



# **VRINDA STORE DATA ANALYSIS**

# VRINDA STORE

Vrinda Store is known for its unique and stylish collection of Indian ethnic wear. They offer a wide range of products including sarees, lehengas, kurtas, and dresses. The store focuses on sustainable fashion, using locally sourced premium fabrics to create their designs.

## Why I chose Vrinda Store for my Data Analysis Project:

- 1. Data Availability and Quality:** I had access to comprehensive and high-quality data from Vrinda Store, which is crucial for performing accurate and meaningful analysis.
- 2. Relevance to Objectives:** The data from Vrinda Store aligned well with the objectives of my project, allowing me to explore specific trends, patterns, and insights that were relevant to my analysis goals.
- 3. Impact and Applicability:** The findings from this analysis could have a direct impact on improving the operations or strategies of Vrinda Store, making this project not only academically valuable but also practically useful.
- 4. Learning Opportunities:** Working with Vrinda Store's data presented specific challenges and learning opportunities that helped in develop and apply my skills in data analysis more effectively.

# OBJECTIVE



To Create an Annual Sales Report for 2022, so that Vrinda Stores can understand their Customers and grow more sales in 2023.

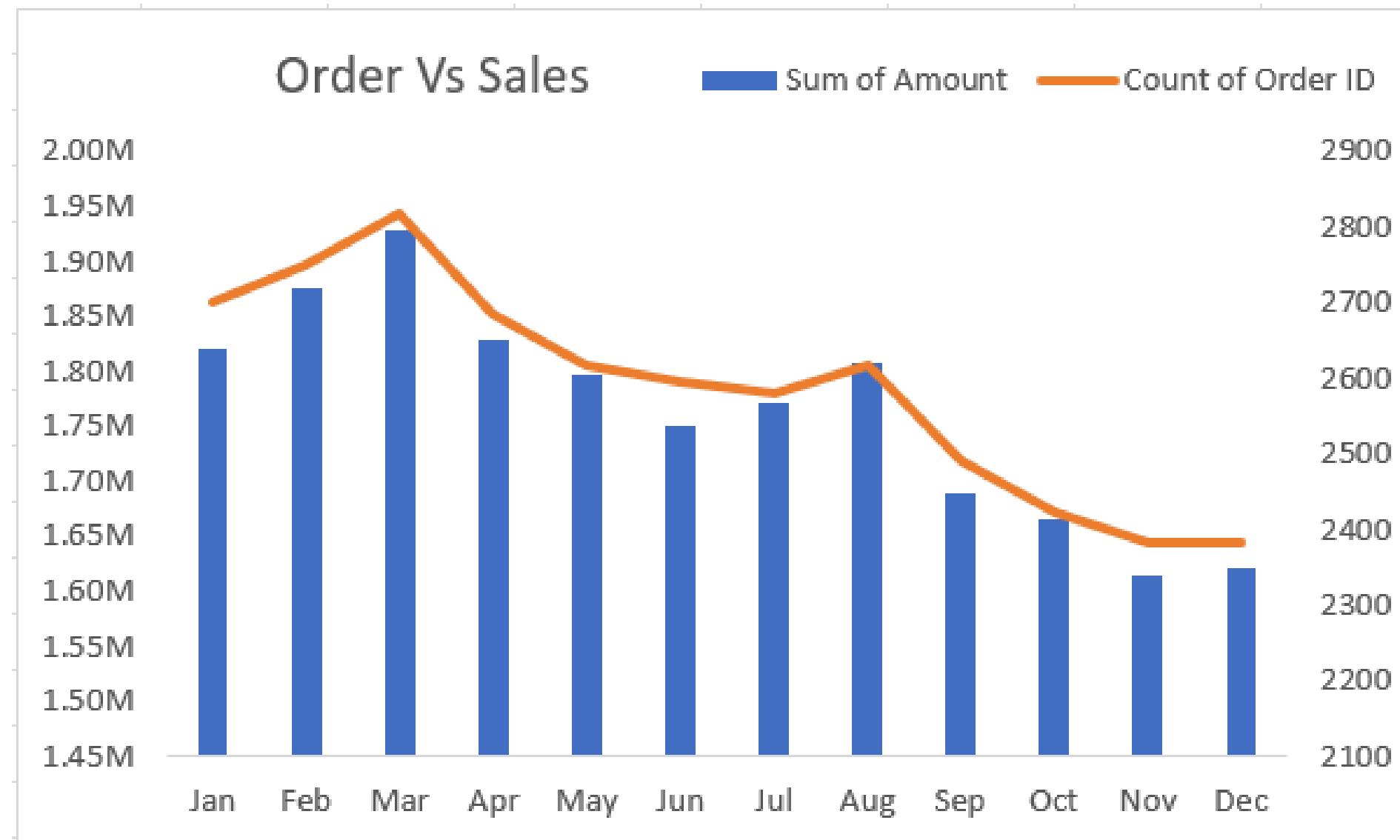


# SAMPLE QUESTIONS

- 01** Which month got the highest sales and orders?
- 02** Who purchased more Men or Women?
- 03** Top 5 States Contributing to highest sales?
- 04** Which category is contributing to highest sales?
- 05** What are different order status?

