

Hello!

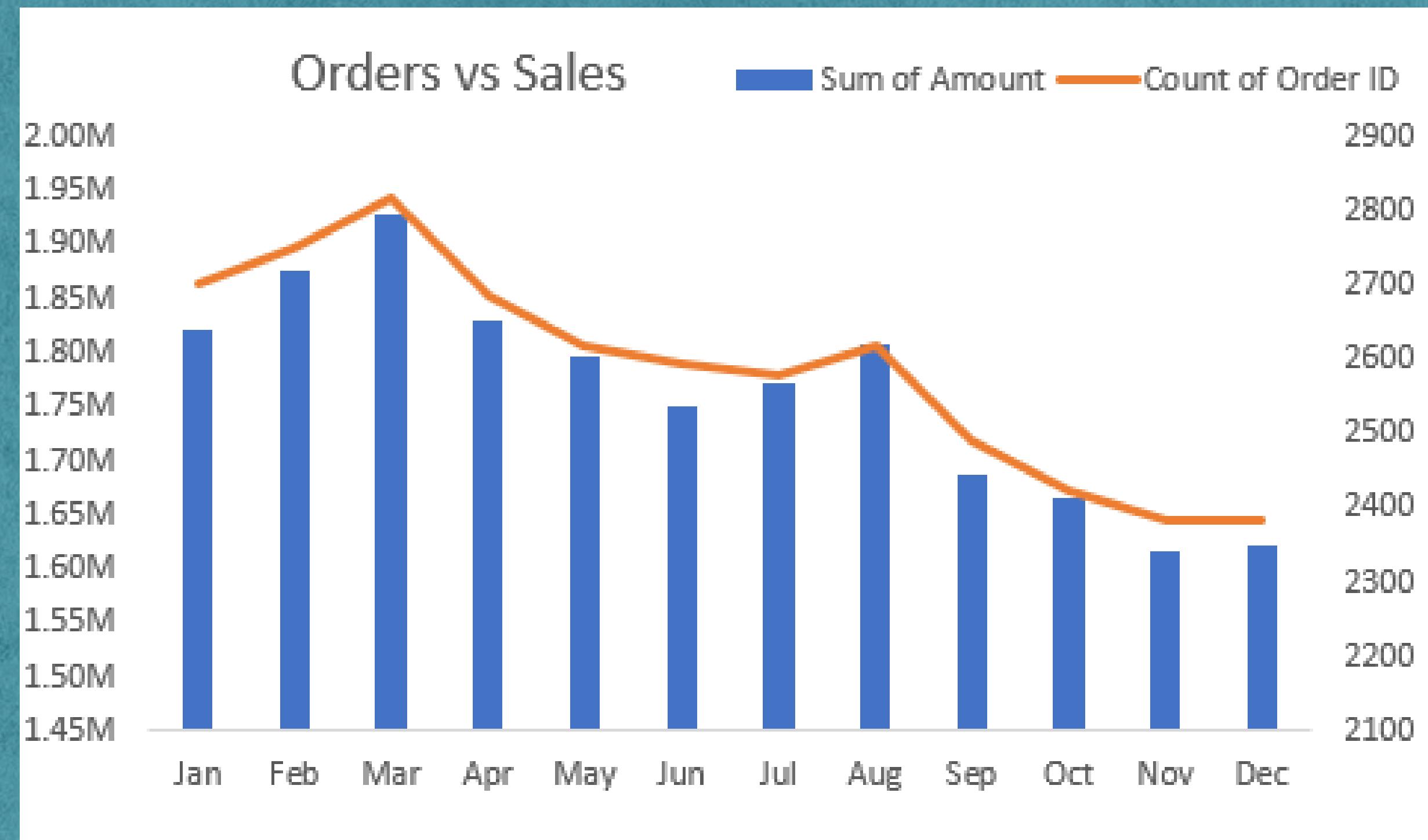
This is Aakash Sinha , 3rd year B-Tech
student from MANIT BHOPAL.
In this project, I have used the MS
Excel to solve the questions regarding
the sales of a clothing store named
Vrinda Store



