



How to grow and increase sales for 2023 for Vrinda Stores?

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PERIOD : 2022

Overview

Vrinda Stores a Unisex clothing store having online as well as offline presence.

It exports to various parts of the country

It caters to all age group for men as well as women.

Sales Data is taken for all months for the year 2022.

Tool used for the analysis is Microsoft Excel.

Objective

- ▶ How to grow and increase sales for the year 2023 by understanding the annual sales report for the year 2022. This analysis can be determined by answering the following question
 - Which month has the highest sales and order
 - Who purchased more off the genders
 - Different order status in 2022
 - What is the relationship between gender and age
 - Which are the top sales contributing states
 - Which channel contributes highest to sales
 - Which is the highest selling category

Data Cleaning

- ▶ Each Column was added a filter to search for blank values, and if any discrepancies were also taken note off
- ▶ Off them, the gender column had two values for the same observant, i.e. male and M for male ,and Women and W for women, so that was synchronized
- ▶ In the Qty column, a few vales were named as 1 as well as one, and the same was the case for 2, which was filtered and synchronized to form singularity .

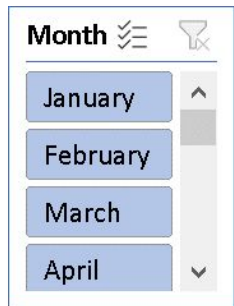
Data Processing

- ▶ A new column was added for categorizing the age based on which category they belong to .
- ▶ IF condition formula was used to categorize the age group :
Formula:- IF(column,=> 50,"Senior", IF(Column, =>30,"Adult","Teenager")),
and the formula was applied for the whole column.
- ▶ A new column was added to determine the month :
Formula:- Text(column,,"mmmm"), and the formula was applied for the whole column.

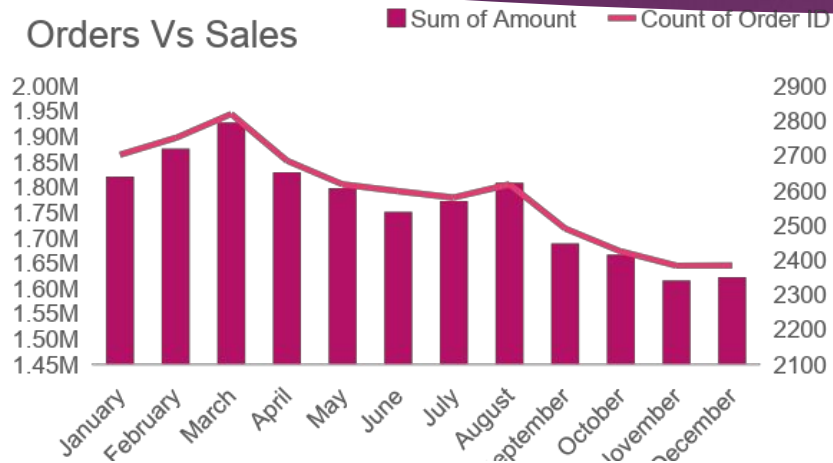
Data Analysis

- ▶ A pivot table was added for the data to determine the relationship between the Variables, and thus answer the question up to understand the sales pattern
- ▶ Pivot tables was generated for a better Visual understanding

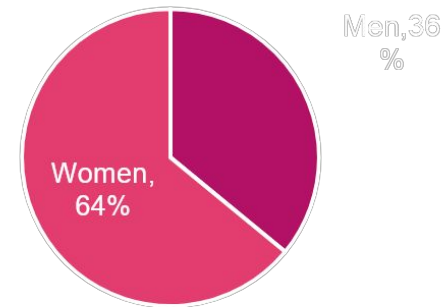
Data Visualization: Vrinda Stores Annual report 2022



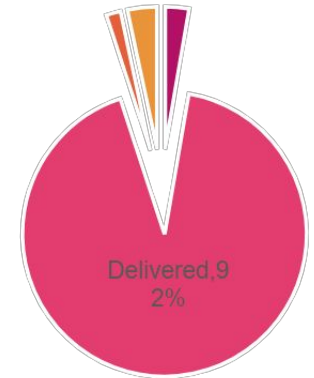
Orders Vs Sales



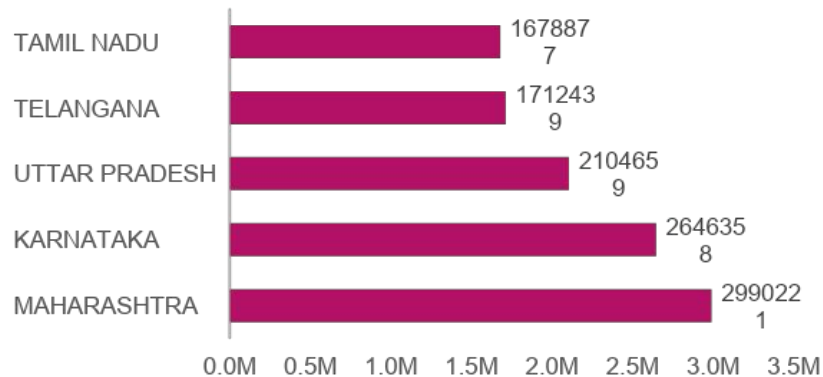
Sales Men Vs Women



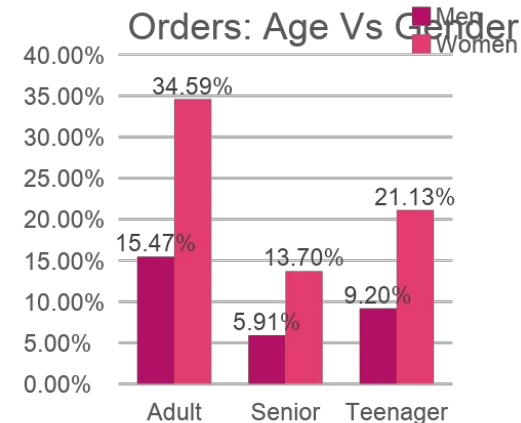
Order Status



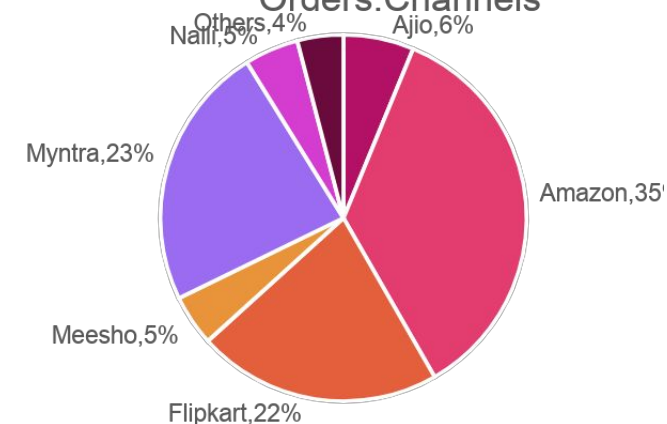
Sales : Top States



Orders: Age Vs Gender



Orders: Channels



Observations

Women have a
higher rate of
buying

Maharashtra,
Karnataka and UP
are the top 3 states
for sales

Adult group of
(30-49) hold
maximum share

Amazon, Flipkart
and Myntra
channels have
highest
contribution

Recommendation

- ▶ Targeting the Women segment with age group of 30-49 who live in Maharashtra, Karnataka and UP , by way of ads/ offers / coupons on sale from Amazon, Flipkart and Myntra can increase the sale for the year 2023.



ThankYou