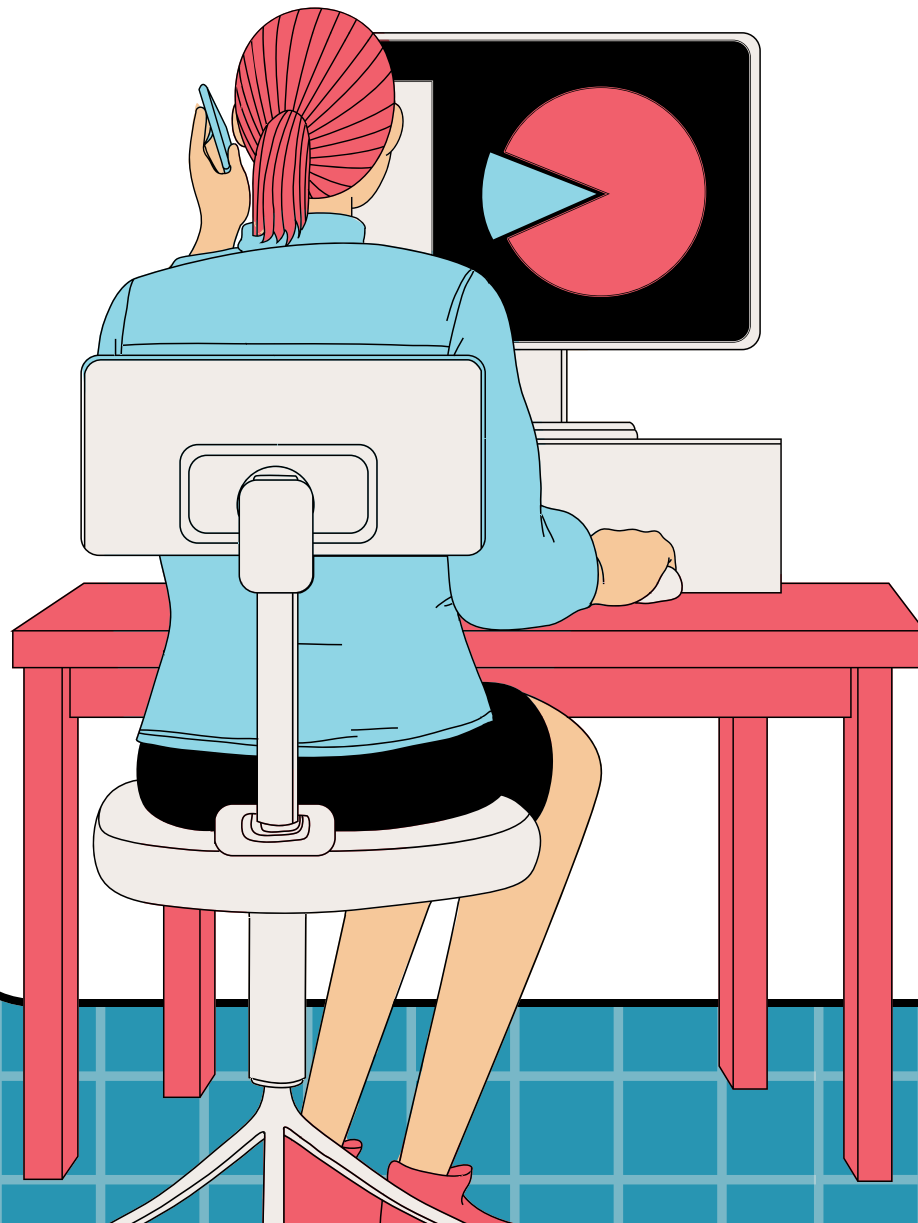
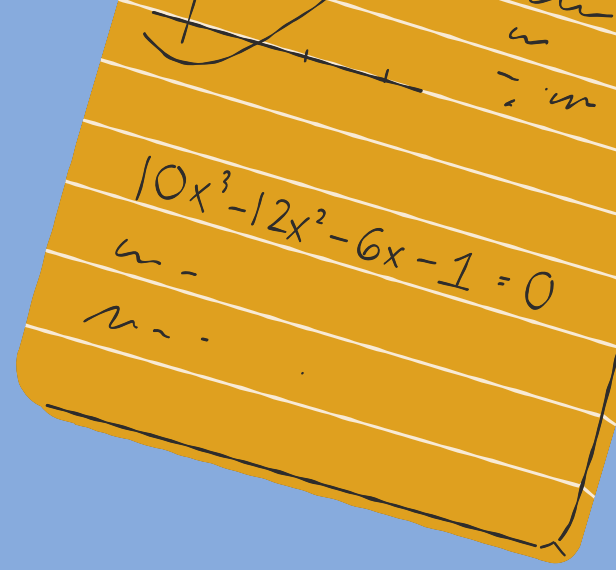
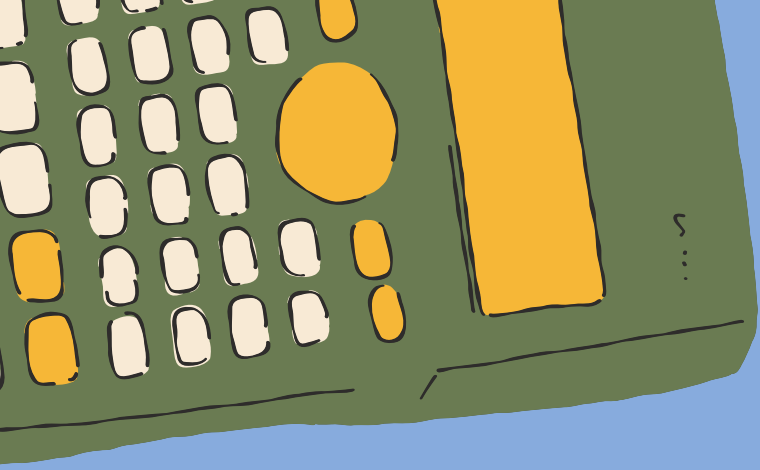