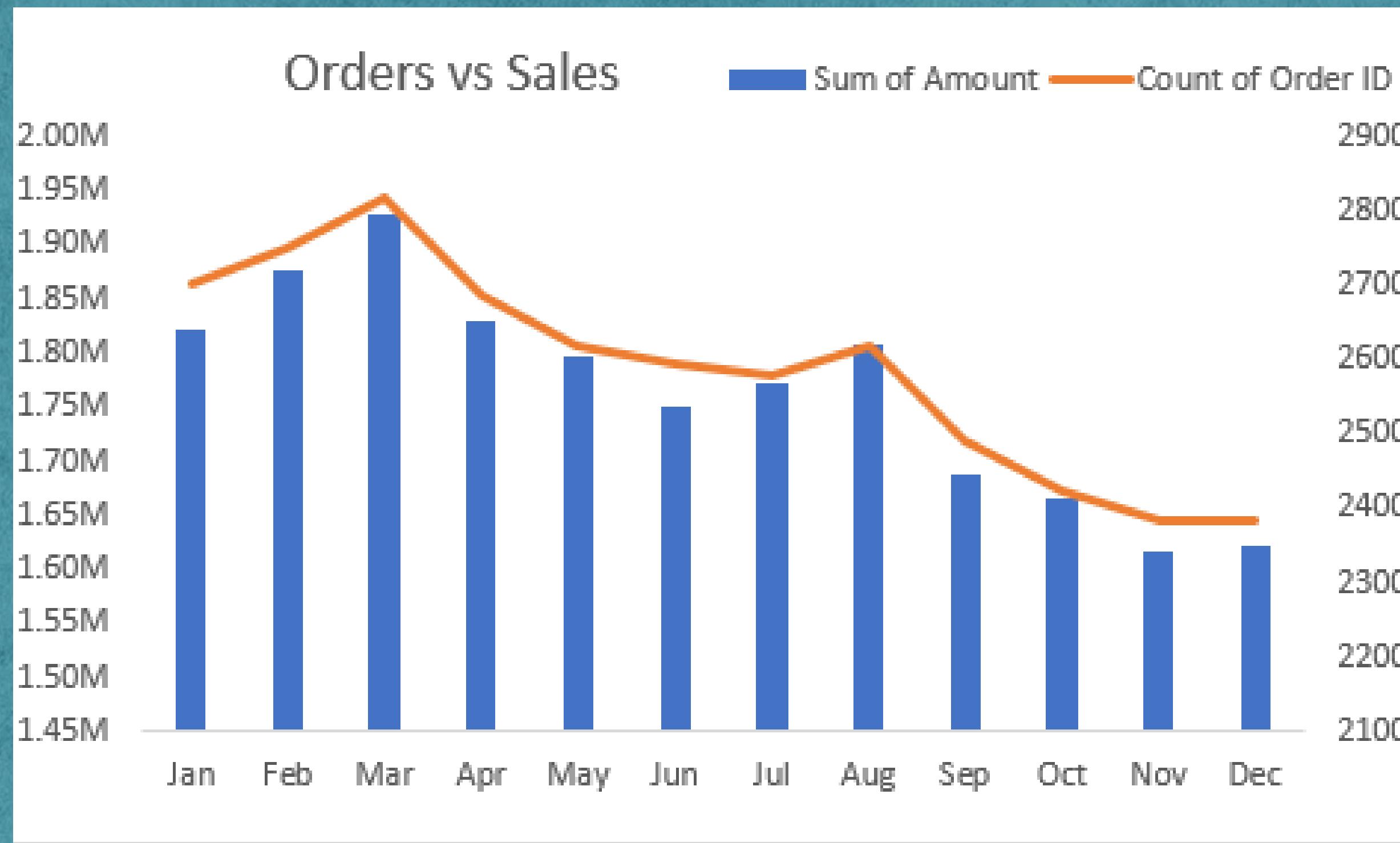
Questions?

