Vrinda Store Data Analysis

Problem Statement:

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

STEPS:

1. Data Cleaning
2. Data processing
3. Data analysis
4. Data Visualization
5. Building Reports
6. Presenting Insights with clients

Insights:

Women are more likely to buy compared to men (~65%)

Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%)

Adult age group (30-49 years) is max contributing (~50%)

Amazon, Flipkart and Myntra channels are max contributing (~80%)

Final Conclusion to improve Vrinda store sales:

Target women customers of age group (30-49 years) living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra