

Objective

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

Methodology

Exploratory data analysis is done on data. Sales vs. orders analysis is done to know how much amount sales are done on how many orders. Men vs. women sales analysis is done to find the trend in sales by men and women. Order status analysis is done to analyze the status of items sold. State-wise sales analysis is done to find the sales done by each state. Age and gender-wise sales analysis is done to find age and gender-wise sales correlation. The channel-wise analysis is done to find which channel is contributing how much in sales. Dashboards are made for each analysis and are sliced together in Retail Store Analysis Report

Sample Insights

- Women are 65% more likely to buy as compared to men.
- Maximum sales are occurring in the month of March.
- Most of the items are delivered
- Maharashtra, Karnataka, and Uttar Pradesh are the top 3 states contributing to 35% of total sales.
- The adult age group (30-49 years) is a maximum contributing group it contributes to a total of 50% of total sales
- Maximum sales are done by Amazon.
- Amazon, Flipkart, and Myntra channels are the maximum contributing channels they contribute to a total of 80% of total sales

Final conclusion to improve retail store sales

Target women customers of the age group (30-49 years) living in Maharashtra, Karnataka, and Uttar Pradesh by showing advertisements, offers, and coupons available on Amazon, Flipkart, and Myntra.