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 the different order status in 2022?
5. List top 5 states contributing to the sales
6. Relation between age and gender based on number of orders
7. Which channel is contributing to maximum sales
8. Highest selling category

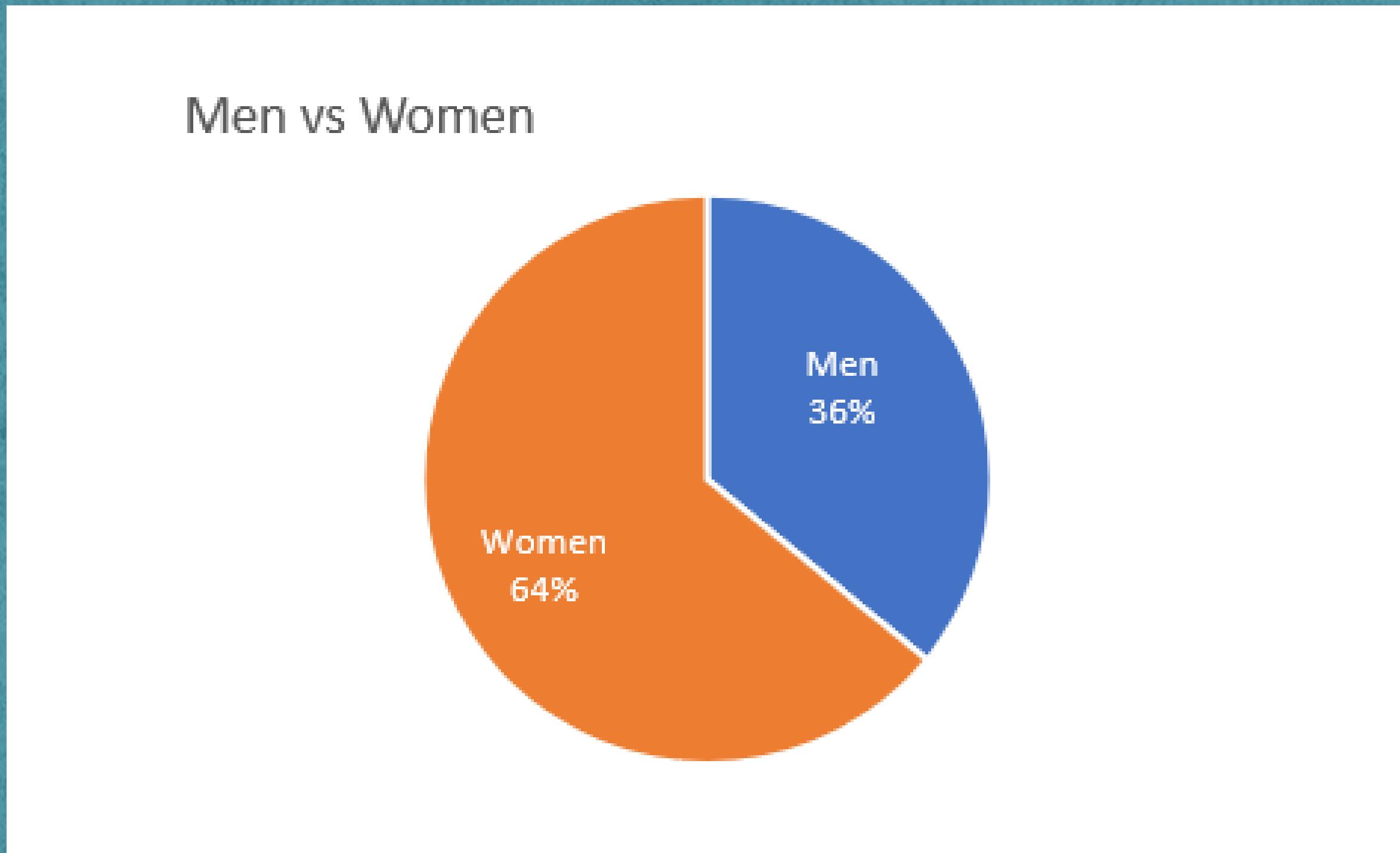
1. Compare the sales and orders using single chart



