

Vrinda Store Data Analysis

Excel project

Objective

Vrinda store wants create an annual sales report for 2022. so that, Vrinda can understand their customers and grow more sales in 2023.

Sample Questions

- ◆ Compare the sales and orders using 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 of orders
- ◆ Which channel contributing to maximum sales?
- ◆ Highest selling category ?

Sample insights

- ▲ Women are more likely to buy compared to men (~65%)
- ▲ Maharashtra ,Karnataka and Uttar Pradesh are the top 3 states (~35%)
- ▲ Adult age group (30-49yrs) is max contributing (~50%)
- ▲ Amazon Flipkart and Myntra channels are ,max contributing (~80%)

Final conclusion to improve Vrinda store sales:

Target **women** customers of age group (30-49yrs) living in **Maharashtra, Karnatka and Uttar Pradesh** by showing ads/offer Available on **Amazon, Flipkart and Myntra** .