

# VRINDA STORE

YEAR 2022

PERFORMANCE ANALYSIS

MOTIVE

I analyzed the data from the year 2022 to assess our performance and identify the best business opportunities. This project highlights key insights and potential growth areas for our business.



## Define the Objective

Our goal is to analyze the sales data of Vrinda Store for the year 2022 to uncover key business trends. By examining sales patterns, customer behavior, and performance metrics, we aim to gain valuable insights that will inform future decision-making. The analysis will focus on identifying high-performing products, seasonal trends, and regional variations in sales. These insights will be visualized in an Excel dashboard, providing a clear, data-driven representation of the store's performance. Additionally, we will utilize PostgreSQL to ensure deeper and more accurate data insights, enhancing the clarity and precision of the analysis.

We have divided our analysis into clear, systematic steps to ensure more accurate and insightful results. Here's how we will proceed.

### Dividing Our Work into Steps

Step No.1 :- Read the data

We need to change him into a women .

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
	inde	Order ID	Cust ID	Gender	Age	Date	Status	Chann	SKU	Category	Siz	Qt	current	Amou	ship-city
1		1 171-1029312-3038738	1029312	Women	44	04-12-2022	Delivered	Myntra	JNE1233-BLUE-KR-031-XXL	kurta	XXL	1	INR	376	MOHALI
2		2 405-2183842-2225946	2183842	Women	29	04-12-2022	Delivered	Ajio	SET414-KR-NP-L	Set	L	1	INR	1449	GURUGRAM
3		3 171-1641533-8921966	1641533	Women	67	04-12-2022	Delivered	Myntra	SET261-KR-PP-S	Set	S	1	INR	453	KOLKATA
4		4 404-7490807-6300351	7490807	Women	20	04-12-2022	Delivered	Amazon	SET110-KR-PP-M	Set	M	1	INR	729	THANJAVUR
5		5 403-9293516-4577154	9293516	Women	62	04-12-2022	Delivered	Myntra	JNE2294-KR-A-XXL	kurta	XXL	1	INR	544	GURUGRAM
6		6 407-1298130-0368305	1298130	Men	49	04-12-2022	Delivered	Flipkart	JNE3797-KR-XXL	Western Dress	XXL	One	INR	735	SANGLI MIRAJ KUPWAD
7		7 407-1298130-0368305	1298130	W	23	04-12-2022	Delivered	Meesho	JNE3801-KR-XXL	kurta	XXL	One	INR	735	BENGALURU
8		8 171-5561216-3398711	5561216	W	70	04-12-2022	Delivered	Others	JNE3405-KR-M	kurta	M	One	INR	435	GURUGRAM
9		9 408-2935263-2935550	2935263	W	75	04-12-2022	Delivered	Amazon	JNE3474-KR-E-XL	kurta	XL	One	INR	385	BENGALURU
10		10 404-2648970-9042715	2648970	W	43	04-12-2022	Delivered	Myntra	JNE3466-KR-L	kurta	L	One	INR	771	VIJAYAWADA
11		11 404-2648970-9042715	2648970	W	76	04-12-2022	Delivered	Amazon	JNE3795-KR-S	kurta	S	One	INR	517	THIRUVANANTHAPURAM
12		12 404-2648970-9042715	2648970	Women	45	04-12-2022	Delivered	Myntra	J0181-TP-M	Top	M	1	INR	399	ARAKONAM
13		13 408-0265357-4939534	265357	Women	18	04-12-2022	Delivered	Amazon	SET217-KR-PP-XL	Set	XL	1	INR	786	GUWAHATI
14		14 403-9268874-7296313	9268874	Men	44	04-12-2022	Delivered	Myntra	SET185-KR-NP-M	Set	M	1	INR	911	BENGALURU
15		15 407-0442660-2736366	442660	Women	52	04-12-2022	Delivered	Amazon	SET333-KR-DPT-M	Set	M	1	INR	967	HYDERABAD
16		16 406-7482261-1657136	7482261	Women	18	04-12-2022	Delivered	Nalli	J0124-TP-L	Top	L	1	INR	523	NEW DELHI
17		17 407-7039962-7080347	7039962	Men	30	04-12-2022	Delivered	Meesho	SET304-KR-DPT-XL	Set	XL	1	INR	1115	Bhubaneswar
18		18 407-3422488-7373923	3422488	Women	48	04-12-2022	Delivered	Others	SET184-KR-PP-XS	Set	XS	1	INR	563	SIROHI
19		19 171-8974687-6745940	8974687	Men	24	04-12-2022	Delivered	Myntra	J0161-DR-XXL	Western Dress	XXL	1	INR	473	MUMBAI
20		20 406-0244536-2177175	244536	Women	46	04-12-2022	Delivered	Amazon	SET233-KR-PP-M	Set	M	1	INR	545	AMRITSAR
21		21 404-4376789-3345166	4376789	Women	43	04-12-2022	Delivered	Nalli	J0231-SKD-XXXL	Set	3XL	1	INR	1164	LUCKNOW
22		22 408-1042210-8788160	1042210	Men	31	04-12-2022	Refunded	Myntra	J0230-DR-XXL	Western Dress	XXL	1	INR	742	NEW DELHI