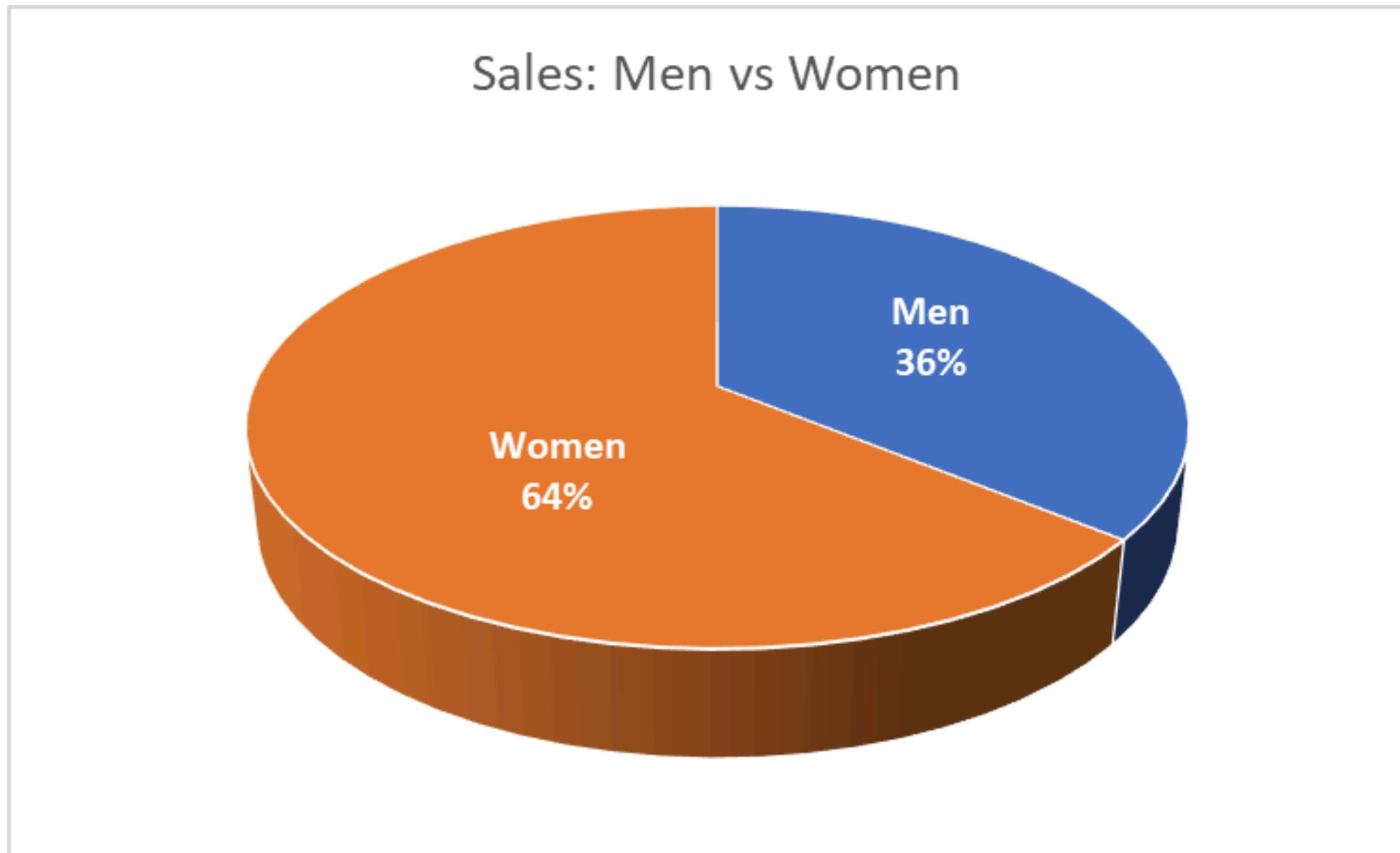


# WHICH MONTH GOT THE HIGHEST SALES AND ORDERS?



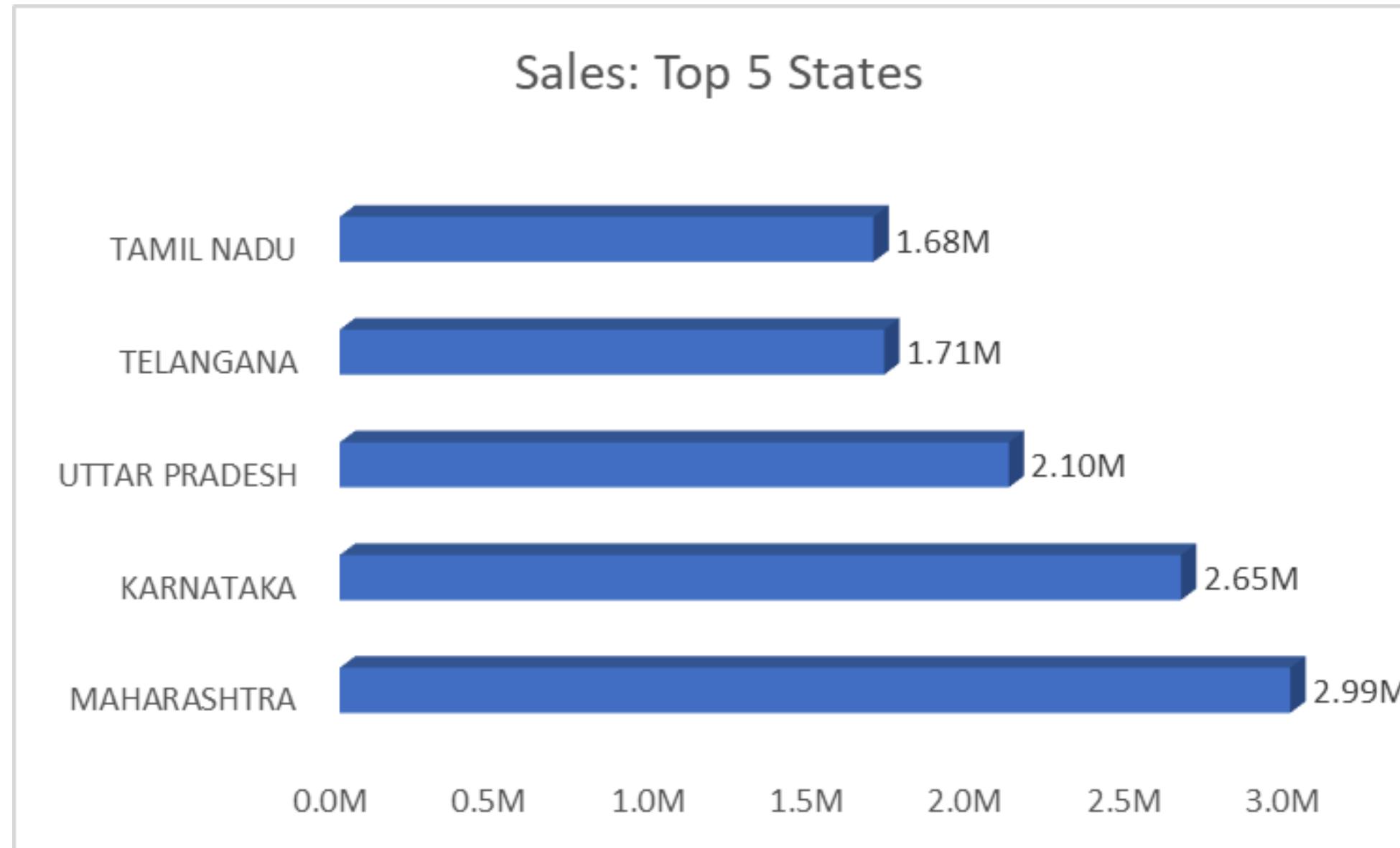
In March, we achieved the highest sales amount, reaching close to 2.00M dollars. Additionally, March also saw the highest number of orders, with nearly 2800 orders.

