

# **Vrinda Stores Annual Report – 2022**

**Project Title:** Sales Analysis of Vrinda Stores

**Prepared by:** Sangeeta Pondrati

**Tools Used:** Excel, Power Query

## **Objective**

Vrinda Stores aimed to create an annual sales report for 2022 to understand their customers better and enhance sales strategies for the following year.

## **About Dataset**

Index

Order ID -- unique identifier for each order.

Cust ID -- unique identifier for each customer.

Gender – Gender of the customer(Men or Women)

Age – Age of the customer.

Date – The Order date of the product.

Status – status of the orders(like Delivered, cancelled, refunded and returned)

Channel – Sales channel through which the order is being placed(Myntra, Ajio, Amazon, Flipkart, Mesho, Nali)

SKU – stock keeping unit, it is the unique identifier for each product.

Category – Product category (Tops, Kurta, Western dress etc.)

Size – Size of the product.

Qty – Quantity of the product order at each order.

Currency – currency of the country( India-rupees).

Amount – Amount of money spent at each order.

Ship-city - City Name where the order has been delivered.

Ship-state – States Name where the order has been delivered

Ship-postal-code – Postal code of the state.

B2b – Business- to - business indicator, indicating by boolean values if the order is B2B transaction.

## Data cleaning

- Check the dataset for null and blank values.
- Make sure data is consistent and clean with respect to data type, data format and values used.
- Standardizing gender value by replacing “M” as Men and "W" as Women in the gender column.
- Standardizing quantity value by replacing “One” as 1 and “Two” as 2 in the quantity column.

## Data processing

- A new column “Age Group” was created to categorize customers based on their age using the IF formula.

=IF(E2>= 60; "Senior"; IF(E2>= 30;"Adult"; "Young"))

- Create new column- date- using text()