We need to change him into a 1.

We can observe that the data in its current form is unclean, which may affect the accuracy of our analysis. Therefore, we will perform the necessary data cleaning tasks to refine it and make it more suitable for our specific needs. This will include addressing any inconsistencies, correcting errors, and ensuring the data is well-structured for further analysis. By transforming the data in this way, we ensure that it is reliable and ready for effective use in driving business insights.

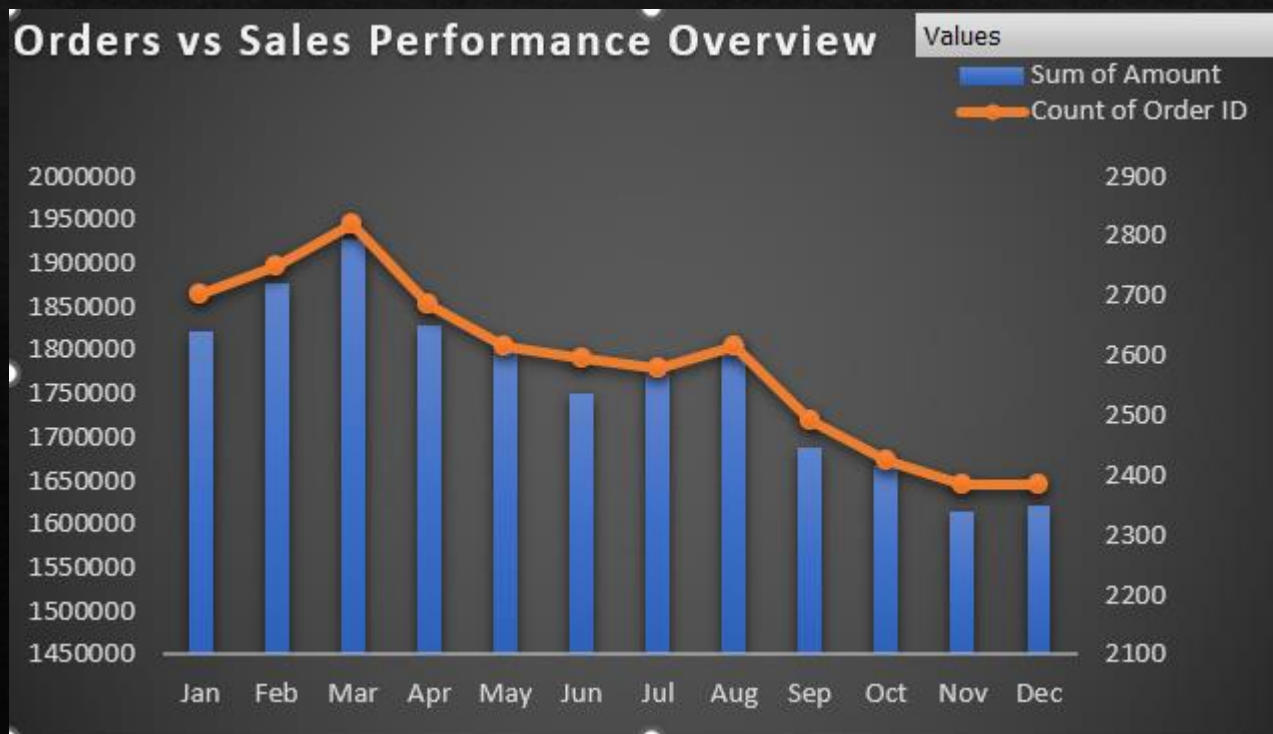




Row Labels	Sum of Amount	Count of Order ID
Jan	1820601	2702
Feb	1875932	2750
Mar	1928066	2819
Apr	1829263	2685
May	1797822	2617
Jun	1750966	2597
Jul	1772300	2579
Aug	1808505	2617
Sep	1688871	2490
Oct	1666662	2424
Nov	1615356	2383
Dec	1622033	2384
<b>Grand Total</b>	<b>21176377</b>	<b>31047</b>

