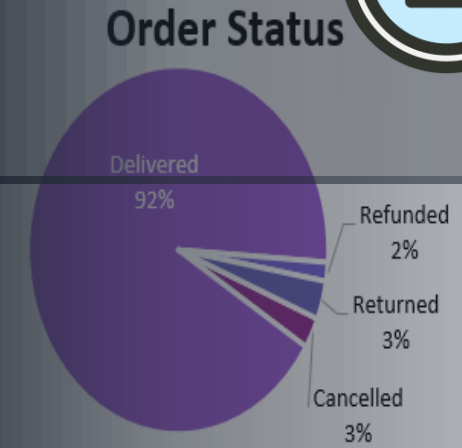




# VRINDA STORE DATA ANALYSIS PROJECT





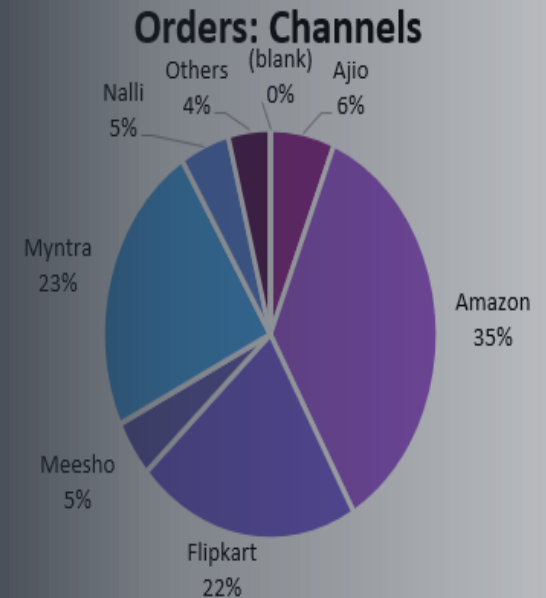
Vrinda Store Annual Report 2022

# OBJECTIVE



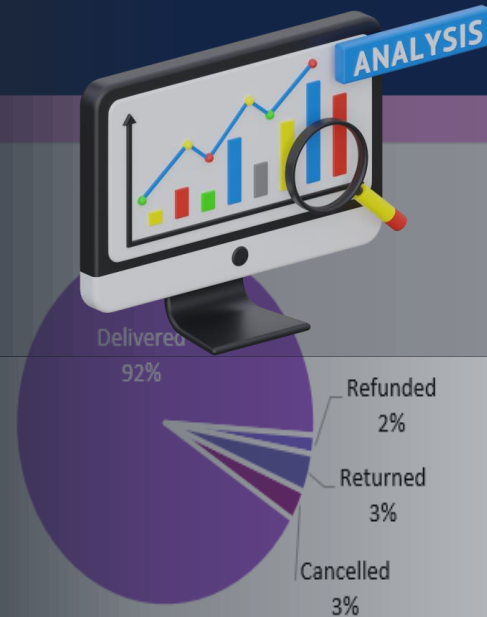
Vrinda store wants to create an annual report for 2022. So that, Vrinda can understand their customers and grow more sales in 2023.

STORE

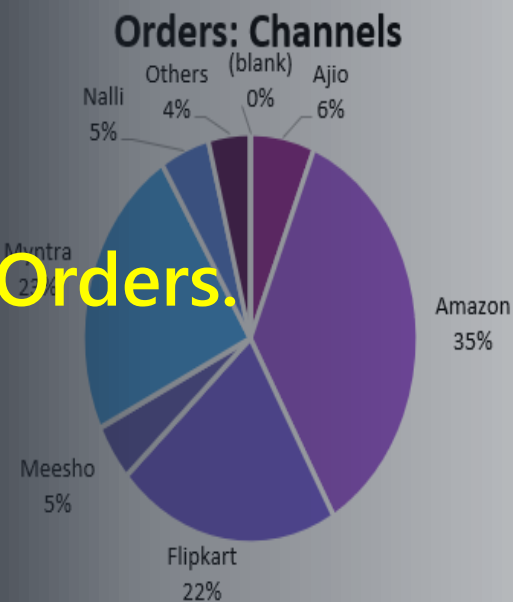




# SAMPLE QUESTIONS



1. Compare the sales and orders using single chart.
2. Which month got the highest sales and orders.
3. Who purchased more – Men Or Women in 2022.
4. What are different order status in 2022.
5. List Top 10 states contributing to the sales.
6. Relation between Age and Gender based on number of Orders.
7. Which Channel is contributing to the maximum sales.
8. Highest Selling Category.