**=TEXT(G2,"mmm")**

13	=PROPER(A1)																							
1	Index	Order Id	Cust Id	Gender	Age	Age Range	Date	Month	Status	Channel	SKU	Category	Size	Qty	Inventory	Amount	Ship-city	Ship-state	Ship-city	Ship-state	Ship-state	Ship-portal	Ship-branch	FBIN
2	1	171-1029312-308378	1209312	Female	44	Adult	04/12/2022	Dec	Delivered	Myntira	JN6323-BLUE-KR-051-KXL	kurta	XXL	1	1NR	376	MUMBAI	PUNJAB	Shop City	Punjab	Shop City	140301	1	FALSE
3	2	205-4188248-2215946	2188424	Female	29	Young	04/12/2022	Dec	Delivered	Alio	SE7414-KR-NP-L	Set	L	1	1NR	1449	GURGAON	HARYANA	Karnataka	Haryana	Shop City	120201	1	FALSE
4	3	164-1641553-802716	1641553	Woman	67	Senior	04/12/2022	Dec	Delivered	Myntira	SE7264-KR-PP-S	Set	M	1	1NR	453	KOLKATA	WEST BENGAL	Kolkata	West Bengal	Shop City	700201	1	FALSE
5	4	7408-740807-4030031	740807	Woman	42	Adult	04/12/2022	Dec	Delivered	Myntira	SE7110-KR-PP-S	Set	M	1	1NR	399	THIRUVANANTHAPURAM	TAMIL NADU	Thiruvananthapuram	Tamil Nadu	Shop City	610101	1	FALSE
6	5	405-9293516-4577154	9293516	Female	62	Senior	04/12/2022	Dec	Delivered	Myntira	JN6224-KR-KP-M	kurta	XXL	1	1NR	544	MUMBAI	HARYANA	Karnataka	Haryana	Shop City	120201	1	FALSE
7	6	5407-1296180-0588805	1296180	Man	40	Adult	04/12/2022	Dec	Delivered	Fliptank	JN6377-KR-KXL	Western Dress	XL	1	1NR	755	SANGLI KARNATAKA	MAHARASHTRA	Sangli Miraj Kupwad	Karnataka	MAHARASHTRA	610001	1	FALSE
8	7	407-1231100-0588805	1231100	Man	40	Adult	04/12/2022	Dec	Delivered	Meeesho	JN6383-KR-KXL	kurta	XXL	1	1NR	735	BENGALURU	KARNATAKA	Bengaluru	Karnataka	Shop City	560010	1	FALSE
9	8	171-5561216-3389811	5561216	Woman	70	Senior	04/12/2022	Dec	Delivered	Others	JN6405-KR-K-M	kurta	M	1	1NR	435	GURGAON	HARYANA	Karnataka	Haryana	Shop City	120201	1	FALSE
10	9	2048-2935260-2955550	2935260	Woman	75	Senior	04/12/2022	Dec	Delivered	Amazon	JN6347-KR-E-XL	kurta	L	1	1NR	385	BENGALURU	KARNATAKA	Bengaluru	Karnataka	Shop City	561219	1	FALSE
11	10	204-2648670-9042715	2648670	Woman	45	Adult	04/12/2022	Dec	Delivered	Myntira	JN6466-KR-L	kurta	L	1	1NR	77	VIJAYAWADA	ANDHRA PRADESH	Vijayawada	Andhra Pradesh	Shop City	520002	1	FALSE
12	11	204-2648670-9042715	2648670	Woman	45	Adult	04/12/2022	Dec	Delivered	Myntira	JN6466-KR-L	kurta	L	1	1NR	517	THIRUVANANTHAPURAM	TAMIL NADU	Thiruvananthapuram	Tamil Nadu	Shop City	610101	1	FALSE
13	12	204-2648670-9042715	2648670	Woman	45	Adult	04/12/2022	Dec	Delivered	Myntira	JO181-T-P	Top	M	1	1NR	399	KARNATAKA	TAMIL NADU	Arakonam	Tamil Nadu	Shop City	630003	1	FALSE
14	13	408-0263557-4995634	263557	Woman	18	Young	04/12/2022	Dec	Delivered	Amazon	SE7121-KR-PP-M	Set	XXL	1	1NR	786	GUWAHATI	ASSAM	Guwahati	Assam	Shop City	781011	1	FALSE
15	14	408-026357-7295813	263574	Woman	18	Young	04/12/2022	Dec	Delivered	Myntira	SE7145-KR-NP-M	Set	M	1	1NR	411	MANGALURU	KARNATAKA	Mangaluru	Karnataka	Shop City	575001	1	FALSE
16	15	408-026357-4995634	263574	Woman	18	Young	04/12/2022	Dec	Delivered	Amazon	SE7133-KR-PP-M	Set	M	1	1NR	967	HYDERABAD	TELANGANA	Hyderabad	Telangana	Shop City	500009	1	FALSE
