Ex No: 1	Exploratory Data Analysis (EDA) for Excel Dataset

AIM:

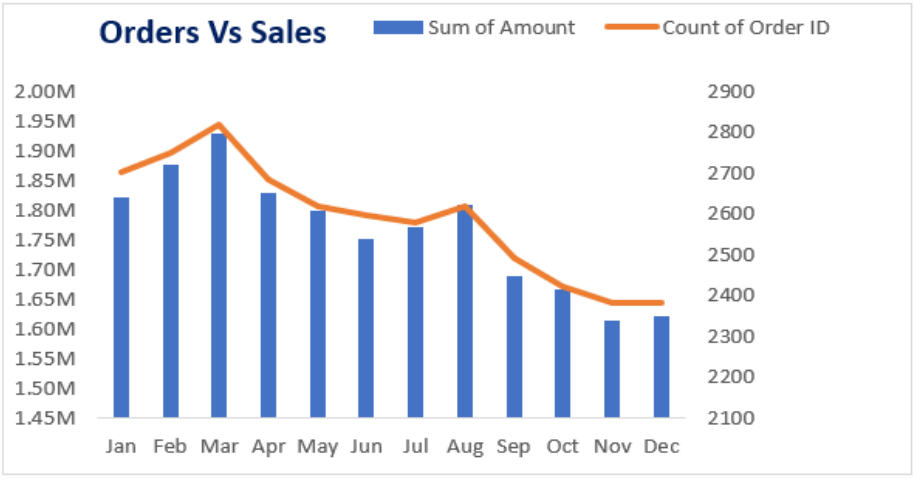
To download and analyze dataset and generate insights for decision-making.

PROCEDURE:

1. Download the vrinda store dataset from the internet.
2. Load the dataset in Excel.
3. Create graphs and charts using various parameters.
4. Interpret the inferences obtained from each graph in the analysis.
5. Use these inferences/insights obtained for decision-making.

EXPLORATORY DATA ANALYSIS:

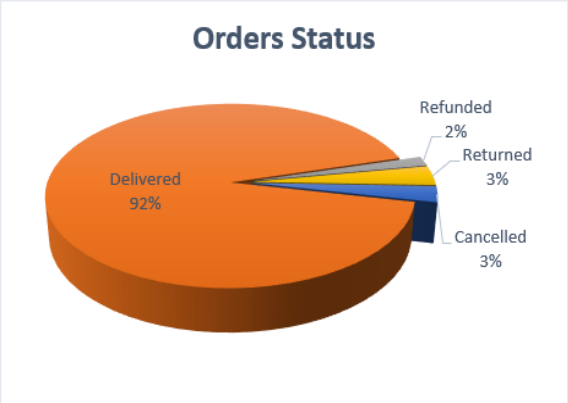
1) Comparison of Orders and Sales by Month



Inferences:

- The highest sales, accompanied with most no of orders, are observed in the month of February.
- Conversely, the lowest sales, despite a good number of orders, are observed in the month of November.

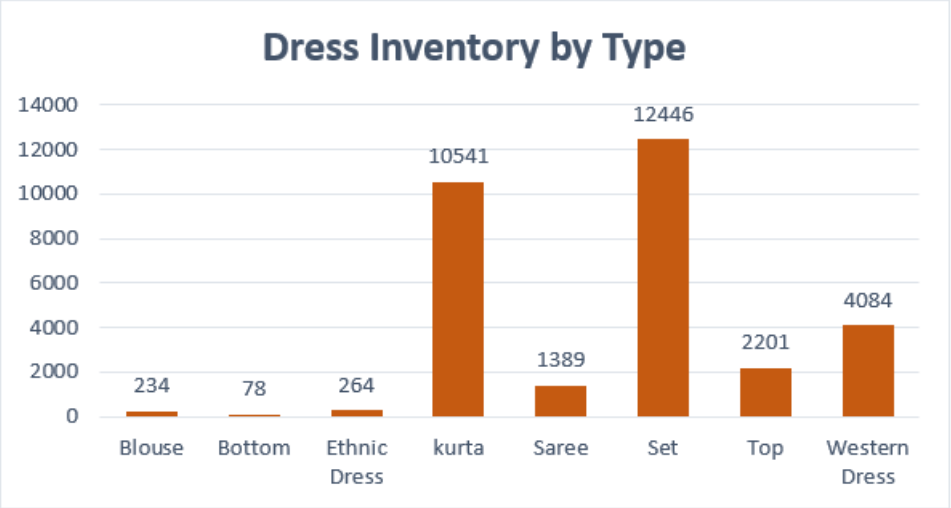
2) Order Status Distribution as Percentages



Inferences:

- 92% of the orders are delivered to the customers.
- 3% of the orders are cancelled, and 3% are returned.
- For 2% of the orders, the money is refunded to the customers.