# RAW DATASET



Vrinda Store Data Analysis - Excel																			
File Home Insert Page Layout Formulas Data Review View Help Power Pivot Tell me what you want to do																			
A1 index																			
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	index	Order ID	Cust ID	Gender	Age	Date	Status	Channel	SKU	Category	Size	Qty	currency	Amount	ship-city	ship-state	ship-postal	ship-country	B2B
2	1	171-1029312-3038738	1E+06	Womer	44	04-12-2022	Delivered	Myntra	JNE123	kurta	XXL	1	INR	376	MOHAL	PUNJAB	140301	IN	FALSE
3	2	405-2183842-2225946	2E+06	Womer	29	04-12-2022	Delivered	Ajio	SET414	Set	L	1	INR	1449	GURUG	HARYAN	122002	IN	FALSE
4	3	171-1641533-8921966	2E+06	Womer	67	04-12-2022	Delivered	Myntra	SET261	Set	S	1	INR	453	KOLKAT	WEST B	700029	IN	FALSE
5	4	404-7490807-6300351	7E+06	Womer	20	04-12-2022	Delivered	Amazor	SET110	Set	M	1	INR	729	THANJA	TAMIL N	613007	IN	FALSE
6	5	403-9293516-4577154	9E+06	Womer	62	04-12-2022	Delivered	Myntra	JNE229	kurta	XXL	1	INR	544	GURUG	HARYAN	122001	IN	FALSE
7	6	407-1298130-0368305	1E+06	Men	49	04-12-2022	Delivered	Flipkart	JNE379	Western	XXL	One	INR	735	SANGLI	MAHAR	416436	IN	FALSE
8	7	407-1298130-0368305	1E+06	W	23	04-12-2022	Delivered	Meeshco	JNE380	kurta	XXL	One	INR	735	BENGAL	KARNATA	560029	IN	FALSE
9	8	171-5561216-3398711	6E+06	W	70	04-12-2022	Delivered	Others	JNE340	kurta	M	One	INR	435	GURUG	HARYAN	122001	IN	FALSE
10	9	408-2935263-2935550	3E+06	W	75	04-12-2022	Delivered	Amazor	JNE347	kurta	XL	One	INR	385	BENGAL	KARNATA	562149	IN	FALSE
11	10	404-2648970-9042715	3E+06	W	43	04-12-2022	Delivered	Myntra	JNE346	kurta	L	One	INR	771	VIJAYAV	ANDHR	520002	IN	FALSE
12	11	404-2648970-9042715	3E+06	W	76	04-12-2022	Delivered	Amazor	JNE379	kurta	S	One	INR	517	THIRUV	KERALA	695018	IN	FALSE
13	12	404-2648970-9042715	3E+06	Womer	45	04-12-2022	Delivered	Myntra	J0181-T	Top	M	1	INR	399	ARAKON	TAMIL N	631003	IN	FALSE
14	13	408-0265357-4939534	265357	Womer	18	04-12-2022	Delivered	Amazor	SET217	Set	XL	1	INR	786	GUWAHA	ASSAM	781017	IN	FALSE
15	14	403-9268874-7296313	9E+06	Men	44	04-12-2022	Delivered	Myntra	SET185	Set	M	1	INR	911	BENGAL	KARNATA	562125	IN	FALSE
16	15	407-0442660-2736366	442660	Womer	52	04-12-2022	Delivered	Amazor	SET333	Set	M	1	INR	967	HYDERAB	TELANG	500098	IN	FALSE
17	16	406-7482261-1657136	7E+06	Womer	18	04-12-2022	Delivered	Nalli	J0124-T	Top	L	1	INR	523	NEW DEL	DELHI	110062	IN	FALSE
18	17	407-7039962-7080347	7E+06	Men	30	04-12-2022	Delivered	Meeshco	SET304	Set	XL	1	INR	1115	Bhubanes	ODISHA	751022	IN	FALSE
19	18	407-3422488-7373923	3E+06	Womer	48	04-12-2022	Delivered	Others	SET184	Set	XS	1	INR	563	SIROHI	RAJASTH	307001	IN	FALSE
20	19	171-8974687-6745940	9E+06	Men	24	04-12-2022	Delivered	Myntra	J0161-D	Western	XXL	1	INR	473	MUMBAI	MAHAR	400097	IN	FALSE
21	20	406-0244536-2177175	244536	Womer	46	04-12-2022	Delivered	Amazor	SET233	Set	M	1	INR	545	AMRITS	PUNJAB	143001	IN	FALSE
22	21	404-4376789-3345166	4E+06	Womer	43	04-12-2022	Delivered	Nalli	J0231-S	Set	3XL	1	INR	1164	LUCKNOW	UTTAR P	226024	IN	FALSE
23	22	408-1943310-9789160	2E+06	Men	31	04-12-2022	Refunded	Myntra	J0339-D	Western	XXL	1	INR	743	NEW DEL	DELHI	110087	IN	FALSE
24	23	403-0950590-5005155	950590	Men	30	04-12-2022	Delivered	Myntra	SET210	Set	3XL	1	INR	575	MADURAI	TAMIL N	625014	IN	FALSE
25	24	406-3935670-5720350	4E+06	Womer	19	04-12-2022	Delivered	Ajio	SET110	Set	XS	1	INR	788	Meerut	UTTAR P	250002	IN	FALSE
26	25	402-0398999-0011565	398999	Womer	37	04-12-2022	Delivered	Amazor	SET273	Set	M	1	INR	612	HYDERAB	TELANG	500060	IN	FALSE
27	26	403-5438780-7231546	5E+06	Womer	37	04-12-2022	Delivered	Others	MEN50	kurta	XXL	1	INR	533	INDORE	MADHYA	452014	IN	FALSE

