🌟 Summary and Recommendations

Vrinda Store Data Analysis – 2022

This Excel-based project analyzes retail performance data from Vrinda Store to identify key business insights across customer demographics, product categories, and sales channels.

Key Highlights:

- **Monthly Performance**: Sales peaked in **January** and **December**, with over ₹18 lakhs and ₹15 lakhs in revenue respectively.

- **Gender Insights**: Women customers contributed more than **70% of total revenue**, indicating a strong female shopper base.

- **Age Groups**: Majority of purchases were from **Adults (25-45 years)**, followed by **Teenagers** and **Seniors**.

- **Sales Channels**: **Myntra** emerged as the top-performing platform, while **Ajio** contributed marginally.

- **Geographic Spread**: Top-performing states included **Maharashtra**, **Delhi**, and **West Bengal**.

- **Order Status**: Most orders were successfully delivered, while a smaller portion were marked cancelled or returned.

📌 Key Insights with Percentages:

1. **Gender-wise Sales Distribution:**

   - **Women** contributed ₹76,13,604 (≈ **74.3%**) of total revenue.

   - **Men** contributed ₹26,32,958 (≈ **25.7%**).

   - 👉 *Women are the dominant consumer group. Focus promotions accordingly.*

2. **Order Status:**

   - **Delivered:** 9,823 orders (≈ **86.3%**)

   - **Cancelled:** 844 orders (≈ **7.4%**)

   - **Returned:** 716 orders (≈ **6.3%**)
     👉 *High delivery success rate. Investigate reasons for ~13% cancellations/returns.*

3. **Sales by Channel:**

   - **Myntra:** 87.4% of all orders

   - **Ajio:** 6.2%

   - **Flipkart & Others:** 6.4%

   - 👉 *Myntra is the leading channel; consider investing more in this platform.*

4. **Monthly Revenue Breakdown:**

   - **January:** ₹18.2 lakhs (**17.8%** of yearly revenue)

   - **December:** ₹15.5 lakhs (**15.1%**)

   - 👉 *Highest sales in Jan & Dec; target these months for seasonal campaigns.*

5. **State-wise Revenue (Top 3):**

   - **Maharashtra:** ₹29.9 lakhs (**29.2%**)

   - **Delhi:** ₹15.3 lakhs (**15.0%**)

   - **West Bengal:** ₹10.7 lakhs (**10.4%**)

   - 👉 *Maharashtra leads by far; opportunities in Delhi & Bengal.*

6. **Age Group Preferences:**

   - **Adults (25–45):** ~60% of orders

   - **Teenagers (18–24):** ~25%

   - **Seniors (45+):** ~15%

   - 👉 *Adults are primary buyers. Tailor products and ads to their needs.*