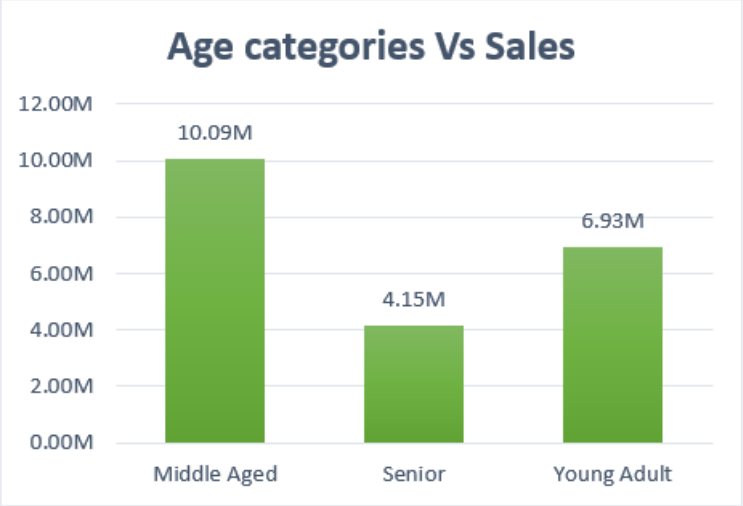
3) Dress Inventory Quantity Based on Dress Type



Inferences:

- The highest number of dresses in inventory are sets and kurtas, whereas the least are bottom wears.

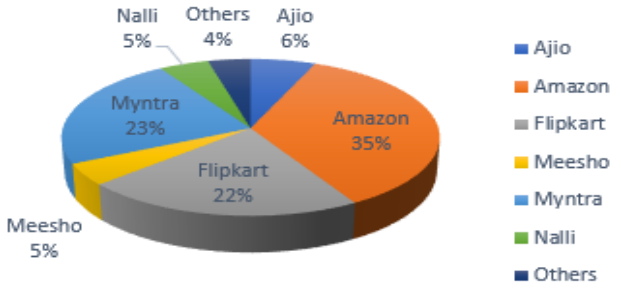
4) Sales Distribution Across Age Categories



Inferences:

- In analyzing sales across age categories, it's evident that purchasing behavior varies among different demographics.
- Middle-aged individuals generate the highest amount of sales compared to young adults and seniors.

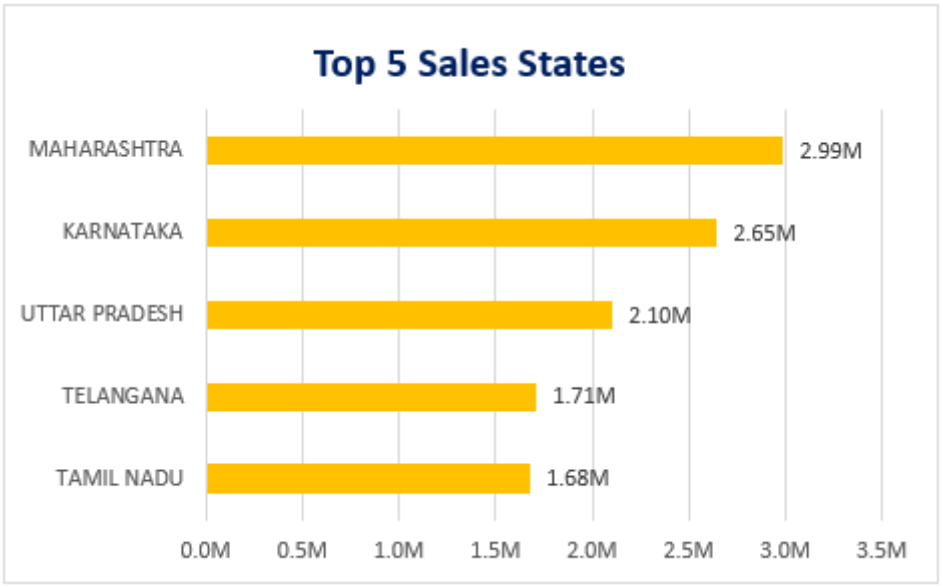
5) Distribution of total items sold in various shops



Inferences:

- Amazon has the highest number of units sold followed by Myntra and Flipkart.
- Meesho and Nalli have similar no of purchases.