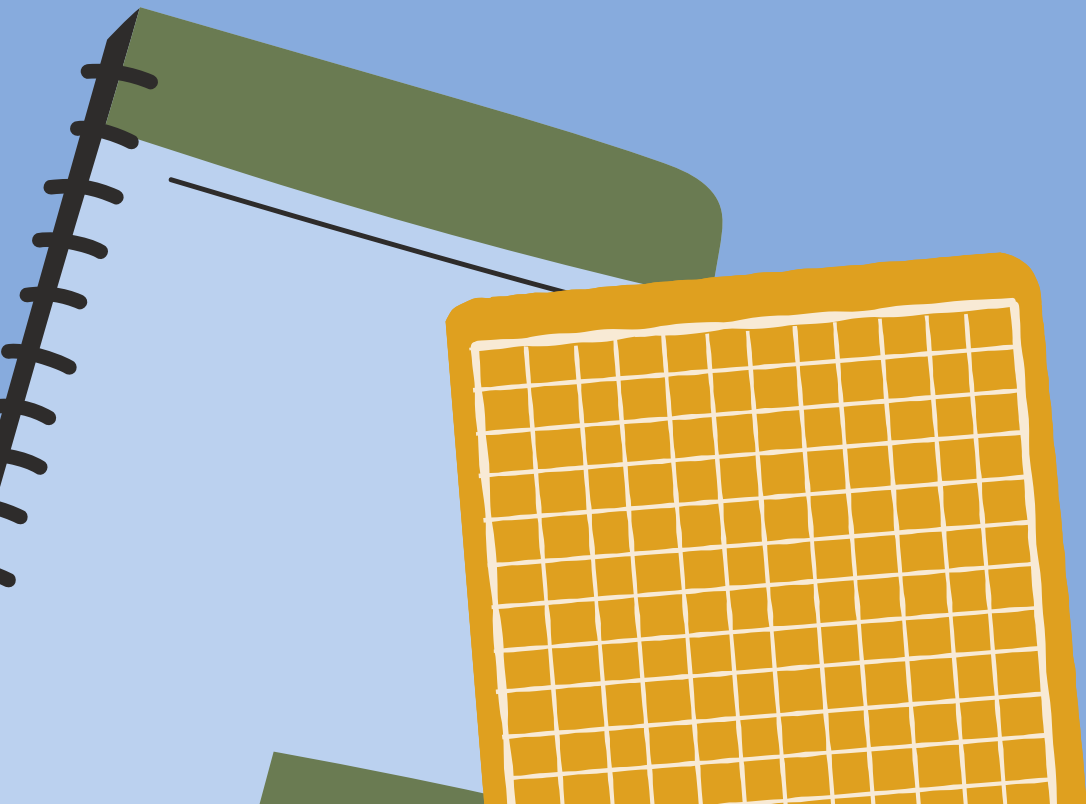
DATA VISUALIZATION USING EXCEL





BUSINESS PROBLEM

Vrinda Store wants to create an annual sales report for 2024. So that, Vrinda can understand their Customers and grow more sales in 2025.



