I am super excited to share a recent data Analytics Project - A Vrinda Store sales analysis report created with Excel, featuring last years’ worth of data. Dive into the world of sales analytics and explore the power of data-driven insights. Implemented robust Cleaning and processing techniques for data refinement. Utilised Pivot Tables for insightful data analysis. Extracted conclusive findings to guide informed decision-making.

A sincere thank you to **Rishabh Mishra** for his invaluable guidance in my Project.

Project Objective: Vrinda Store -It is a online store. It sells product through many channels like Flipkart, Amazon, Myntra etc. Vrinda store business owner want me to do analysis on his business data and build an annual report so that he can understand it’s existing customer and increase the sales of upcoming year. To contribute to the success of a business by utilizing data analysis techniques, specifically focusing on Pivot Table, Pivot Chart to provide valuable insights.

Question:

Compare the sales and orders using a single Chart.

Which month got the highest sales and orders?

Who purchased more -Men or women?

What are the different order statuses in 2022?

List the top 5 states contributing to the sales?

Relation between age and gender based on the number of orders.

Which Channel is contributing the maximum to the sales?

Highest selling category?

Skill: Microsoft Excel, Pivot Table, Pivot Chart.

Task Done:

Data Exploration: Looking for Patterns

Data Cleaning: Checking for Missing, duplicates values and removing blank.

Data Processing: Data Modelling for insights using Pivot.

Data Analysis: Creating new attribute for better data analysis

Data Visualization (Interactive Dashboard): Interacting dashboard with KPI, trends, Slicer.

**Insights:**  
Highest sales and order happened on March. Women has more product than Men.92% order was delivered. TOP 5 State where has highest sales -Tamil Nadu, Telangana, Uttar Pradesh, Karnataka, Maharashtra. Prime customer segment is Women-Adult. Amazon is top selling Chennel.

**Conclusion to improve Vrinda store 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.