month	percentage_contribution
character varying (10)	numeric
Mar	9.62
Apr	9.38
May	9.07
Feb	8.81
Jan	8.79
Jul	8.54
Jun	8.18
Oct	8.03
Aug	7.95
Nov	7.30
Sep	7.23
Dec	7.10

We can see the top three months by sales are March, April, and May

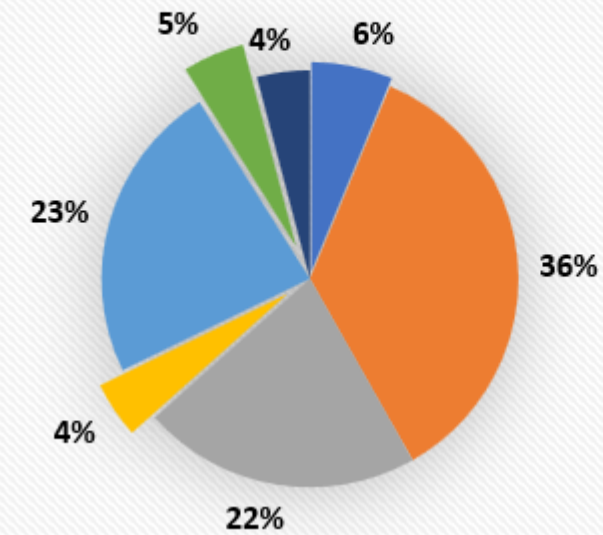


Row Labels	Sum of Amount
Ajio	6.29%
Amazon	35.51%
Flipkart	21.60%
Meesho	4.38%
Myntra	23.34%
Nalli	4.79%
Others	4.10%

As we can see  
here , only  
three  
platforms  
contribute  
81% on overall  
sales