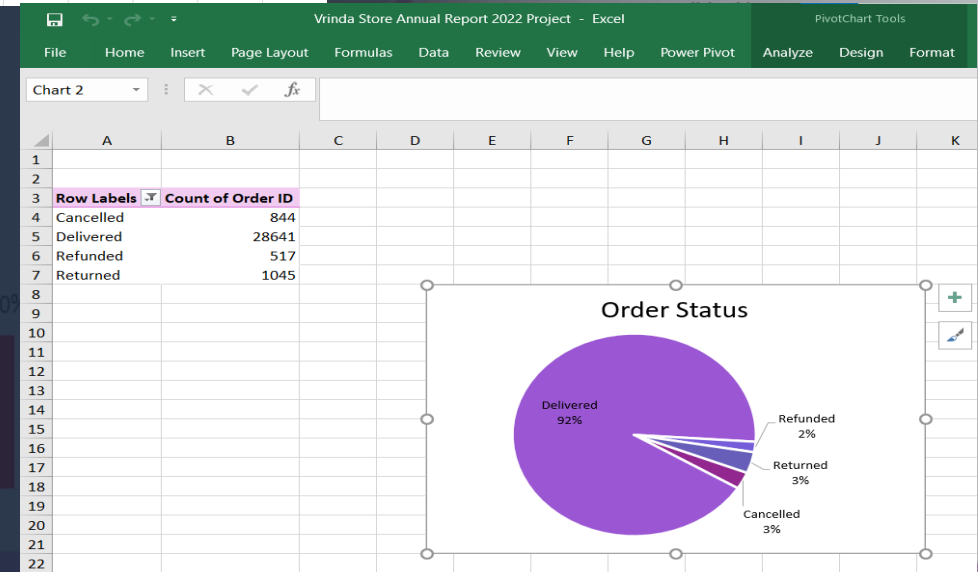
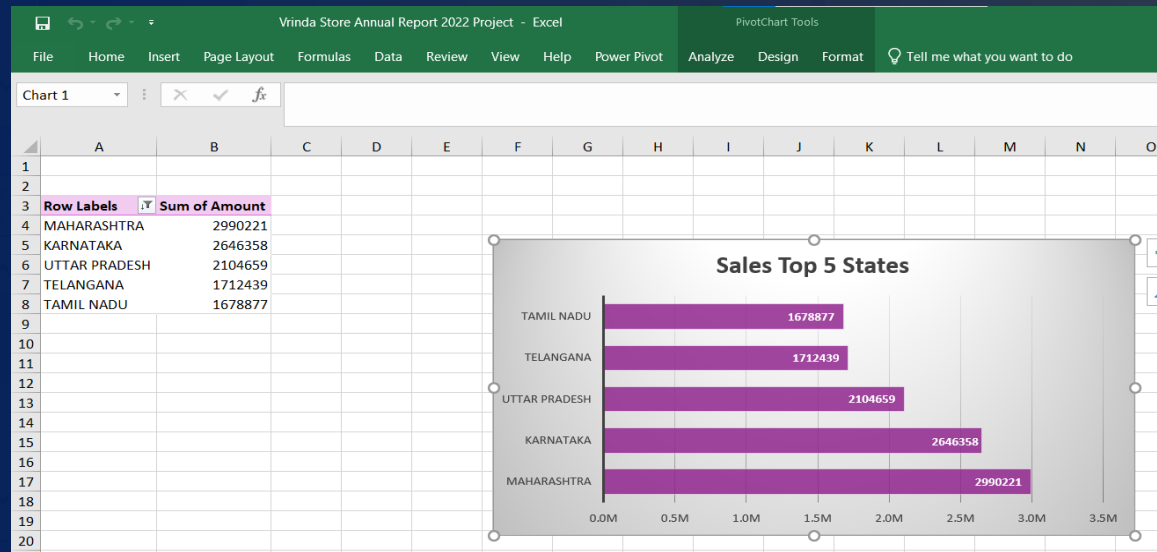
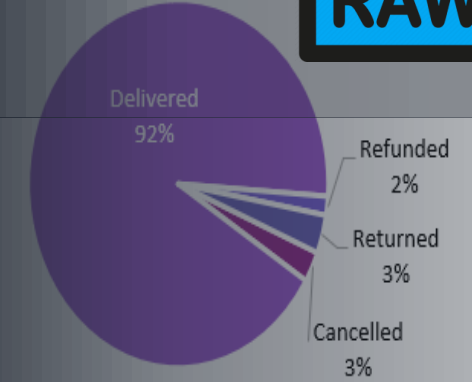
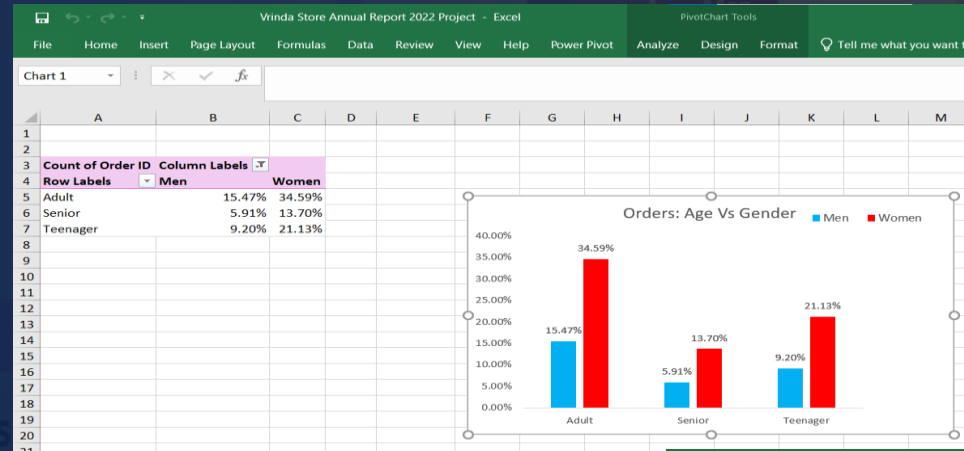