Executive Summary

- Objective: To analyze 2024 sales and customer trends to strategize for 2025.
- Key Highlights:
 - Total sales across months, states, and categories.
 - Customer demographics and preferences.
 - Performance by sales channels and order status.



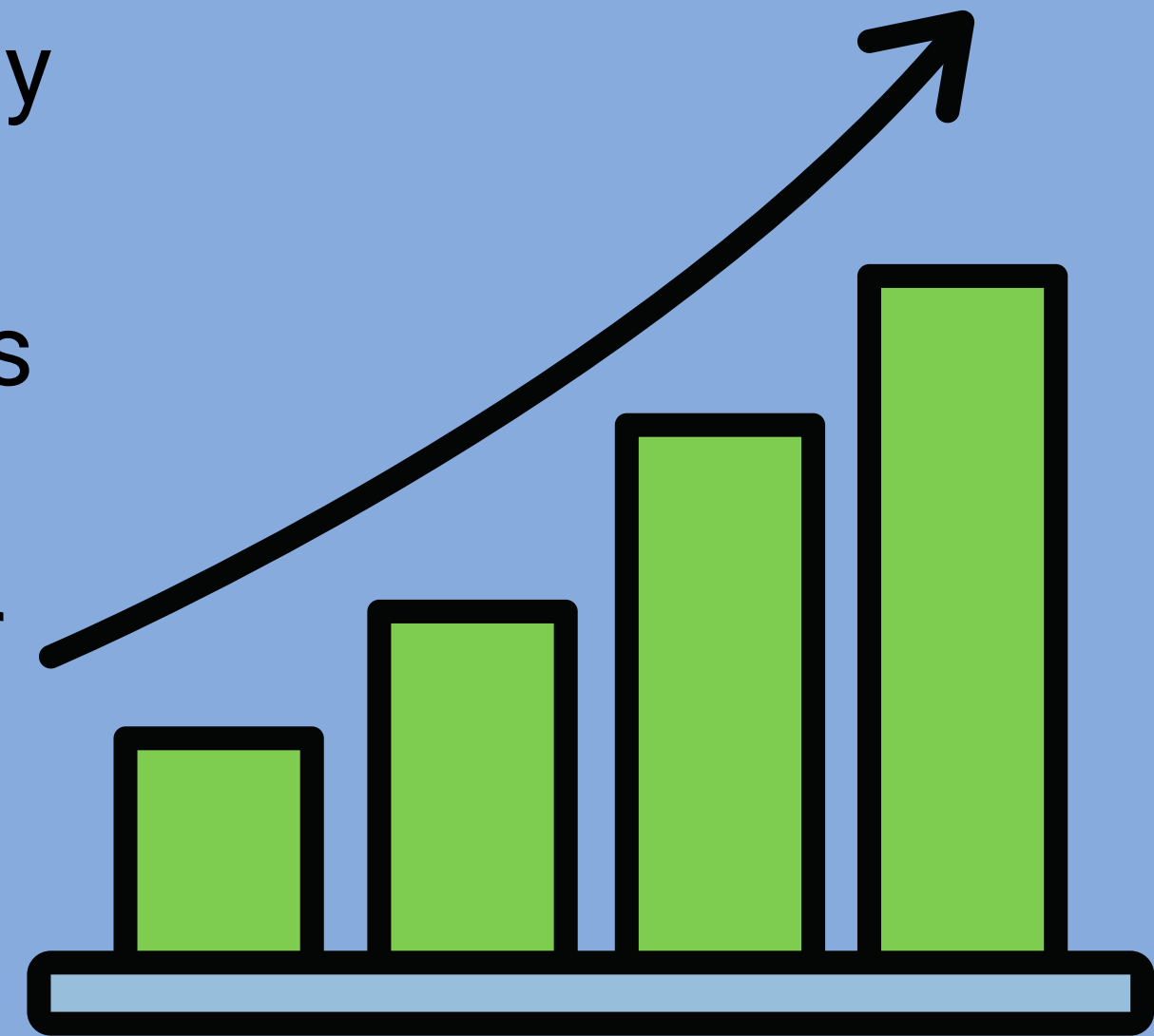
Orders vs Sales

- Content:
 - Highlight the trend of orders and sales over the year.
 - Identify peak months (e.g., Feb and March for higher sales).
 - Discuss reasons for the dip in certain months and propose strategies to improve.
- Visual: Use a bar and line chart to depict orders vs sales (from the report).



Customer Demographics

- Content:
 - Gender:
 - 64% of sales come from women, 36% from men.
 - Age Groups:
 - Adults (31.97%) dominate sales, followed by teenagers and seniors.
 - Plan promotions targeting adults and teenagers for 2025.
- Visual: Include pie charts and bar charts for gender and age group data.



