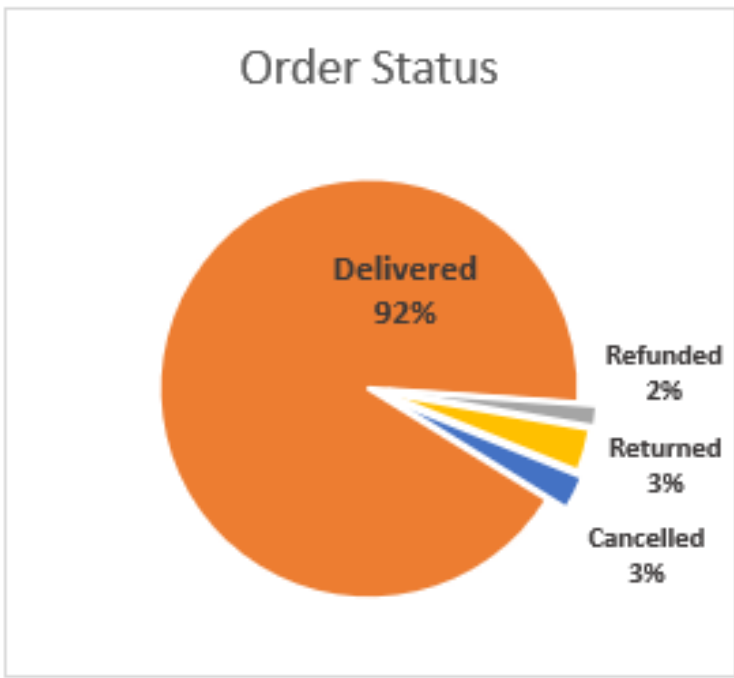
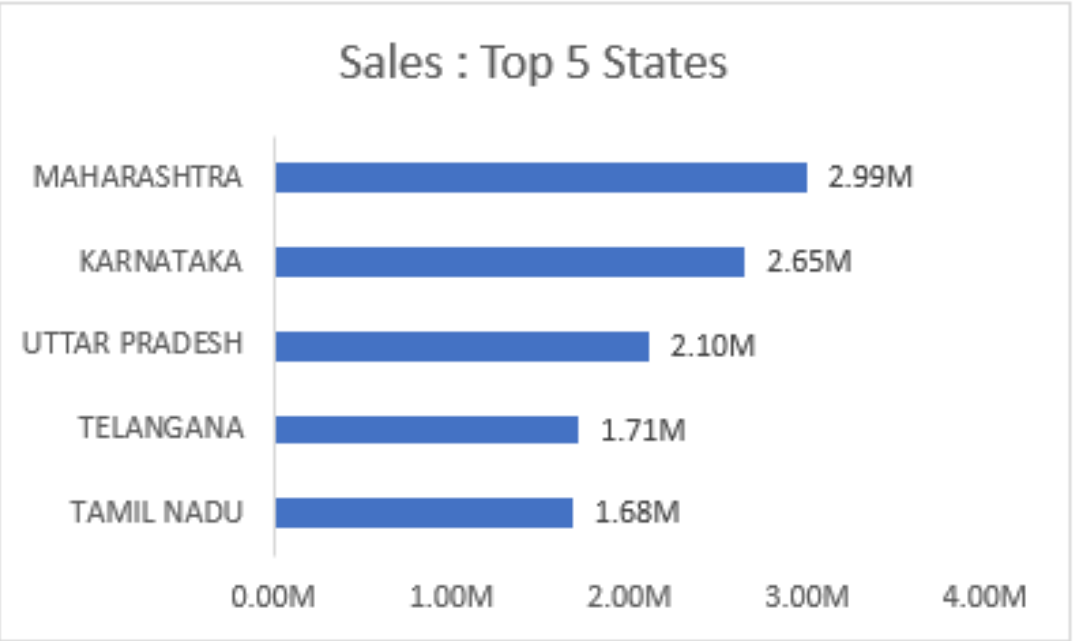
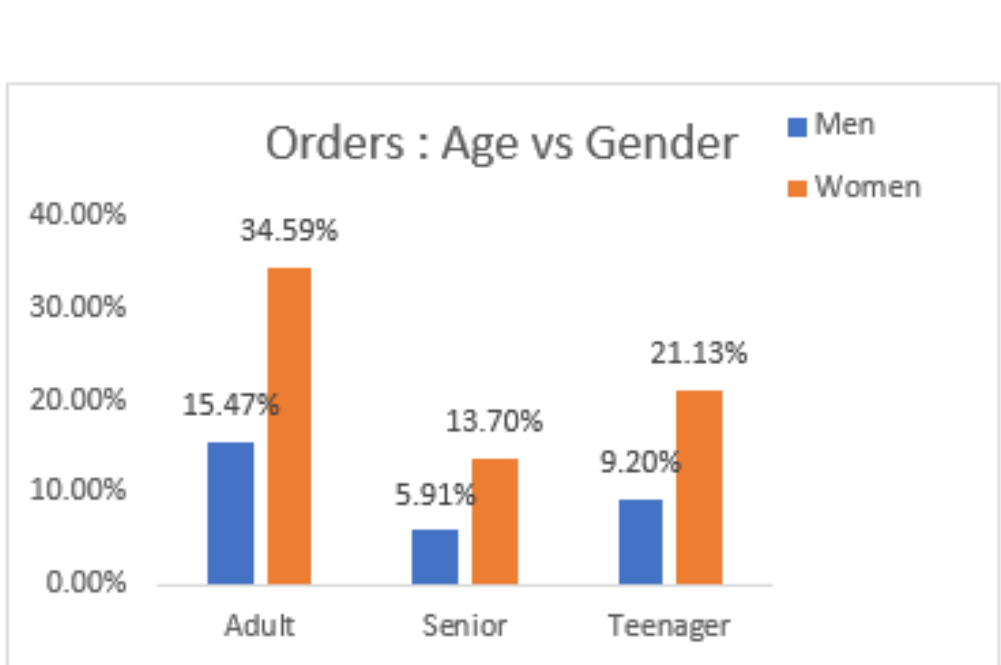
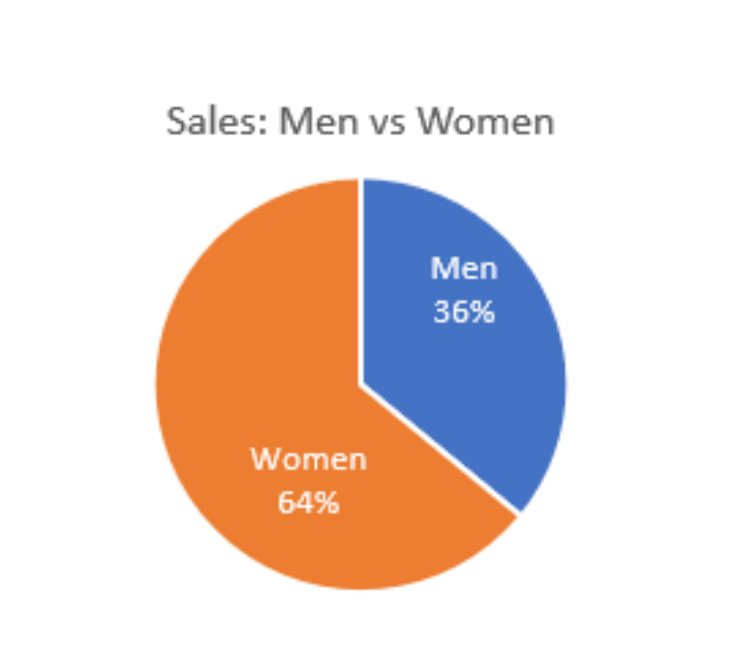
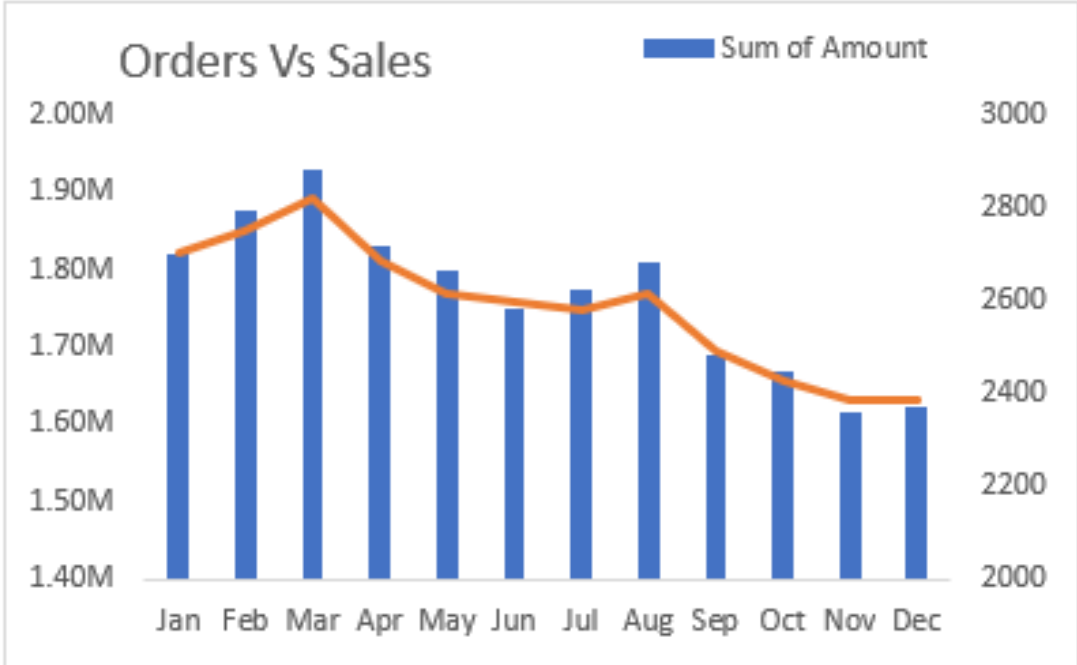
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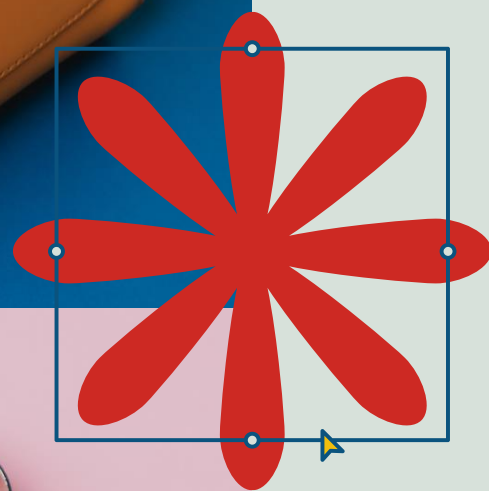
Category

Set

Top

Western Dress





Thank You

Excel project

By:-

SHAKIL AHAMMED