# WHO PURCHASED MORE MEN OR WOMEN?



Women purchased more than men. According to the pie chart, women account for 64% of the sales, while men account for 36%. This indicates that a larger portion of sales is attributed to women.

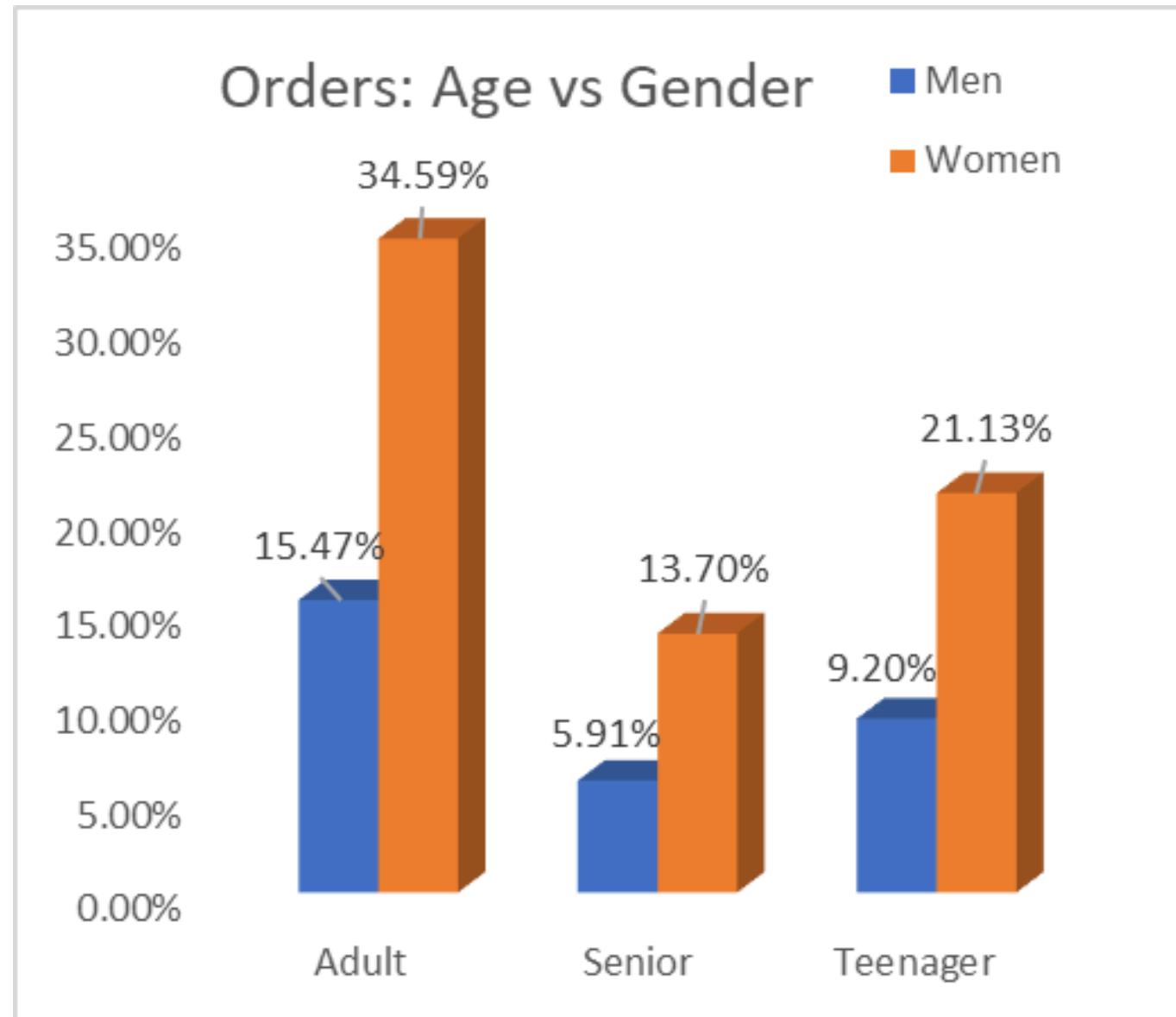
# TOP 5 STATES CONTRIBUTING TO HIGHEST SALES?