17	16	406-7482261-1657136	7482261	Women	18	Young	04/12/2022	Dec	Delivered	Nallu	JO124-T-P-L	Top	L	1	1NR	523	NEW DELHI	DELHI	New Delhi	Delhi	Shop City	110002	1	FALSE
18	17	407-7095962-7090647	7095962	Man	30	Adult	04/12/2022	Dec	Delivered	Meeesho	SE7304-KR-OPTXL	Set	L	1	1NR	515	Bhubaneswar	ODISHA	Bhubaneswar	Odisha	Shop City	751012	1	FALSE
19	18	407-842187-7171901	842187	Man	32	Adult	04/12/2022	Dec	Delivered	Amazon	SE7121-KR-PP-S	Set	L	1	1NR	563	CHENNAI	TAMIL NADU	Chennai	Tamil Nadu	Shop City	680001	1	FALSE
20	19	407-897487-4764940	897487	Man	24	Young	04/12/2022	Dec	Delivered	Amazon	JO161-R-D	Western Dress	XXL	1	1NR	473	MUMBAI	MAHARASHTRA	Mumbai	Maharashtra	Shop City	400001	1	FALSE
21	20	204-0244536-2177175	244536	Woman	38	Adult	04/12/2022	Dec	Delivered	Amazon	SE7123-KR-PP-M	Set	M	1	1NR	455	AMRITSR	PUNJAB	Amritsar	Punjab	Shop City	140001	1	FALSE
22	21	404-437789-3255566	437789	Man	30	Adult	04/12/2022	Dec	Delivered	Amazon	JO320-S-D	Set	M	1	1NR	1164	LUCKNOW	UTTAR PRADESH	Lucknow	Uttar Pradesh	Shop City	220001	1	FALSE
23	22	408-1945310-9798910	1945310	Man	31	Adult	04/12/2022	Dec	Refunded	Myntira	JO339-D-R	Western Dress	XXL	1	1NR	743	NEW DELHI	DELHI	New Delhi	Delhi	Shop City	110007	1	FALSE
24	23	403-095050-5005155	950509	Man	30	Adult	04/12/2022	Dec	Delivered	Myntira	SE7110-KR-PP-XXL	Set	XXL	1	1NR	574	MADURAI	TAMIL NADU	Madurai	Tamil Nadu	Shop City	620014	1	FALSE
25	24	404-393567-5072050	393567	Woman	19	Young	04/12/2022	Dec	Delivered	Alio	SE7110-KR-PP-KS	Set	XXS	1	1NR	788	UTTAR PRADESH	Meerut	Uttar Pradesh	Meerut	Shop City	250002	1	FALSE
26	25	403-035899-0011565	358999	Woman	37	Adult	04/12/2022	Dec	Delivered	Amazon	SE7123-KR-NP-M	Set	M	1	1NR	612	HYDERABAD	TELANGANA	Hyderabad	Telangana	Shop City	500010	1	FALSE
27	26	404-5438780-7231154	5438780	Woman	37	Adult	04/12/2022	Dec	Delivered	Others	JN6505-KR-K-M	kurta	XXL	1	1NR	533	INDORE	MADHYA PRADESH	Indore	Madhya Pradesh	Shop City	450012	1	FALSE
28	27	404-8343960-8171102	8343960	Woman	62	Senior	04/12/2022	Dec	Delivered	Fliptank	JN6390-T-L	Top	XXL	1	1NR	484	DAVANGERE	KARNATAKA	Davangere	Karnataka	Shop City	570015	1	FALSE
29	28	408-098515-1048958	98515	Woman	20	Young	04/12/2022	Dec	Delivered	Amazon	SE7130-KR-PP-XXL	Set	XXL	1	1NR	563	UDHUPI	UTTARAKHAND	Rudrapur	Uttarakhand	Shop City	281001	1	FALSE
30	29	404-0844438-4044389	84438	Man	37	Adult	04/12/2022	Dec	Delivered	Amazon	SE7307-KR-KP-M	Set	M	1	1NR	455	CHENNAI	TAMIL NADU	Chennai	Tamil Nadu	Shop City	680001	1	FALSE
31	30	404-1301816-8426760	130218	Man	26	Young	04/12/2022	Dec	Delivered	Amazon	SE7183-KR-OH-KS	Set	XS	1	1NR	759	PRAVARGA	UTTAR PRADESH	Pravarga	Uttar Pradesh	Shop City	230004	1	FALSE
32	31	408-928171-1231237	928171	Man	40	Adult	04/12/2022	Dec	Delivered	Amazon	JN6377-KR-KXL	Western Dress	XXL	1	1NR	715	EROT NICOBAR	ANDAMAN & NICOBAR	Errot Nicobar	Andaman & Nicobar	Shop City	740003	1	FALSE
33	32	408-4687412-4793112	4687412	Man	40	Adult	04/12/2022	Dec	Delivered	Others	JO144-K	kurta	M	1	1NR	485	AMRITSAR	INDIA	Amritsar	India	Shop City	140001	1	FALSE
34	33	408-9400853-1350710	9400853	Woman	48	Adult	04/12/2022	Dec	Delivered	Myntira	JN6301-KR-K-M	kurta	M	1	1NR	301	SALEM	TAMIL NADU	Salem	Tamil Nadu	Shop City	680001	1	FALSE