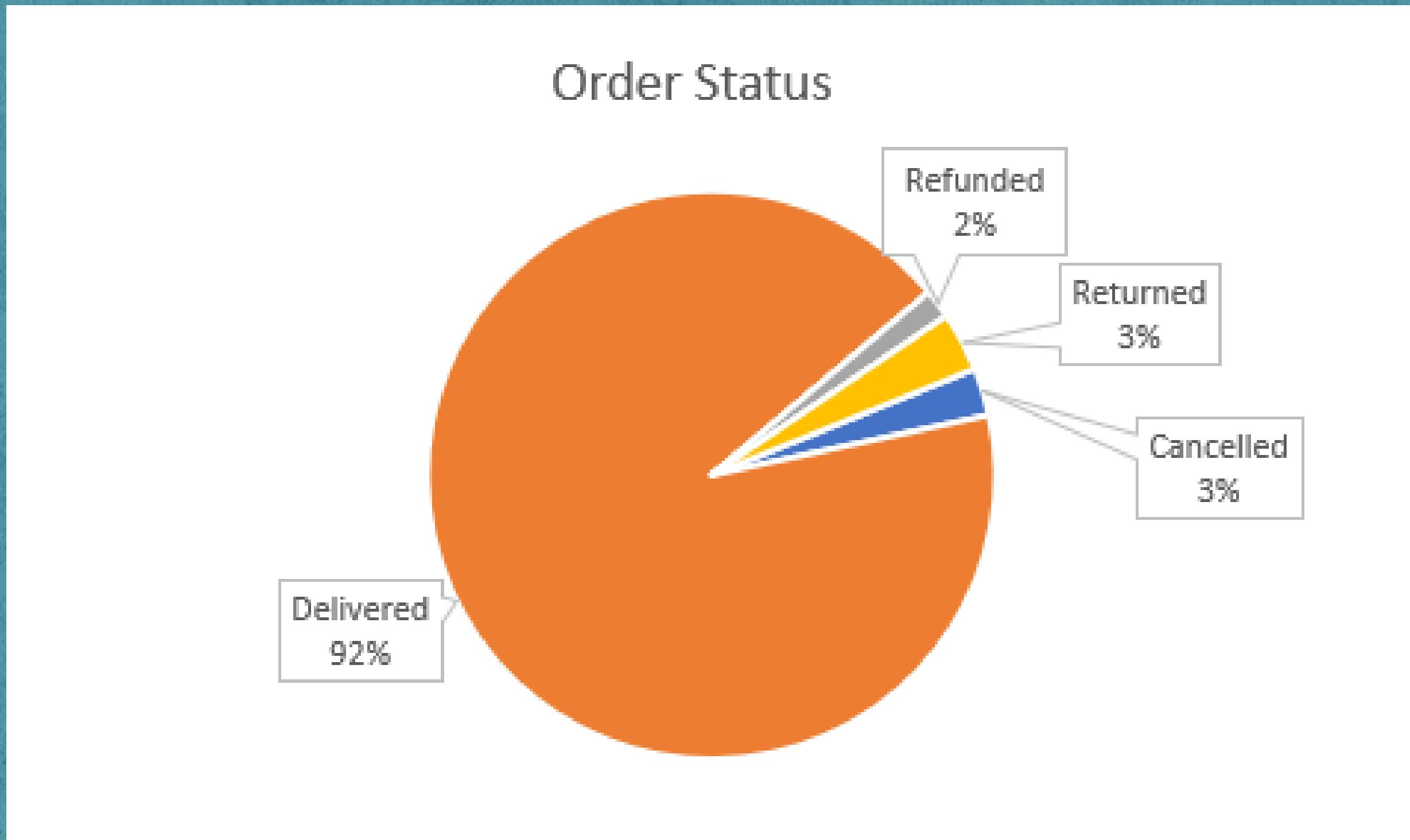
2. Which month got the highest sales and orders?