The top 5 states contributing to the highest sales are:

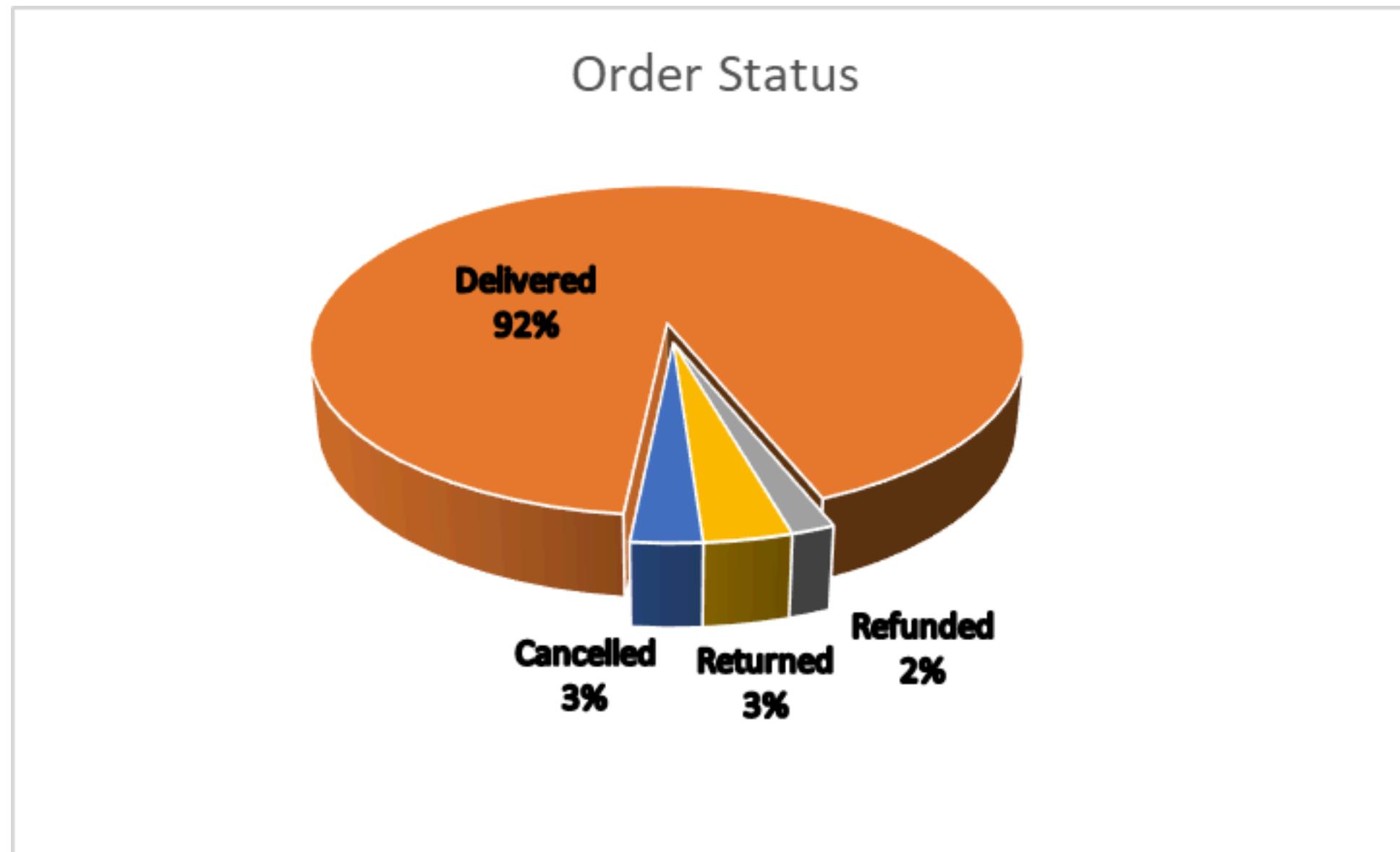
- Maharashtra: 2.99M dollars
- Karnataka: 2.65M dollars
- Uttar Pradesh: 2.10M dollars
- Telangana: 1.71M dollars
- Tamil Nadu: 1.68M dollars

# WHICH CATEGORY IS CONTRIBUTING TO HIGHEST SALES?



The category contributing to the highest sales is Adult Women, accounting for 34.59% of the total sales. This indicates that Adult Women are the largest consumer group in your dataset.