## PERFORMING FOLLOWING STEPS ON RAW DATA



- DATA CLEANING
- DATA PROCESSING
- DATA ANALYSIS





# CREATING AN INTERACTIVE DASHBOARD

## Vrinda Store Annual Report 2022

**Month**

Jan

Feb

Mar

Apr

May

**Category**

Blouse

Bottom

Ethnic Dress

kurta

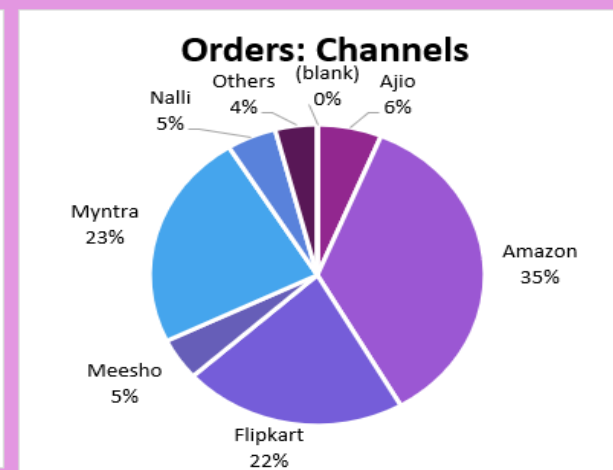
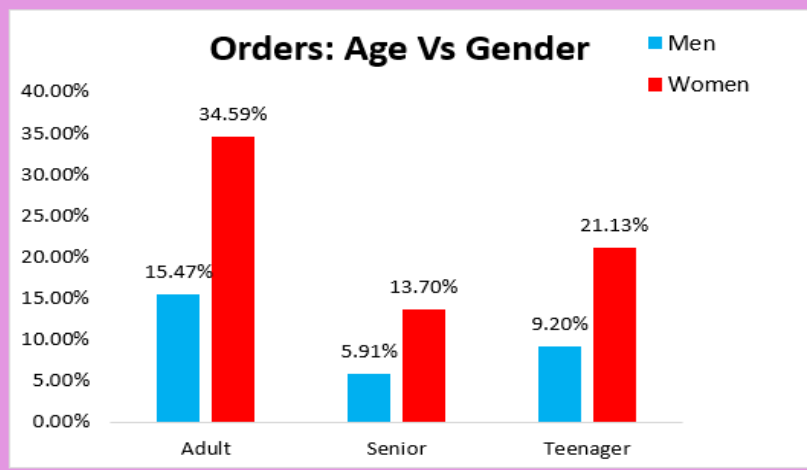
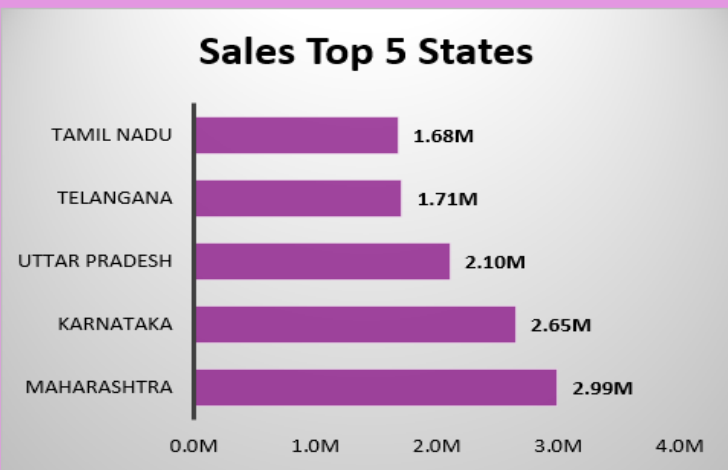
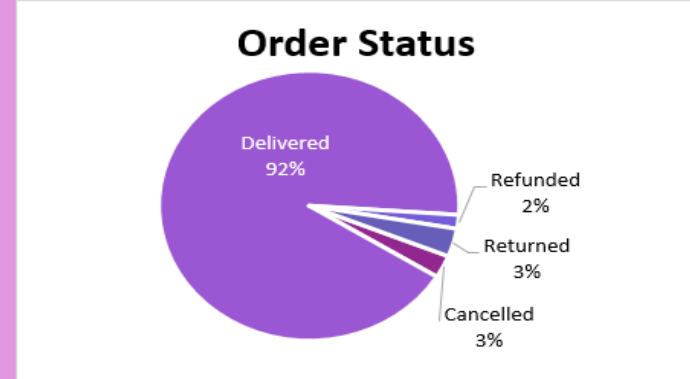
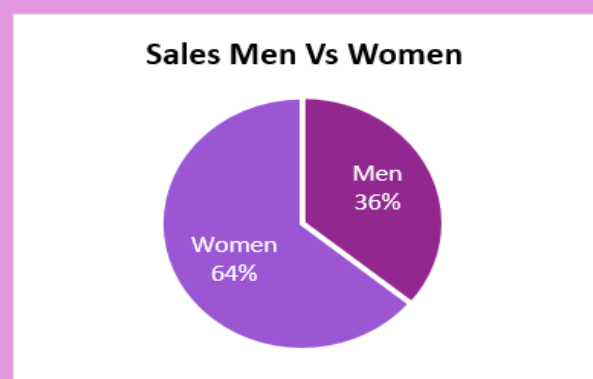
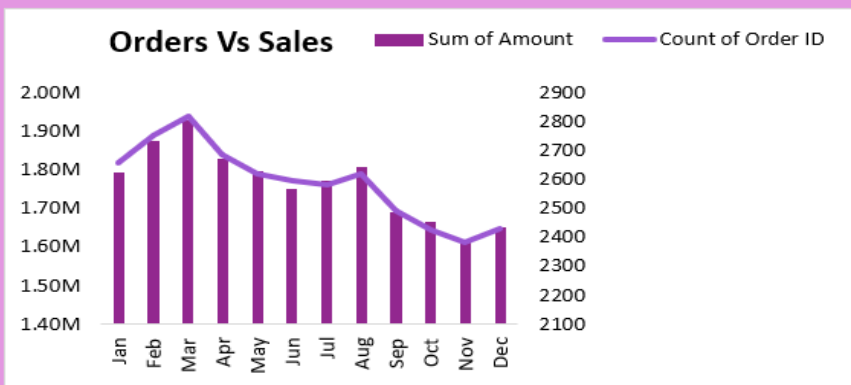
**Channel**