35	34	408-0686836-0473931	2686836	Man	39	Adult	04/12/2022	Dec	Delivered	Myntira	JO231-S-D-XL	Set	XXL	1	1NR	1238	GUWAHATI	ASSAM	Guwahati	Assam	Shop City	781007	1	FALSE
36	35	408-8481719-1120753	848179	Man	37	Adult	04/12/2022	Dec	Delivered	Amazon	SE7320-KR-NP-S	Set	S	1	1NR	856	CHENNAI	TAMIL NADU	Chennai	Tamil Nadu	Shop City	680019	1	FALSE
37	36	408-0686836-0473931	2686836	Man	39	Adult	04/12/2022	Dec	Delivered	Amazon	SE7351-KR-SET	Set	M	1	1NR	650	VAJUR	KERALA	Vajur	Kerala	Shop City	670018	1	FALSE
38	37	404-9030151-7575703	9030151	Woman	41	Adult	04/12/2022	Dec	Delivered	Amazon	JN6368-KR-L	kurta	XL	1	1NR	449	PAYANMUR	UTTAR PRADESH	Payanmur	Uttar Pradesh	Shop City	600019	1	FALSE
39	38	402-6932124-7744338	6932128	Woman	43	Adult	04/12/2022	Dec	Delivered	Myntira	SE7133-KR-OPTXS	Set	XS	1	1NR	967	CHANDIGARH	CHANDIGARH	Chandigarh	Chandigarh	Shop City	160008	1	FALSE
40	39	408-670526-5050173	670526	Man	40	Adult	04/12/2022	Dec	Delivered	Amazon	SE7304-KR-NP-M	Set	M	1	1NR	609	GURGAON	HARYANA	Gurgaon	Haryana	Shop City	120001	1	FALSE
41	40	405-925405-3215510	954105	Woman	72	Senior	04/12/2022	Dec	Delivered	Fliptank	JO230-S-D-M	Set	M	1	1NR	969	MOHALI	PUNJAB	Mohali	Punjab	Shop City	160006	1	FALSE
42	41	402-063753-2672317	63752	Man	39	Adult	04/12/2022	Dec	Delivered	Fliptank	JO159-D-R-L	Western Dress	L	1	1NR	599	PANIPAT	KARNATAKA	Bengaluru	Karnataka	Shop City	560001	1	FALSE
43	42	402-063753-2672317	63752	Man	39	Adult	04/12/2022	Dec	Delivered	Amazon	JO334-T-P-S	Set	S	1	1NR	545	PUNE	MAHARASHTRA	Pune	Maharashtra	Shop City	410001	1	FALSE
44	43	404-335819-5081959	335819	Man	42	Adult	04/12/2022	Dec	Delivered	Amazon	SE7397-KR-NP-KS	Set	XS	1	1NR	1115	PUNE	MAHARASHTRA	Pune	Maharashtra	Shop City	410001	1	FALSE
45	44	406-5675590-1054739	5675590	Woman	22	Young	04/12/2022	Dec	Delivered	Meeesho	SE7389-KR-NP-KS	Set	S	1	1NR	648	SONIPAT	HARYANA	Sonipat	Haryana	Shop City	131001	1	FALSE
46	45	404-5846829-5098742	5846829	Woman	64	Senior	04/12/2022	Dec	Delivered	Fliptank	JO248-KR-OPT-S	Set	XL	1	1NR	999	RORELA	ANDHRA PRADESH	Rorela	Andhra Pradesh	Shop City	520002	1	FALSE
47	46	404-7287296-3807569	407568	Man	40	Adult	04/12/2022	Dec	Delivered	Amazon	NO052-T-P-PP-KXL	Set	XXL	1	1NR	745	THIRUCHIRAPPALLI	TAMIL NADU	Thiruchirappalli	Tamil Nadu	Shop City	620014	1	FALSE
48	47	408-769743-7590732	769474	Man	38	Adult	04/12/2022	Dec	Delivered	Amazon	JO202-SET-S	Set	S	1	1NR	883	BENGALURU	KARNATAKA	Bengaluru	Karnataka	Shop City	610011	1	FALSE
49	48	408-806861-1108239	806861	Woman	38	Adult	04/12/2022	Dec	Delivered	Nallu	JN6370-KR-K	kurta	S	1	1NR	487	PUNE	MAHARASHTRA	Pune	Maharashtra	Shop City	410014	1	FALSE
50	49	407-791767-4799550	791764	Woman	25	Young	04/12/2022	Dec	Delivered	Myntira	JN6370-KR-K	kurta	M	1	1NR	292	VARANASI	UTTAR PRADESH	Varanasi	Uttar Pradesh	Shop City	220010	1	FALSE
51	50	408-791767-4799550	791764	Woman	25	Young	04/12/2022	Dec	Delivered	Myntira	JN6370-KR-K	kurta	M	1	1NR	292	VARANASI	UTTAR PRADESH	Varanasi	Uttar Pradesh	Shop City	220010	1	FALSE

