



# Customer Buying trends in annual sales-2022

# Objective :

Understanding the Vrinda Store's customer and their buying trend of 2022. Therefore, Vrinda store can grow in the following year.



## Important Q's that need to ask:

- Comparison of Sales & Order.
- Highest selling month.
- Who are the largest buyer - men or women ??
- Which top 5 states contributing to sales ?
- Status of Order / Are all order equals to sales ?
- What is the relation of Age & Gender in terms of Order ?
- Which channels are the max. buyers choice?
- Which category of products are the largest buying category ?



## Data Sample:

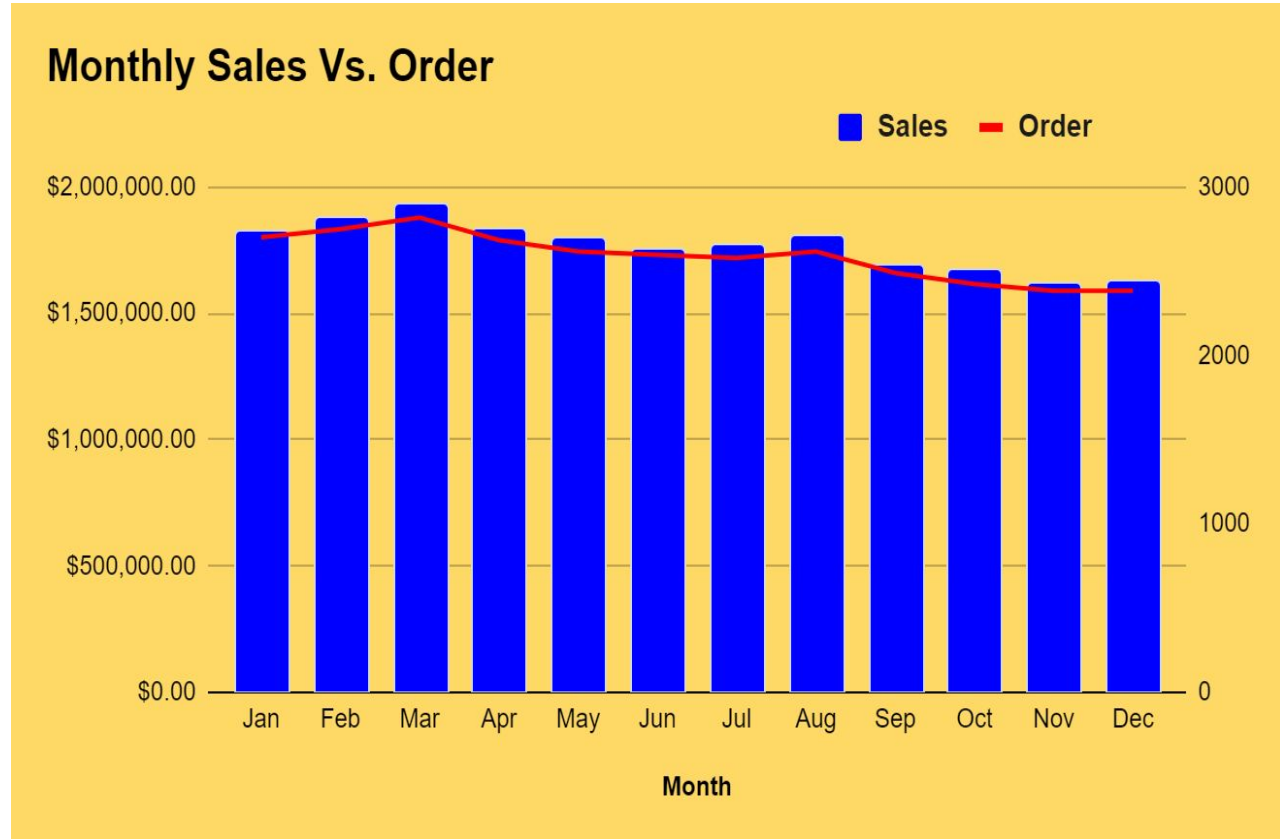
index	Order ID	Cust ID	Gender	Age	Age_group	Date	Month	Status	Channel	SKU	Category	Size	Qty	currency	Amount	ship-city	ship-state	ship-postal-code	ship-country	B2B
1	171-1029312-3038738	1029312	Women	44	Adult	12/4/2022	December	Delivered	Myntara	JNE1233-BLUE-KR-031-XXL	kurta	XXL	1	INR	376	MOHALI	PUNJAB	140301	IN	FALSE
2	405-2183842-2225946	2183842	Women	29	Teenage	12/4/2022	December	Delivered	Ajio	SET414-KR-NP-L	Set	L	1	INR	1449	GURUGRAM	HARYANA	122002	IN	FALSE
3	171-1641533-8921966	1641533	Women	67	Senior	12/4/2022	December	Delivered	Myntara	SET261-KR-PP-S	Set	S	1	INR	453	KOLKATA	WEST BENGAL	700029	IN	FALSE