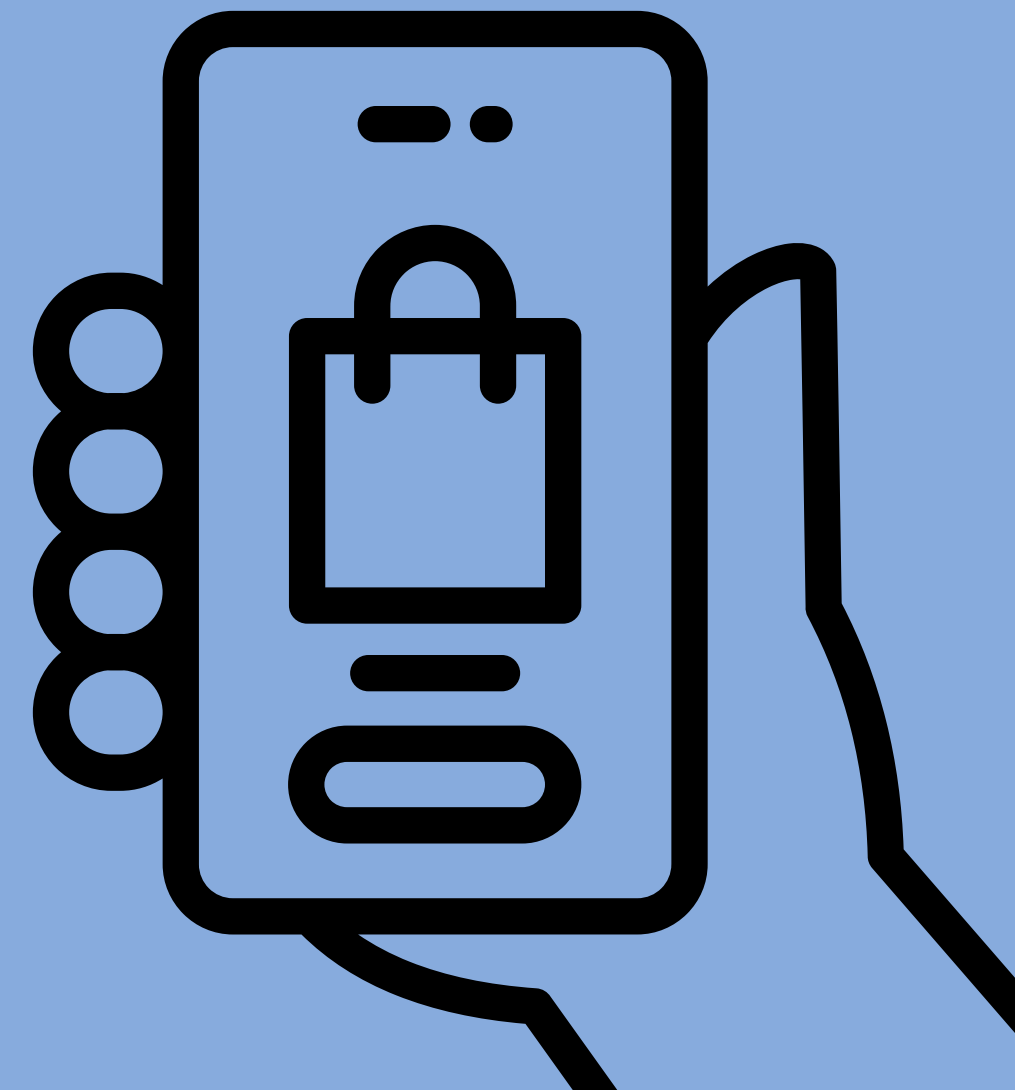
Top Performing States

- Content:
 - Top 5 states by sales:
 - Maharashtra (₹2.99M), Karnataka (₹2.65M), Uttar Pradesh (₹2.10M), etc.
 - Discuss strategies to maintain and expand in these regions.
 - Target underperforming states for growth in 2025.
- Visual: Bar chart showing state-wise sales.



Order Status

- Content:
 - Delivered orders make up 92%.
 - Address issues leading to returned (3%), canceled (3%), and refunded (2%) orders.
 - Propose solutions like enhanced product quality, clear return policies, and better logistics.
- Visual: Pie chart for order status distribution.



Recommendations for 2025

- Focus on top-performing states and channels.
- Create targeted campaigns for adults and teenagers.
- Improve customer retention through loyalty programs.
- Address pain points in logistics and product returns.
- Expand product range for women, as they drive a majority of sales.

