VRINDA STORE REPORT

Hey everyone! I'm thrilled to share the exciting insights I've discovered by analyzing the '**Vrinda Store's**' dataset. In this report, I'll walk you through the steps I took to create an informative dashboard with interactive charts in Microsoft Excel. Microsoft Excel provides several means and ways to **analyze and interpret** data. The data can be from various sources. The data can be converted and formatted in several ways. It can be analyzed with the relevant Excel commands, functions, and tools - encompassing Conditional Formatting, Ranges, Tables, Text functions, Date functions, Time functions, Financial functions, Subtotals, Quick Analysis, Formula Auditing, Inquire Tool, What-if Analysis, Solvers, Data Model, PowerPivot, PowerView, PowerMap, etc.

Let's dive in!

❖ LET'S LOOK AT THE GOAL FIRST:

Vrinda store wants to create an Annual Sales Report 2022. So that Vrinda can understand the customers, their choices, and the service they are providing to their customers. To perform better and grow more in 2023.

❖ DURING THE PROJECT BELOW IS THE POINTS COVERED IN EXCEL DASHBOARD:

1. Number of Orders vs Number of Sales.
2. Percentage of Men and Women customers.
3. Most sold Category.
4. Categorization by age group.
5. Maximum sales states.
6. Order Status.
7. Different Channels/ Apps for online shopping.
8. Sales by Months.
9. Sales by different cities.

❖ QUESTIONS WE WILL ANSWER WITH THE HELP OF DASHBOARD:

1. Comparing the sales and orders.
2. Which month got the highest sales and orders?
3. Which gender is giving more business?
4. Listing top states contributing to the sales.
5. Which category of products had the highest sales?
6. Which Channel is used more frequently for placing orders?
7. How did the delivery status vary across different months?
8. Which size has the maximum orders and in which category?

❖ STEPS TAKEN WHILE ANALYSING AND CREATING DASHBOARD

- **Data Cleaning**

  - Filtered and Checked every column whether it had any null or duplicate value.
  - I have encountered several mistakes like one value has two different spellings.
  - Another mistake was that the quantity column had mixed datatypes like it had ‘1’ as a number and ‘one’ as a text too. So I changed ‘One’ with ‘1’**.**

- **Data Pre-Processing**

  The data that is collected must be processed or organized for analysis. This includes structuring the data as required for the relevant Analysis Tools.

  - For the pre-processing I have created a new column of months because it’s difficult to understand the data by individual dates. So I created a separate ‘Month’ column by extracting the month out of date with the help of the ‘TEXT’ function and analyzed the dataset by months.
  - Created one more column ‘Age-group’ where I grouped ages into ‘Teenager’, ‘Adult’, and ‘Senior’ with the help of ‘IF’ function to easily compare the age with other factors like gender and category.

- **Data Analysis and Dashboard**

  The processed, organized, and cleaned data was ready for analysis, utilizing various techniques to understand, interpret, and draw conclusions based on specific requirements. Data visualization was employed to gain additional insights through graphical representations.

  - Conducted data analysis using pivot tables and pivot charts.
  - Compared monthly Total Sales and the Total number of orders using a Combo pivot chart, with Clustered columns representing Sales and a line chart depicting order numbers.
  - Improved readability by removing zeroes from the x-axis values, achieved by formatting the Values using the 'numbers' option in the Format Axis panel, with a formula of 0.00,,"M".
  - Created a pie chart to compare customer gender distribution.
  - Generated another pie chart to analyze product order statuses, employing distinct colors and formatting for clarity and insights.
  - Prepared a pivot table to compare sales by states, identifying the top 5 states with the highest sales by filtering the States column using the 'Top' function. Presented the data in a horizontal bar chart within the dashboard.
  - Created additional pivot tables and charts to examine the distribution of male and female customers across different age groups, among other analyses.

  Finally, all the necessary pivot charts were consolidated into a comprehensive dashboard. Slicers for the 'Months', 'Cities', and 'Category' columns were added to provide additional data filtering options. All slicers were connected to the respective pivot charts for seamless interaction.

❖ INSIGHTS I GOT AFTER THE ANALYSIS

- Maximum sales and orders Vrinda store got in March and August Month.

- Women are more likely to buy compared to men (65%).
- The adult group is max contributing to the sales (50%) and there also women's sales (35%) are greater than men's (15%).
- Maharashtra, Karnataka, and Uttar Pradesh are the top 3 states.
- Amazon, Flipkart, and Myntra are the max contributing channels to the sales of Vrinda’s store.
- Myntra is getting the highest number of orders for the ‘Blouse’ Category. Amazon and Flipkart are getting max orders for ‘Saree’.
- Almost every order is delivered (92%).
- Large and medium are the most ordered sizes from the store.
- Western dresses are mostly bought by men compared to women (89%).

❖ CONCLUSION TO IMPROVE VRINDA STORE SALES

- Target women customers of the Adult age group (30-49 yrs) of Maharashtra, Karnataka, and Uttar Pradesh by spending some amount on advertisements.
- Launch more offers and coupons on online channels like Myntra, Amazon, and Flipkart.
- Keep an eye on the stock of large and medium sizes of each category.
- Get more Varieties of men’s bottoms, Western dresses, and ethnic dresses as these are the only categories where men's sales exceed women's sales.