## Data Cleaning, Preparation & Analysis :

- Data is cleaned by sorting, filtering & other necessary steps
- **Age column is grouped** into 3 groups i.e.
  - Senior ( above 50 yrs)
  - Adult ( 30-50 yrs)
  - Teenage ( below 30 yrs)
- Date of transaction is grouped as **Months**. So that I can group all transactions into Months.
- Then, I started analyzing using pivot & single chart.

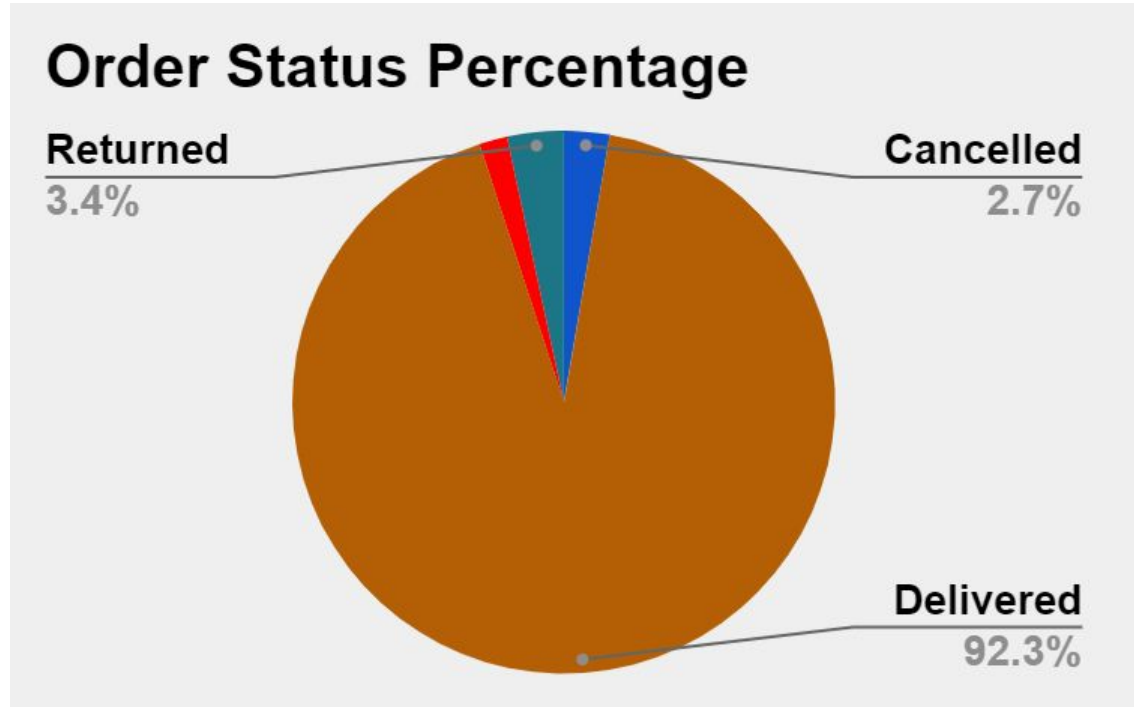
## Monthly Sales Vs. Order

- Both Order & sales are higher in March.
- Sales & Order are highly correlated.
- Higher the order, higher the sales.



