

LET'S TALK ABOUT
VRINDA STORE

MS EXCEL REPORT PROJECT



BOUTIQUE

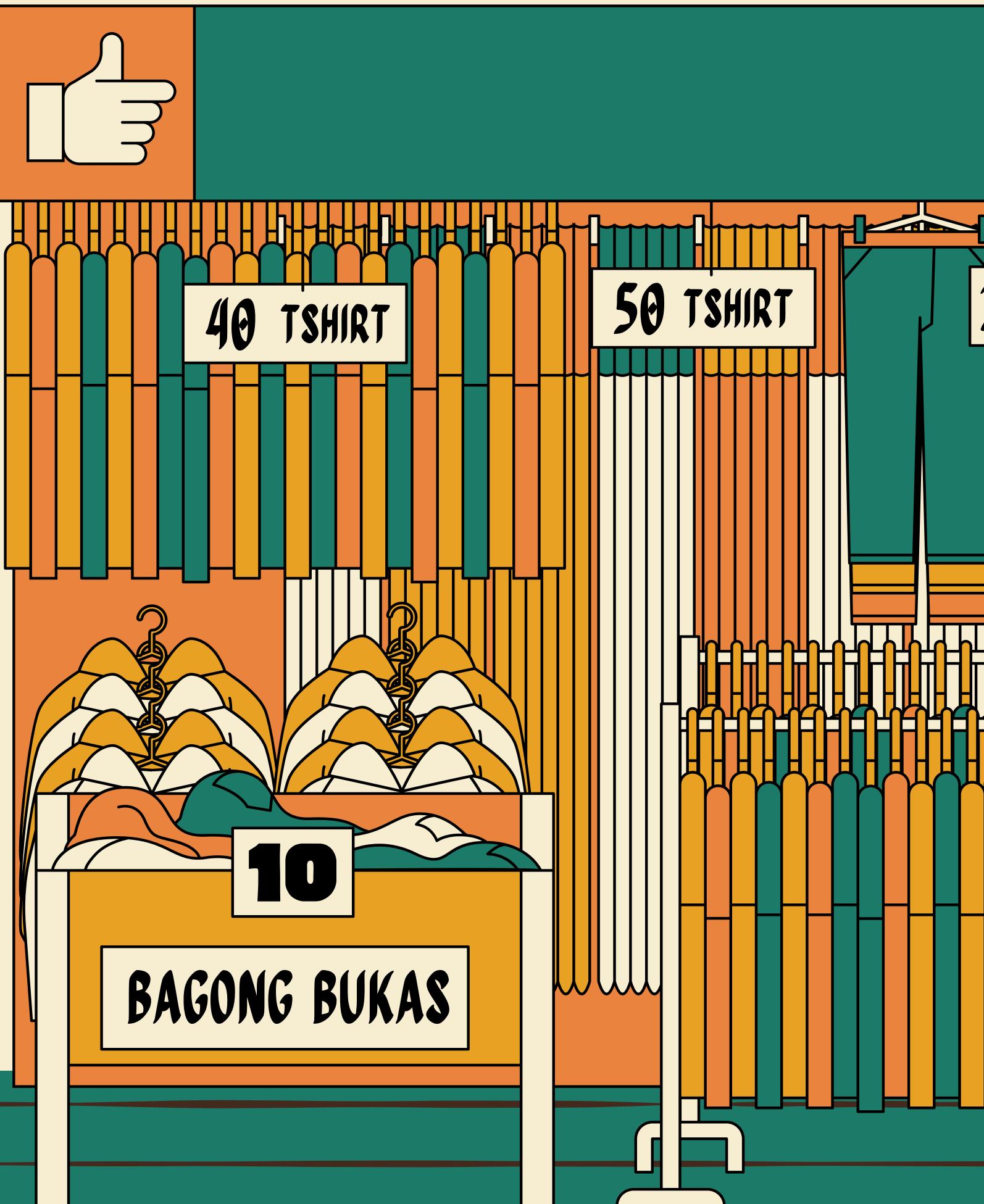


OBJECTIVE

Vrinda store wants to create an annual sales report for 2022. So that, Vrinda can understand their customers and grow more sales in upcoming year.

RECOMMENDED ANALYSIS

- * Compare the sales and orders using a single chart.
- * Which month got the highest sales and orders?
- * Who purchased more – men or women in 2022?
- * What are different order status in 2022?
- * List top 10 states contributing to the sales?
- * Relation between age and gender based on number.
- * Which channel is contributing to maximum sales?
- * Highest selling category?, etc



INSIGHTS



INSIGHTS WE CAME UP AFTER EVALUATION

- Women are more likely to buy compared to men (~65%).
- Maharashtra, Karnataka, and Uttar Pradesh are the top 3.
- Adult age group (30-49 yrs) is max contributing (~50%).
- Amazon, Flipkart, and Myntra channels are max contributing.



FINAL CONCLUSION TO IMPROVE SALES

TARGET WOMEN CUSTOMERS OF AGE GROUP
(30–49 YRS) LIVING IN MAHARASHTRA,
KARNATAKA, AND UTTAR PRADESH BY
SHOWING ADS/OFFERS/COUPONS AVAILABLE
ON AMAZON, FLIPKART, AND MYNTRA.

THANK YOU