Distribution of Total Amount by Sales

Channels

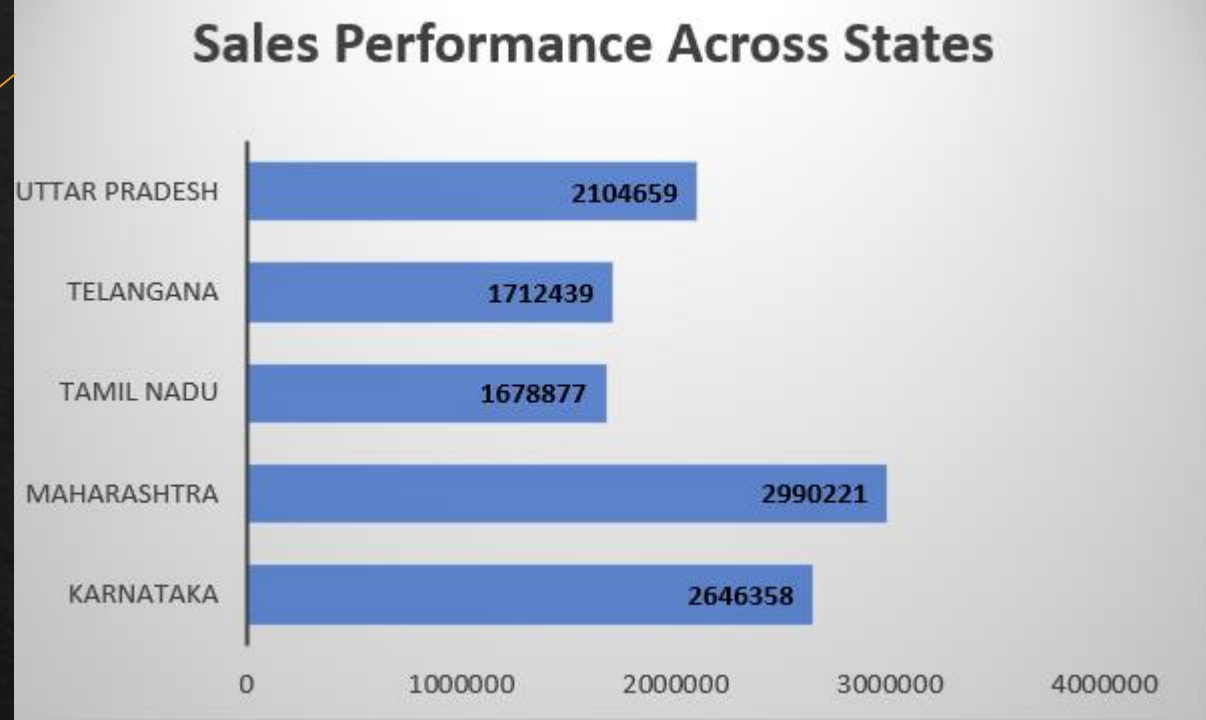


By utilizing top platforms for selling our products, we can implement additional strategies to achieve better results. We will also focus on maintaining consistent sales across various platforms to enhance our performance in 2023.



Row Labels	Sum of Amount
KARNATAKA	2646358
MAHARASHTRA	2990221
TAMIL NADU	1678877
TELANGANA	1712439
UTTAR PRADESH	2104659
<b>Grand Total</b>	<b>11132554</b>

Top 5  
States by  
Sales

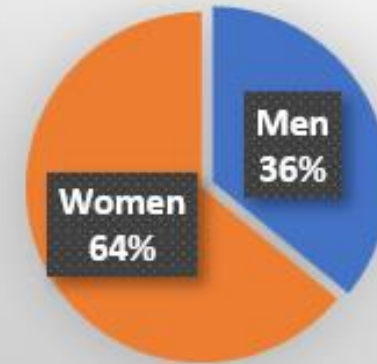


As we can see that we have done maximum sales in Maharashtra and we also know that the population of Uttar Pradesh is more than Maharashtra, so we can increase our sales in Uttar Pradesh.

Row Labels	Sum of Amount
Men	7613604
Women	13562773
<b>Grand Total</b>	<b>21176377</b>