6) Top 5 states with highest sales

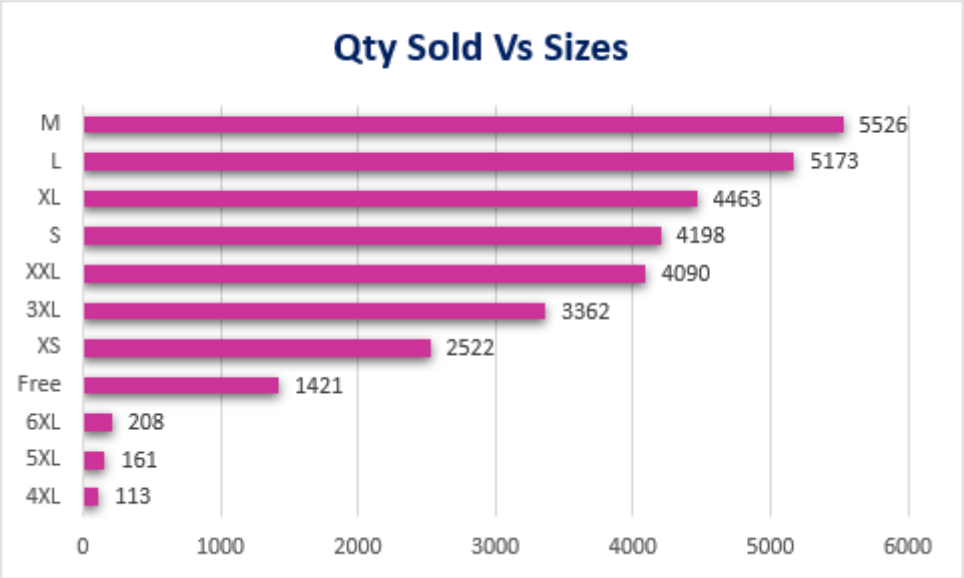


Inferences:

- Maharashtra has the highest sales across all outlets in the India with a yearly turnover of 2.99 Million rupees.

- Karnataka has second highest sales with turnover of 2.65 Million rupees.
- Uttar Pradesh has third highest sales with turnover of 2.10 Million rupees.
- Telegana and Tamilnadu has a turnover of 1.71 and 1.68 Million rupees.

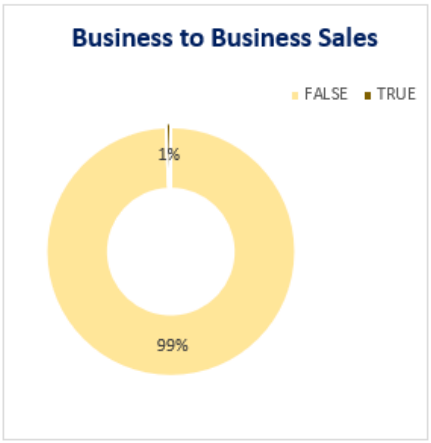
7) Distribution of units sold with respect to cloth size



Inferences:

- Medium (M) and Large (L) sizes get sold the most.
- 4XL and 5XL sizes get sold the least.
- Business Strategies: Having more varieties of dresses in M and L will boost the sales across all stores in india.

8) Business to business sales vs Individual sales analysis



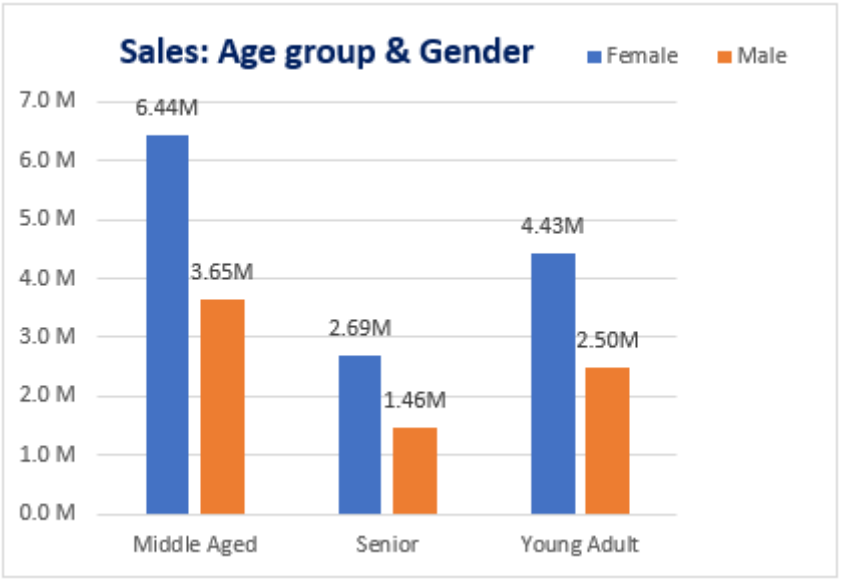
Inferences:

- Around 99% of sales are sold to individuals and only 1% are sold business to business.