Ajio

Amazon

Flipkart

Meesho





## INSIGHTS FROM THE PROJECT



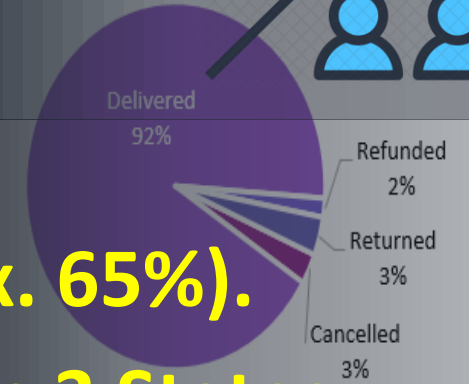
- Women are more likely buy compared to men (approx. 65%).
- Maharashtra, Karnataka and Uttar Pradesh are the Top 3 States (approx. 35%).
- Adult Age group (30-49 yrs) is max contributing (approx. 50%).
- Amazon, Flipkart and Myntra Channels are max contributing (approx. 80%).



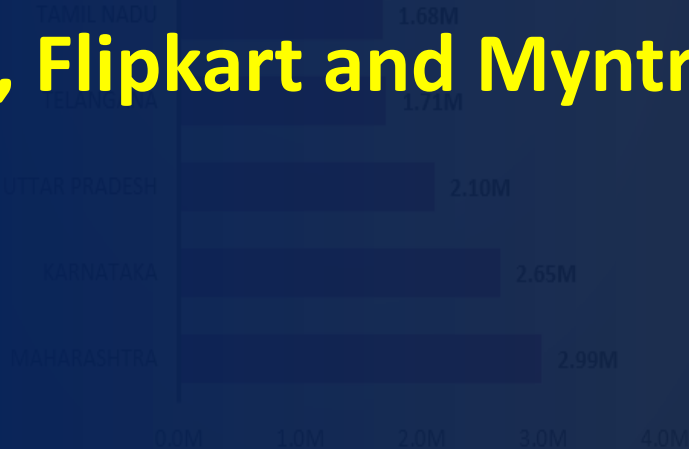
Sales Men Vs Women



Order Status



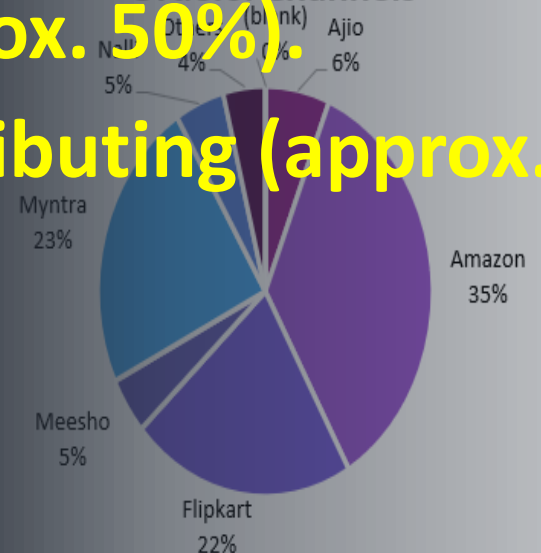
Sales Top 5 States



Orders: Age Vs Gender



Orders: Channels





## FINAL CONCLUSION TO IMPROVE VRINDA STORE SALES



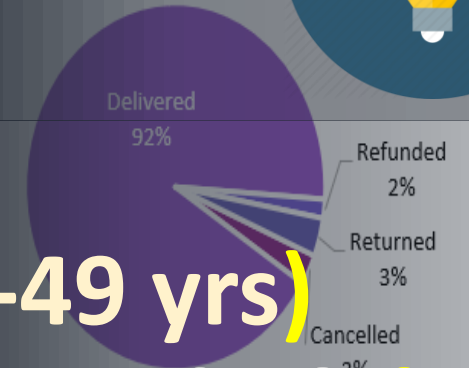