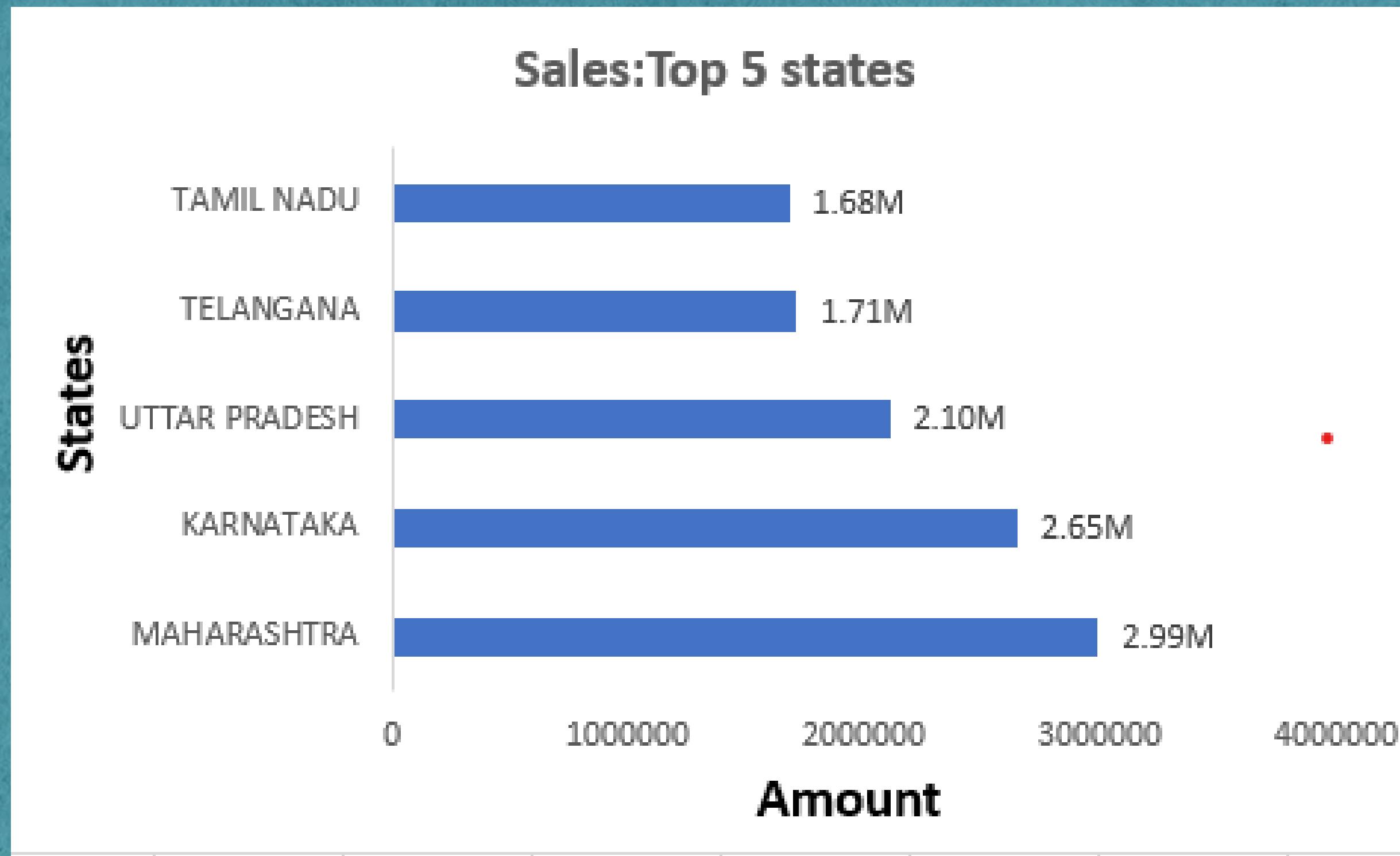
3. Who purchased more, Men or Women in 2022?



