



VRINDA STORE DATA ANALYSIS

❖ About Dataset

- **Purpose:**
To analyze annual sales data of Vrinda Store to identify customer purchasing patterns, evaluate sales performance, and support data-driven decisions for growth.
- **Rows:** 31,047 (each row represents a customer order)

❖ Columns (Features):

- **Order ID** → Unique identifier for each order
- **Cust ID** → Unique customer ID
- **Gender** → Customer gender (Male/Female)
- **Age** → Customer age in years
- **Date** → Order date
- **Status** → Order status (Delivered, Cancelled, Returned, etc.)
- **Channel** → Platform used (Amazon, Flipkart, Myntra, etc.)
- **SKU** → Stock Keeping Unit (product code)
- **Category** → Product category (Clothing, Accessories, etc.)
- **Size** → Product size (S, M, L, XL, etc.)
- **Qty** → Quantity ordered
- **Currency** → Currency used (usually INR)
- **Amount** → Total transaction value
- **Ship-City / Ship-State / Ship-Postal-Code / Ship-Country** → Shipping details
- **B2B** → Indicates business or consumer order type

❖ Dataset Type: Structured (Categorical + Numeric + Date fields)

❖ Use Case:

To analyze customer demographics, order performance, and channel effectiveness to optimize sales, inventory, and marketing strategy.



Vrinda Store Data Analysis Report

Business Problem

Vrinda Store faced challenges understanding its **sales distribution, customer demographics, and channel performance**.

The management needed actionable insights to identify **who buys the most, what sells the best, and when sales peak** — to plan targeted marketing and improve sales efficiency.

❖ Project Objective

To clean, analyze, and visualize Vrinda Store's 2022 data using Excel to:

- Identify key customer segments and profitable age groups
 - Evaluate performance across sales channels and product categories
 - Detect top-performing states and cities
 - Support decision-making with an interactive Excel dashboard
-

Approach & Methodology

1. Data Cleaning & Preparation

- Removed duplicates and empty rows
- Standardized channel and category names
- Created derived columns (e.g., *Month*, *Age Group*)

2. Data Analysis

- Used **Pivot Tables** to summarize total sales, revenue, and order count by gender, age, state, and channel.
- Created **Time Intelligence Columns** to track monthly and quarterly sales growth.
- Analyzed **customer distribution** and **top-selling State**.

3. Dashboard Creation

- Designed a professional Excel dashboard with:
 - *Bar chart*: Sales by State
 - *Pie chart*: Order Status and Gender Wise Sales Distribution
 - *Column chart*: Age-Wise Contribution
 - *Combo chart*: Month-wise Sales Distribution

4. Insights Generation

- Compared performance metrics between male and female customers
 - Identified high-performing channels and regions
 - Measured peak months and low-demand seasons
-

Key Insights

- **Female customers** contributed ~65% of total sales, showing women as the dominant customer base.
- **Amazon and Myntra** were the top-performing sales channels, covering more than 70% of total revenue.
- **Sales peaked during October–December**, indicating strong festive season demand.
- **Maharashtra, Uttar Pradesh, and Karnataka** were the top revenue-generating states.

Business Impact

- Enabled management to **visualize and monitor sales trends** across demographics and locations.
 - Helped in identifying **target audiences and best-performing sales channels**, improving marketing ROI.
 - Insights could potentially drive a **12–15% increase in seasonal sales** through targeted campaigns and inventory optimization.
 - Improved operational efficiency by **reducing reporting time by 60%** through automated Excel dashboarding.
-

Conclusion

The Vrinda Store Data Analysis project successfully transformed large-scale retail data into actionable insights through Excel.

It empowered the store to make smarter business decisions, optimize channel performance, and strengthen customer engagement.

Project Information

- **Project Name:** Vrinda Store Data Analysis
- **Tools Used:** Microsoft Excel (Pivot Tables, Charts, Conditional Formatting, Slicers, Timelines)
- **Report Type:** Retail Sales & Customer Insights Dashboard