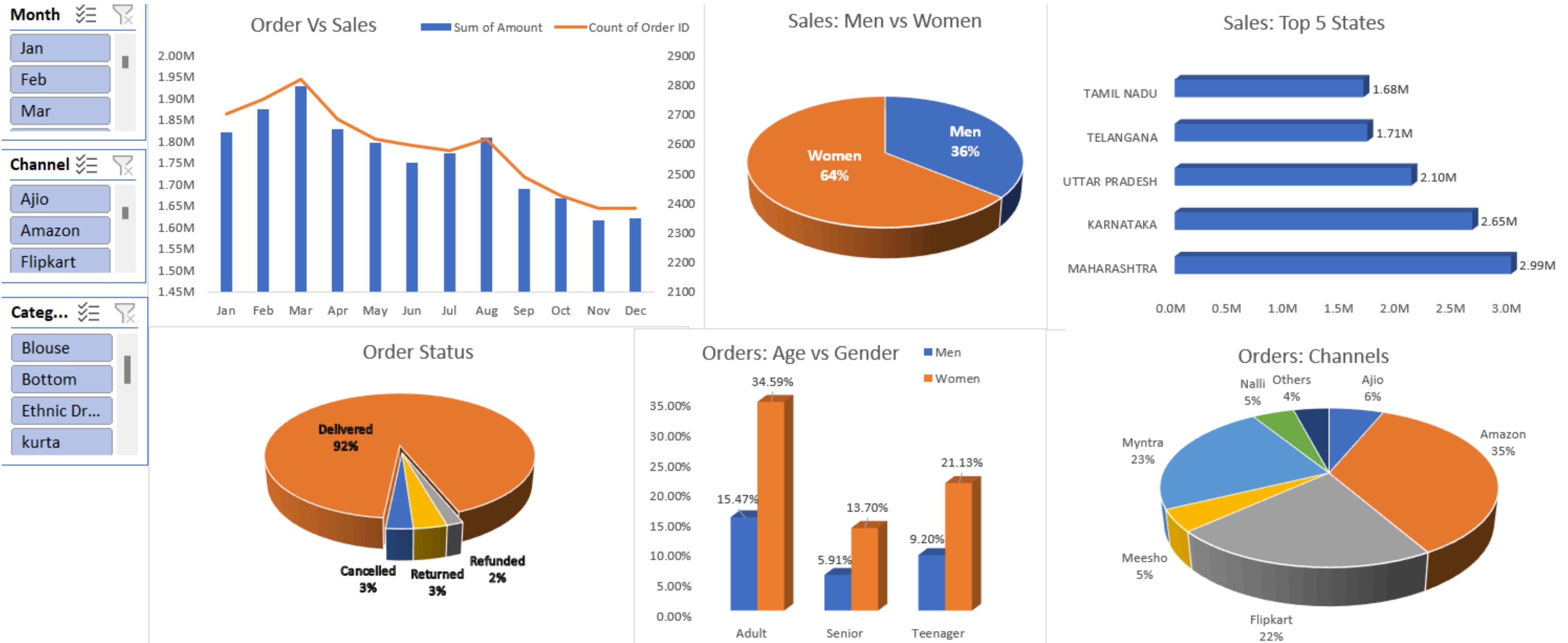
# WHAT ARE DIFFERENT ORDER STATUS?



The different order statuses shown in the pie chart are:

- Delivered: 92%
- Cancelled: 3%
- Returned: 3%
- Refunded: 2%

# VRINDA STORE DATA ANALYSIS



# INSIGHTS

01

**Women are more likely to buy compared to men.(appx.65%)**

02

**Maharastra, Karnataka and Uttar Pradesh are the top 3 States(appx.35%)**

03

**Adult Age Group(30 - 49 yrs) is Max Contributing.(appx.50%)**

04

**Amazon, Flipkart and Myntra channels are Max Contributing.(appx.50%)**



# CONCLUSION

In conclusion, March stands out as the peak month for both sales and orders, with women contributing significantly more to sales than men. Maharashtra leads the top five states in sales volume, and the Adult Women category is the highest contributor to sales. The majority of orders are successfully delivered, indicating efficient order fulfillment. These insights provide a comprehensive understanding of sales performance, guiding future strategies for continued success.