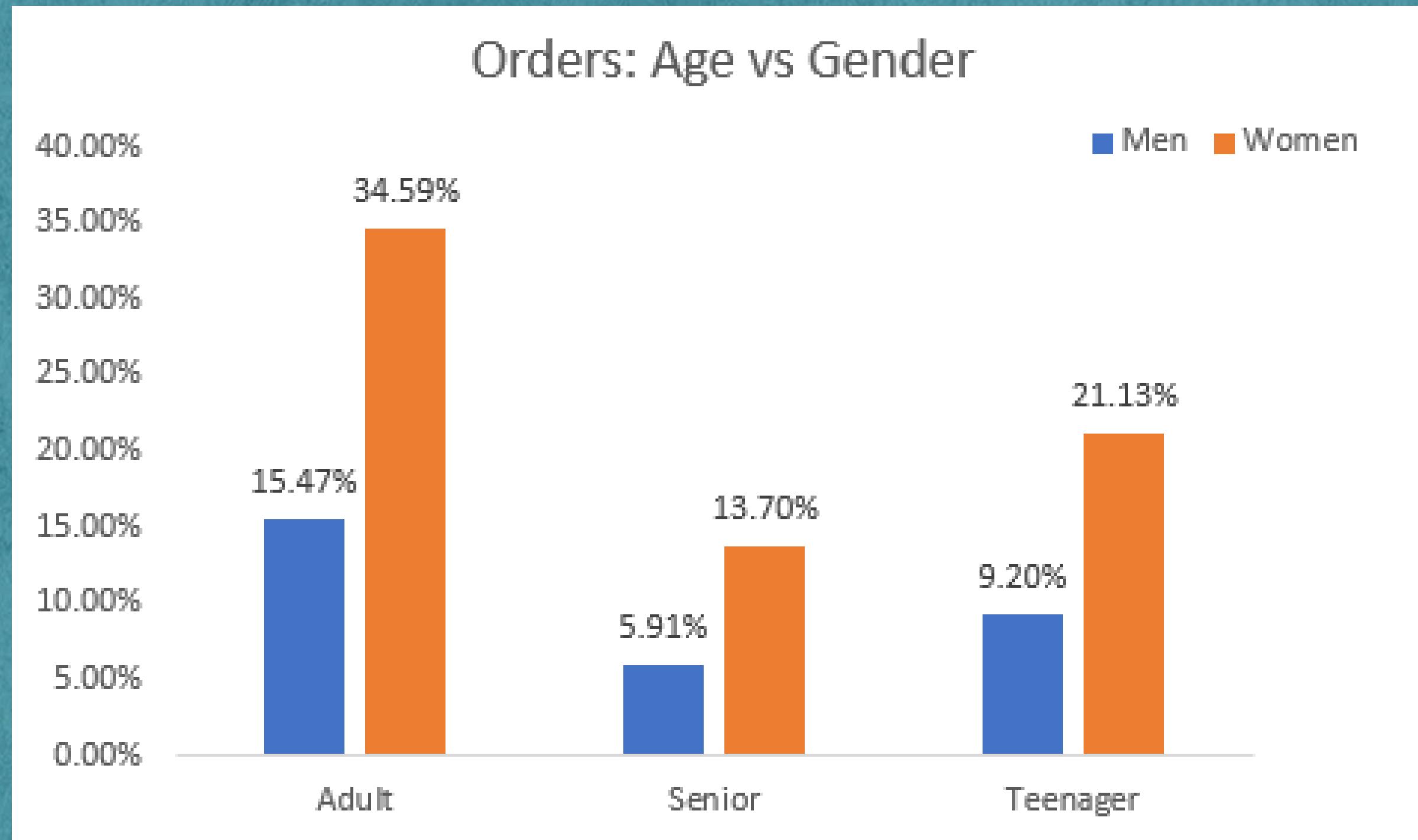
4. What are the different order status in 2022?