## Order Vs. Sales

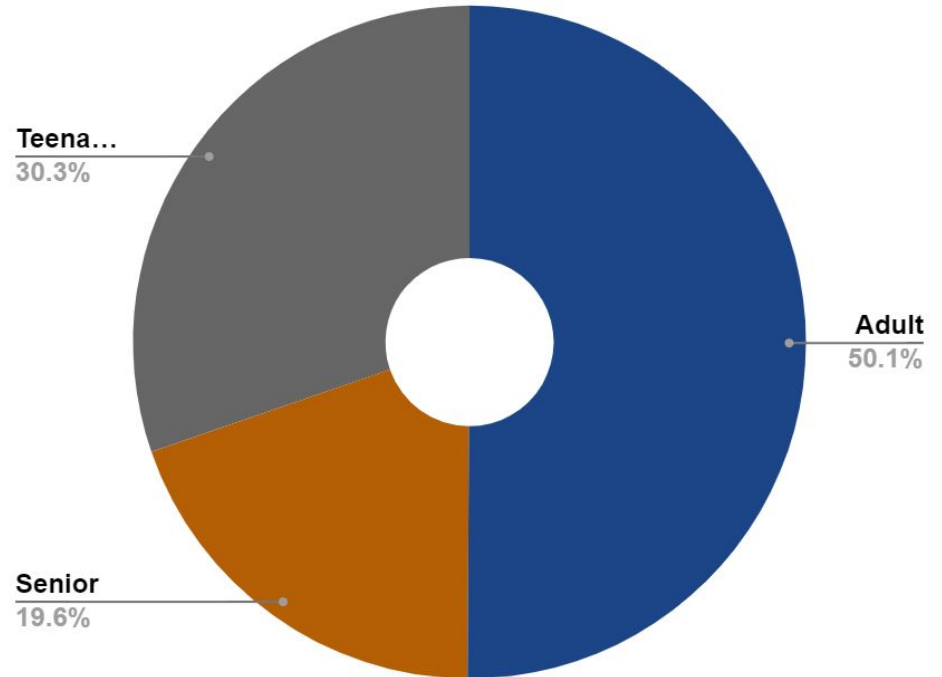
- 92.3 % of Order are delivered.
- We can say that, Order equals Sales.



## Sales Vs. Age group

- Maximum buyers are adult , age group of 31-50 years.
- Second largest buyer groups are Teenagers ( Below 30 years old)

