

Vrinda Store Data Analysis

Project Overview

This project involves analyzing customer purchase data from an online fashion store. The dataset was sourced from YouTube and analyzed using Microsoft Excel to uncover trends in customer behavior.

Tools Used

- Microsoft Excel
- Pivot Tables
- Charts (Bar, Pie, Column)

Analysis Performed

- Monthly sales trends using pivot tables
- State-wise sales distribution
- Gender-wise revenue comparison
- Order source analysis (Amazon, Flipkart, Ajio, etc.)
- Order status breakdown (Delivered, Cancelled, Refunded)
- Age group analysis across genders

Key Insights

- Maharashtra reported the highest total sales.
- Women generated significantly more revenue than men.
- Most orders were successfully delivered.
- Amazon and Flipkart were the most used platforms.
- Adult and senior women were the most frequent buyers.

Outcome

This project helped develop Excel skills such as using pivot tables, charts, and filtering techniques. It also provided valuable insights into e-commerce customer behavior patterns.