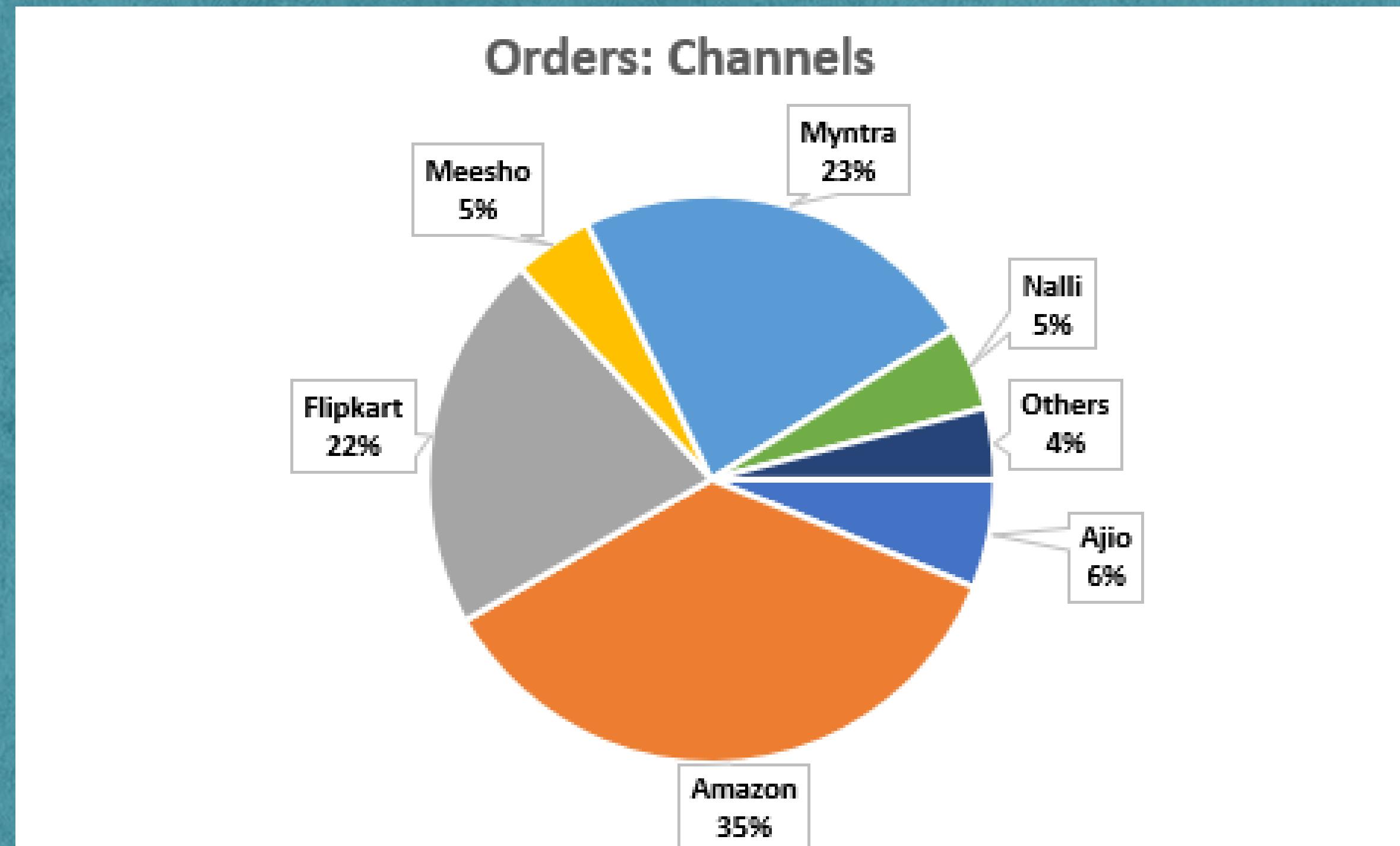
5. List top 5 states contributing to the sales