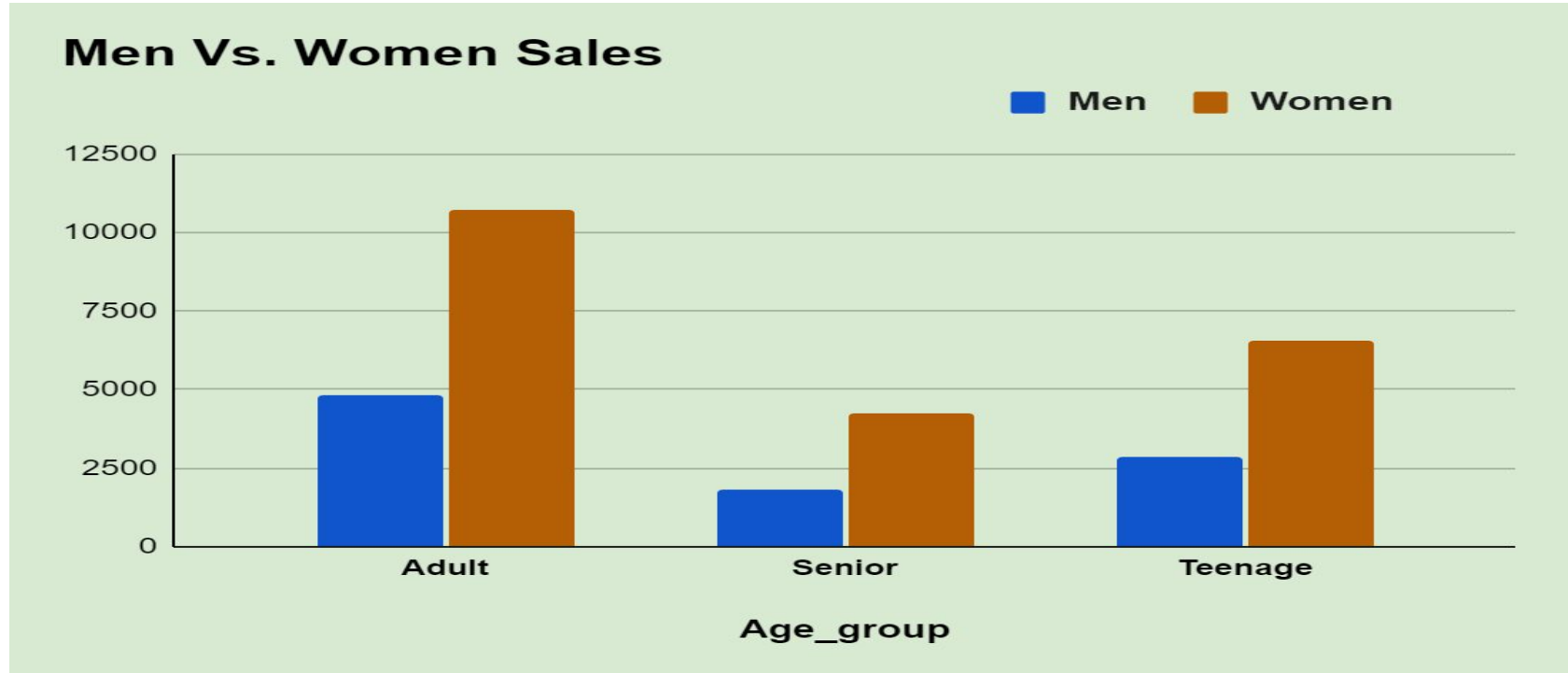
**Sales Vs. Age Group**





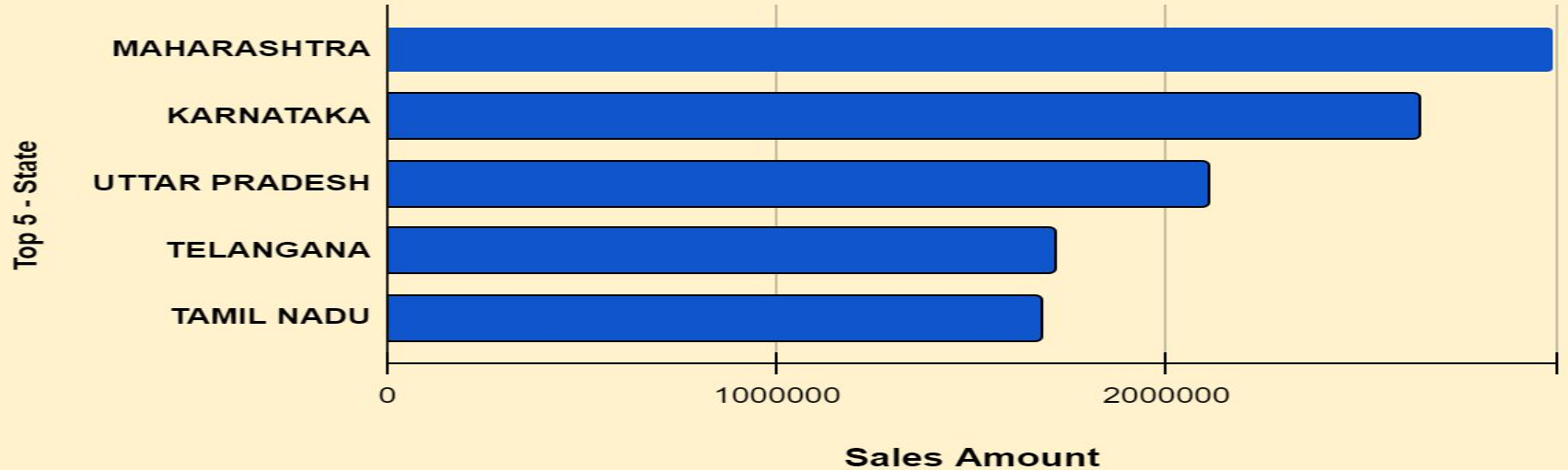
# Men Vs. Women

Among the largest buyer group i.e **ADULT**, **women** are the maximum buyers.