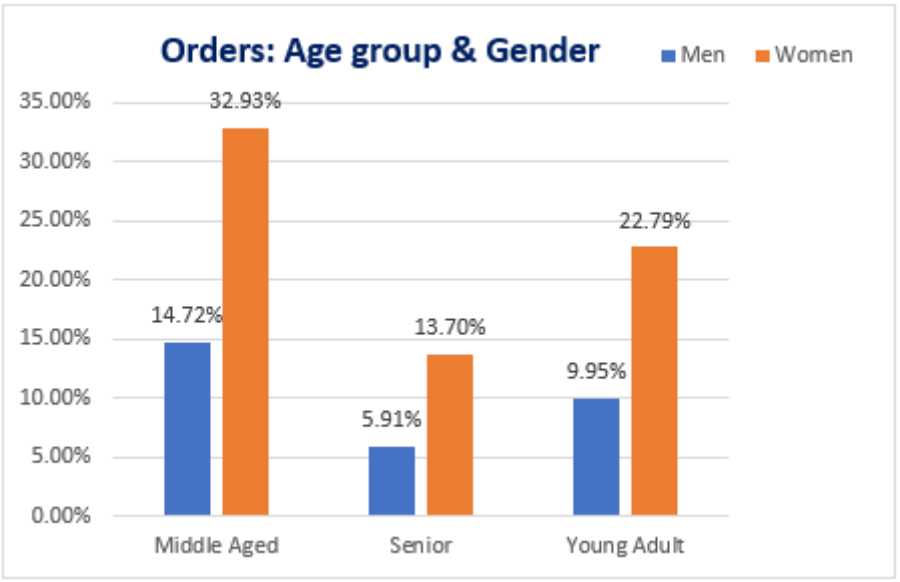
9) Total sales based on Age group and Gender

Inferences:

- Female customers especially middle-aged buy more dresses and generate more sales than males.
- Senior customers purchase less especially senior males.



10) Total orders based on Age group and Gender



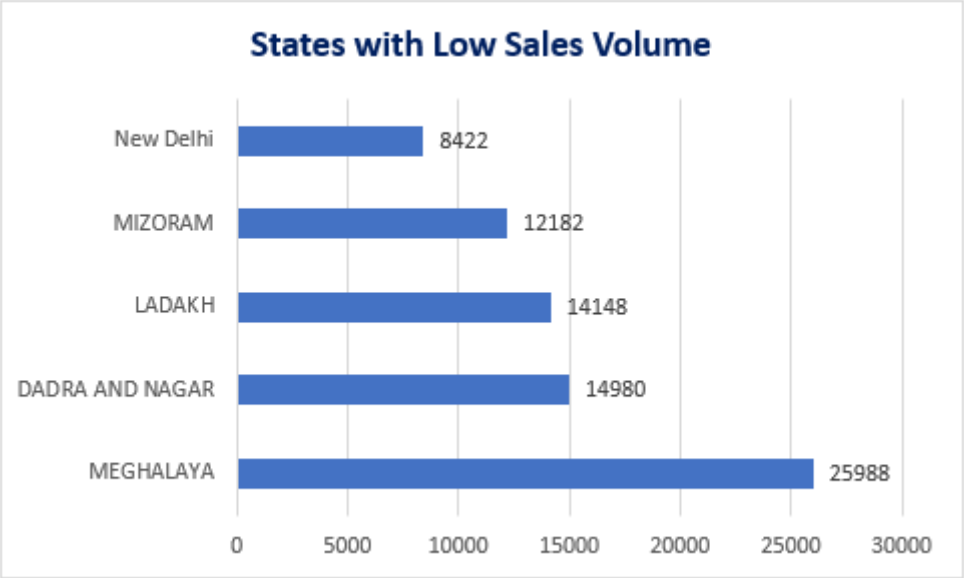
Inferences:

Women especially Middle-Aged place more no of orders than males thus generating high sales.

11) Bottom 5 states with low volume

Inferences:

- New Delhi has the lowest sales followed by Mizoram and Ladakh.
- Darba and Nagar & Meghalaya has the 4th lowest and 5th lowest sales.



CONCLUSION:

Dataset has been downloaded and exploratory data analysis has been performed and insights have been gathered from data as inferences for decision-making.