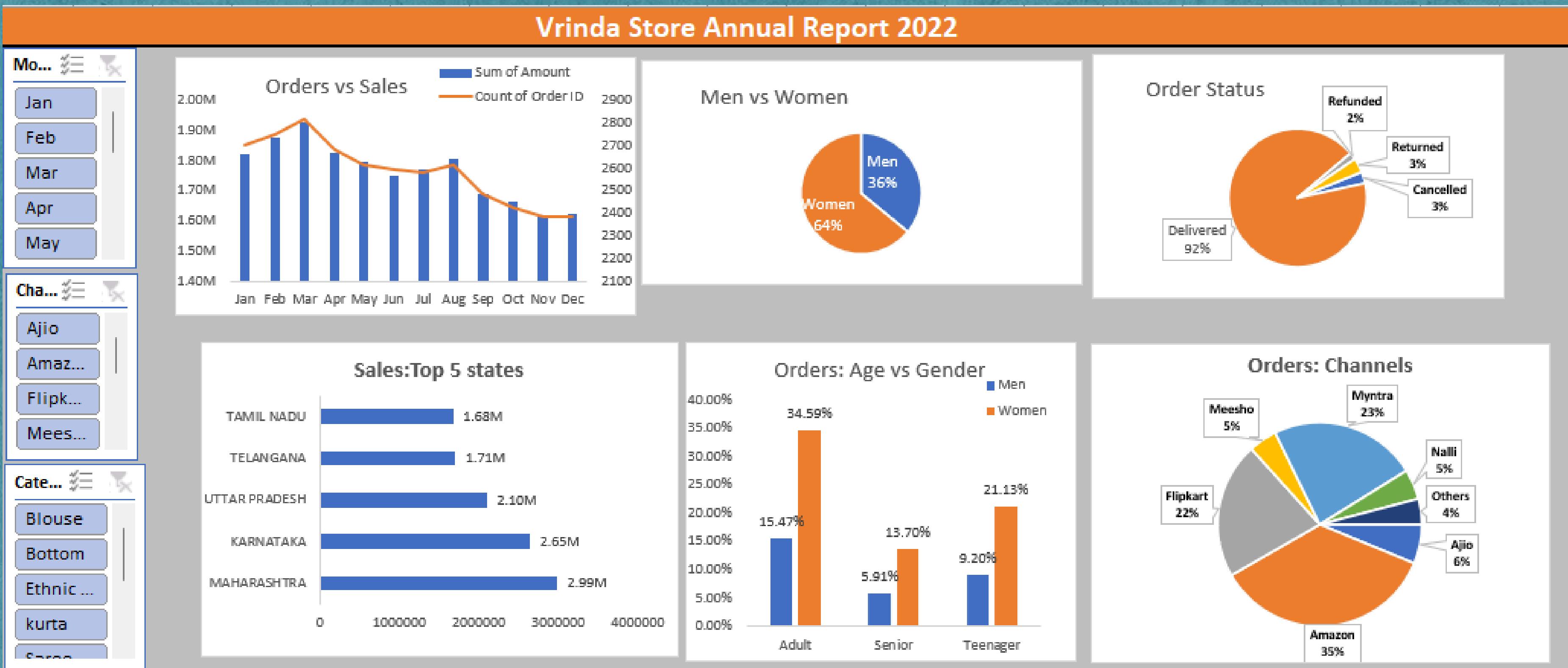
6. Relation between age and gender based on number of orders



7. Which channel is contributing to maximum sales



Vrinda Store Annual Report 2022



Sample Insights

1. Womens are more likely to buy compared to men (65%)
2. Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (35%)
3. Adult age group (30-49 yrs) is maximum contributing (50%)
4. Amazon, Flipkart and Myntra channels are maximum contributing (80%)

My Final conclusion to improve Vrinda Store Analysis

Target Women customers of age group (30-49 yrs) living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/offers/coupons available Amazon , Flipkart and Myntra

Thank you!