We can see that the purchase amount by women is higher compared to men

## Men vs Women: Sales Comparison

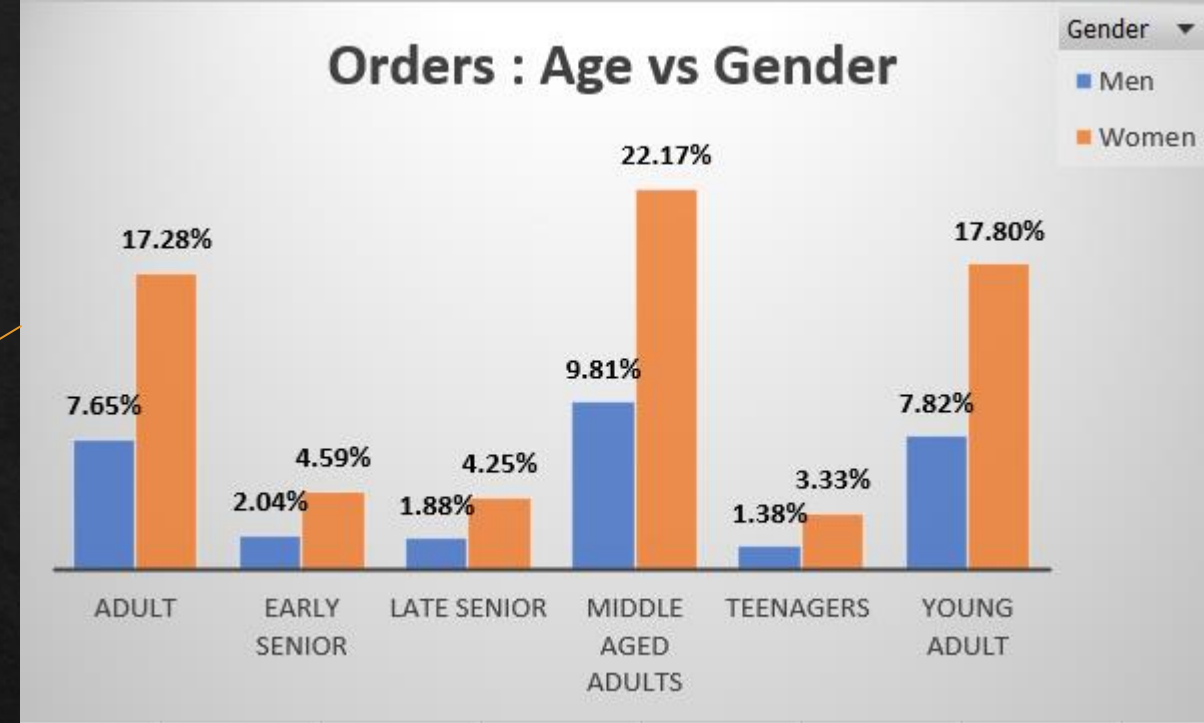


As we can see, women contribute 64% to the total sales, which is a significant figure. To capitalize on this, we should implement new strategies aimed at targeting women to drive even higher sales



Count of Order ID	Column Labels ▾	
Row Labels ▾	Men	Women
Adult	7.65%	17.28%
Early Senior	2.04%	4.59%
Late Senior	1.88%	4.25%
Middle aged Adults	9.81%	22.17%
Teenagers	1.38%	3.33%
Young Adult	7.82%	17.80%

As we can see,  
adult women  
make more  
purchases than  
men



As we can see, adult women account for 57.25% of the total sales. To further boost sales, we should enhance our product offerings for adult customers and implement targeted schemes that cater to their preferences.

	size character varying (5) 🔒	percentage_contribution numeric 🔒
1	M	17.81
2	L	16.27
3	XL	13.93
4	S	13.81
5	XXL	12.64
6	3XL	10.67
7	XS	8.38
8	Free	4.83
9	6XL	0.72
10	5XL	0.56
11	4XL	0.38

Table No. 1 : As we can see, The Table sowing us the sales by size.

Table No.2 : As we can see, The table sowing us the total order by size.

size character varying (5) 🔒	%Orders numeric 🔒
M	17.67
L	16.57
XL	14.29
S	13.45
XXL	13.09
3XL	10.78
XS	8.06
Free	4.54
6XL	0.67
5XL	0.52
4XL	0.36

We did not observe any significant differences between the two tables. However, we see that Size M achieved higher sales compared to the other sizes, while sizes 4XL, 5XL, and 6XL have not performed well. Based on this, we should consider discontinuing the production of these larger sizes.

We make these tables using PostgreSQL



category character varying (25)	Total_orders% numeric
Set	39.91
kurta	33.65
Western Dress	13.10
Top	7.06
Saree	4.44
Ethnic Dress	0.85
Blouse	0.74
Bottom	0.25

Table No.1: - This table contain a category and total orders

category character varying (25)	contribution numeric
Set	49.62
kurta	23.42
Western Dress	14.87
Top	5.60
Saree	4.77
Ethnic Dress	0.92
Blouse	0.67
Bottom	0.13

Table No.2 :- This table contain a category and Total sales Amount.

As we can see, the 'Set' is our highest-selling product. However, products like 'Blouse,' 'Bottom,' and 'Ethnic Dress' are underperforming. We should consider discontinuing their production and shifting our focus to other fashion trends to boost sales.

Additionally, one notable observation from both tables is that while 'Set' accounts for 39.91% of total orders, it contributes 49.62% to the total sales amount. This suggests an opportunity to increase our profit margins on this product.

We should also pay attention to 'Kurta,' as it has the second-highest number of orders, indicating strong potential for further growth.

# Conclusion

Now we finished our analysis and we get many type of insights :-

Our highest sales were recorded in March, May, and April, with each of these months contributing at least 9% to the overall sales. The majority of orders were placed through Amazon, Flipkart, and Myntra, which together account for 81% of our total sales. We should continue focusing on these platforms and consider launching special sales campaigns to further increase orders.

Notably, adult women make up a significant portion of our customer base, contributing 57.25% to overall sales, far surpassing men. Given this, it's crucial that we tailor our marketing strategies and product offerings to target adult women more effectively.

Our top-selling products are 'Set' and 'Kurta,' both of which have received a substantial number of orders. There is potential to expand the variety of these products to cater to different tastes and increase sales. The most popular sizes are M, L, and XL, so our new fashion lines should prioritize these sizes to drive better results.

By focusing on these insights, we can strategically improve our sales and profit margins moving forward