## Top 5 Highest \_ sales States

### Top 5 State - Sales

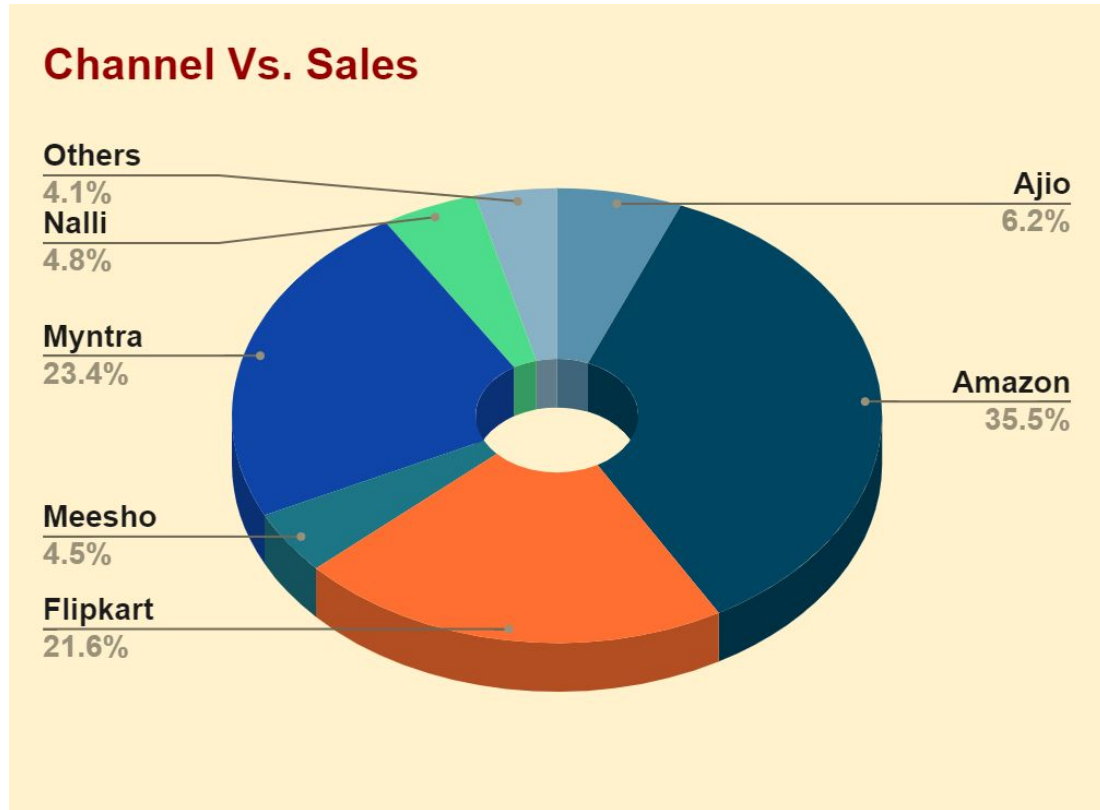


Sales are highest in these 5 states. I.e. Maximum buyers are from these states

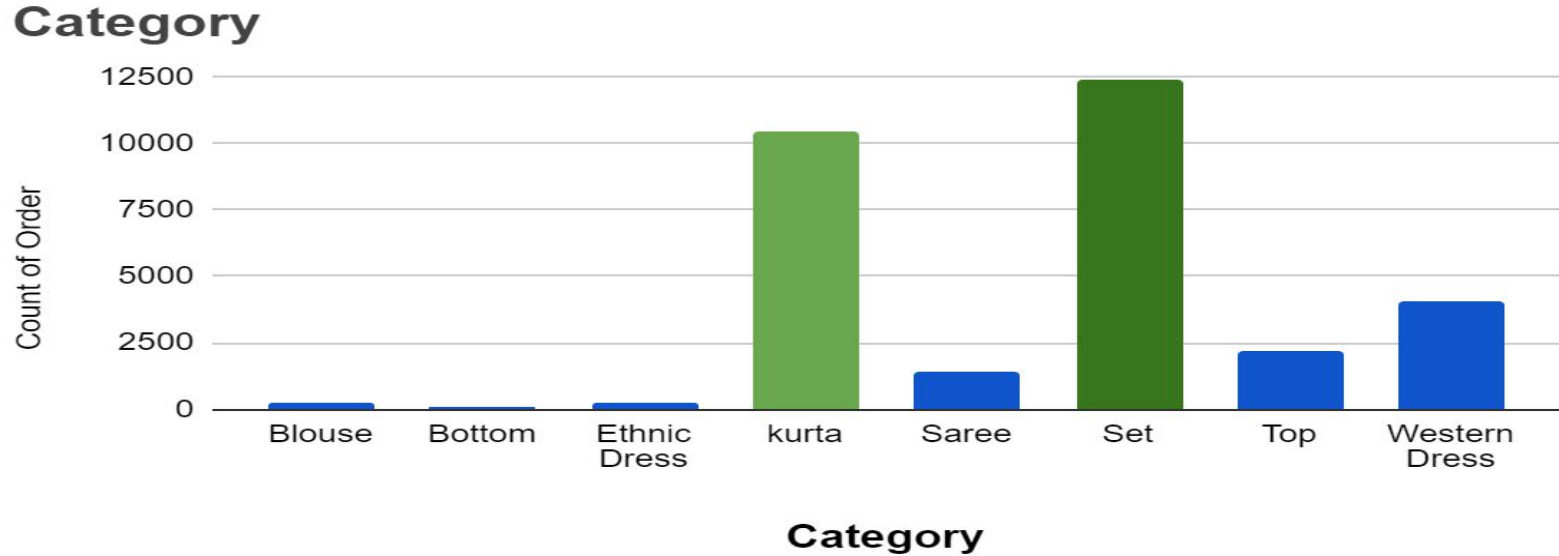
# Channel

- Max. Percentage of sales through the following 3 channel in order:

1. **Amazon (35.5 %)**
2. **Myntra (23.4 %)**
3. **Flipkart (21.6 %)**



## Category of Products



The Highest selling category of product is Set. And, secondly Kurta which contributes maximum to sales.

## Data Insights :

- Adult (30-50 yrs) customers are maximum buyers (50.1% of sales)
- Women are more likely to buy than men (~65 % - approx).
- Top 3 states are highest contributor to sales i.e. Maharastra, Karnataka, Uttar Pradesh.
- Max. buyers choose to buy through Amazon (36.5 %), Myantra (23.4 %) & Flipkart(21.6 %).
- Buyers choice product category / highest sales product category is **“SET”** and secondly, **“Kurta”**.

## **Conclusion :**

Vrinda Store is suggested to target **Women** at the age group of **30-50 Years** who are living in **Maharashtra, Karnataka & Uttar Pradesh** by showing ads. / Offer / Coupon available on **Amazon, Myantra & Flipkart.**