Vrinda Store Annual Report 2022

Keywords: Data Cleaning, Data Processing, Data Analysis, Data Visualization, Report Insight

Objective: Vrinda store wants to create an annual sales report for 2022. So that, Vrinda can understand their customers and grow more sales in 2023.

Data Base:

Sample Questions which we will use to analyze the data:

1. Compare the sales and orders using single chart
2. Which month got the highest sales and orders?
3. Who purchased more-men or women in 2022?
4. What are different order status in 2022?
5. List top 10 states contributing to the sales?
6. Relation between age and gender based on number of orders.
7. Which channel is contributing to maximum sales?
8. Highest selling category?

Data Cleaning:

1. Look at every column and check for type of data and check for null(let’s keep the duplicate for later)
2. In case of columns till custID the type of data was in numeric form and we didn’t see any outlier.
3. For the gender column for both genders we either have Men or Women but we had data stored as Women and W and simultaneously Men and M.
4. For the quantity column replace One to 1 and Two to 2 respectively.

Data Processing:

Here we have added a few new columns as per the sample questions given the relation between age and gender is to be found and also sales data for a particular month needs to be found out hence we add the age category and month columns in the sheet.

Data Analysis:

Firstly we create a pivot table. Now in order to analyze the order number and sales of the data according to the months hence months will be as rows and total sum of amount and order count as columns.

Data Visualization: (Sales vs Order count)

Using Pivot Table to represent sales in million using bar plot and orders in normal count using line chart.

Data Visualization: (Sales: Men vs Women)

When comparing the shopping details of men and women we will consider men and women as the rows and total amount as the second column. We will find a pie chart to find a better representation.

Data Visualization: (Count as per order status)

When comparing the Order count as per order status we can represent the calculated data in the form of a pie chart.

Data Visualization: (Count as per Age category and Gender)

It will be easier to interpret the above content with the help of a consisted bar plot.

Data Visualization: (Sales of top 5 contries)

It is represented using the horizontal bar plot.

Data Visualization: (Sales: Channels)

It can be represented in percentage format using a pie chart.

**Insite:**

Later moving forward to the Insight Step we include the slicer to different columns and then compare all the tables or all values with respect to the categories.