13

Pivot Tables

Annual Sales Dashboard

Vrinda Store Dataset

## **Overview of the project**

This Project involves analyzing ' Vrinda Stores' annual sales performance for 2022 using Excel. By visualizing sales data in an interactive and dynamic manner, the report offers valuable insights that aid in understanding sales trends, identifying top-performing products, and evaluating the effectiveness of sales strategies.

### **Key Metrics**

- The total Sales is ₹21,176,377.
- The total count of orders is 31,047.
- Average Order Value: ₹74.74
- The Most Sold Category is Set.

### **Monthly Sales Trend**

Shows the monthly trend of the sales

- March witnessed the highest sales, followed by January and February.
- November and December show the lowest sales and order.

### **Customer Demographics**

#### **By Gender:**

- Women made more purchases than men, with 64% of total sales coming from women and 36% from men.

#### **By Age Group:**

Adult women are the most active buyers

- Adults (26–45): Dominated with 39% (Women) and 17% (Men)
- Young (18–25): 21% (Women), 9% (Men)
- Senior (45+): 4% (Women), 9% (Men)

### **Order Fulfillment Status**

An order fulfillment rate of 93% demonstrates a high level of operational effectiveness and reliability.

- Delivered: 93%
- Refunded: 4%
- Returned: 2%
- Cancelled: 1%

# Regional Sales Performance

Maharashtra leads with a significant margin.

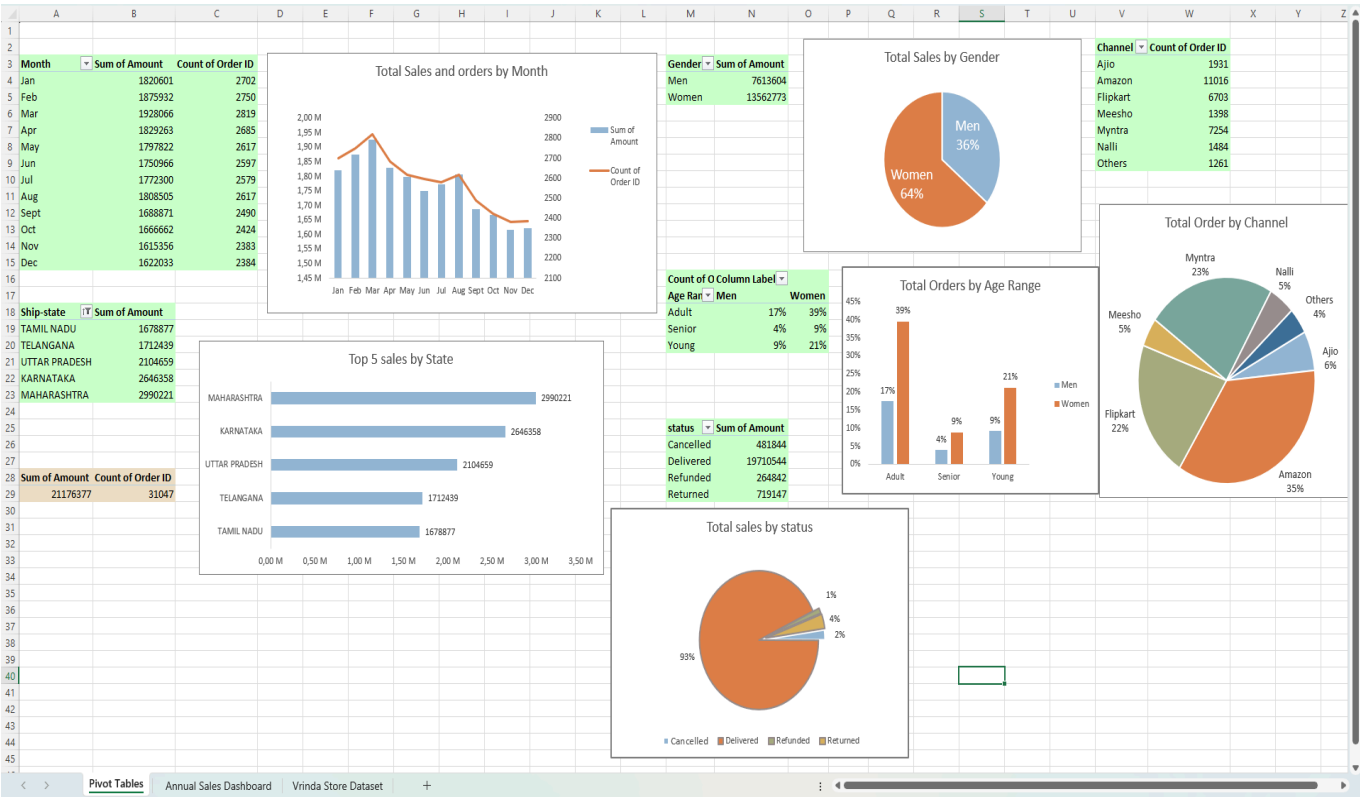
Top 5 states by total sales:

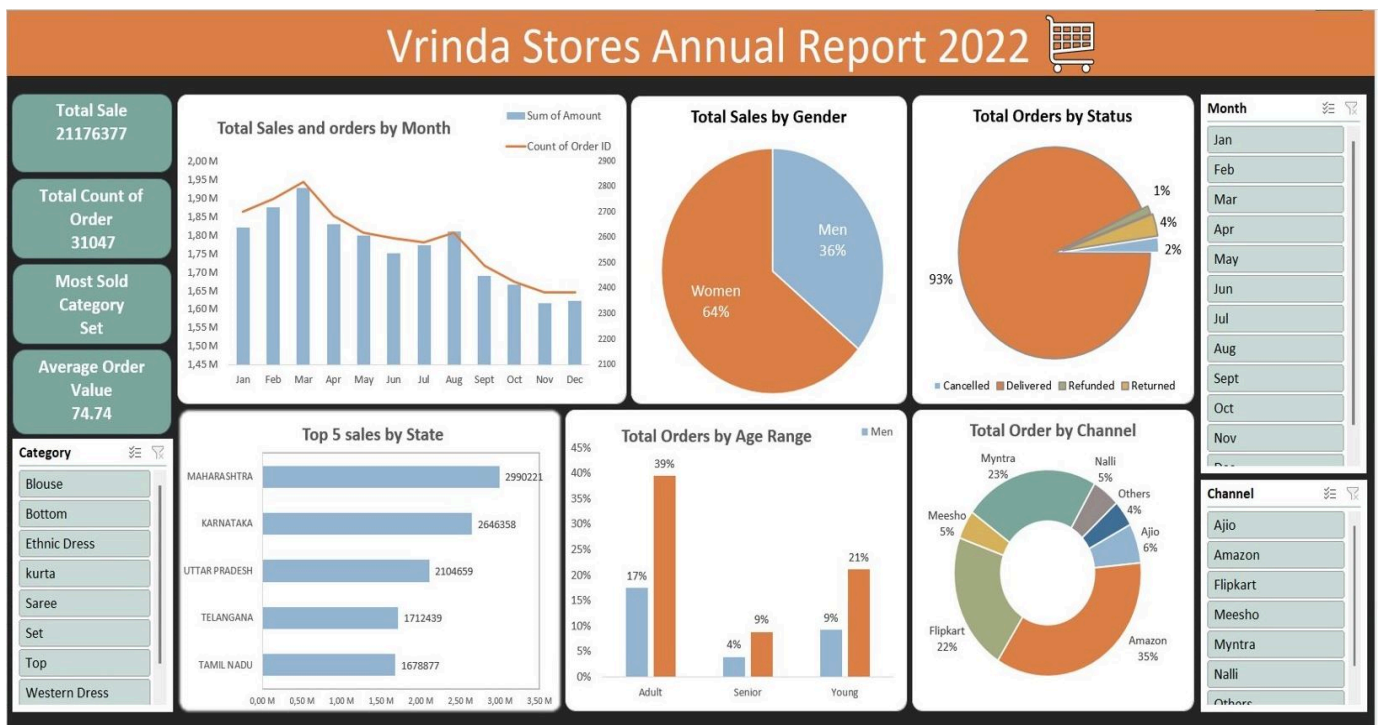
- Maharashtra – ₹2,990,221
- Karnataka – ₹2,646,358
- Uttar Pradesh – ₹2,104,659
- Telangana – ₹1,714,239
- Tamil Nadu – ₹1,678,877

# Sales Channel Distribution

Amazon is the top-performing channel, followed closely by Myntra and Flipkart.

- Amazon: 35%
- Myntra: 23%
- Flipkart: 22%
- Meesho: 5%
- Ajio: 6%
- Nalli: 5%
- Others: 4%





## Recommendations

Based on the insights from Vrinda Store's 2022 sales data, here are some recommendations.

- Target adult women customers (aged 59-30) in Maharashtra, Karnataka, and Uttar Pradesh by running focused advertisements, offering attractive deals, and providing discount coupons on leading platforms such as Amazon, Myntra, and Flipkart.
- Focus product development and promotions on the “Set” category.

## Conclusion

The Vrinda Stores Annual Sales Analysis for 2022 offers useful insights into sales performance and customer behavior. The report highlights important trends, such as customer preferences, top-performing sales channels, and product categories. These insights can help the business make smarter decisions, improve sales strategies, and work more efficiently. Overall, this analysis provides a strong base for future planning and growth, supporting Vrinda Stores in making data-driven decisions for long-term success.