- Target **Women** customers of Age group (30-49 yrs) Living in Maharashtra, Karnataka and Uttar Pradesh by showing them Ads/Offer/Coupons available on Amazon, Flipkart and Myntra.



Sales Men Vs Women



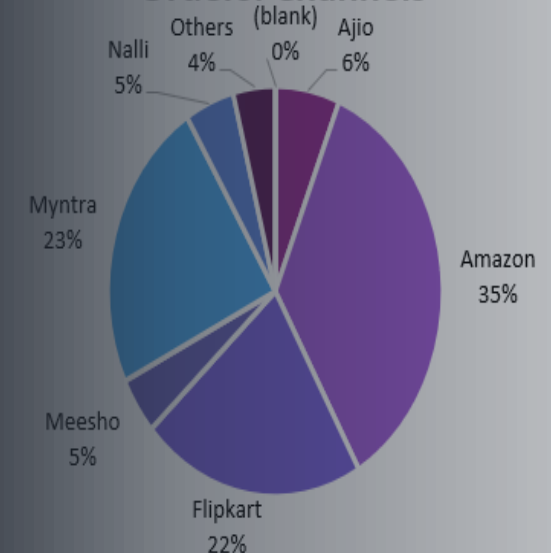
Order Sta



Orders: Age Vs Gender



Orders: Channels





# Vrinda Store Annual Report 2022

# THANK YOU!!

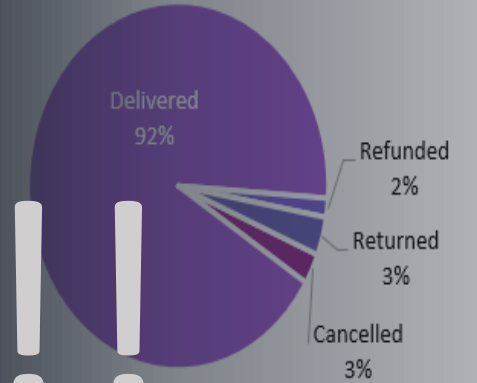
### Orders Vs Sales



### Sales Men Vs Women



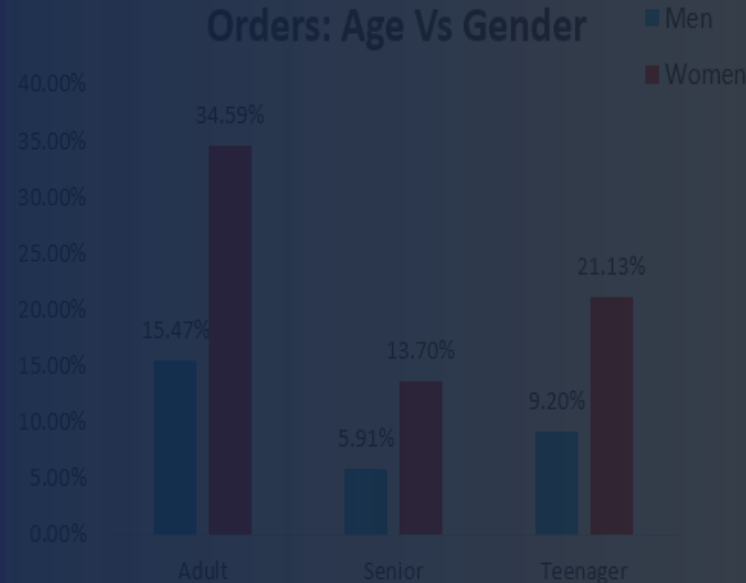
### Order Status



### Sales Top 5 States



### Orders: Age Vs Gender



### Orders: Channels

