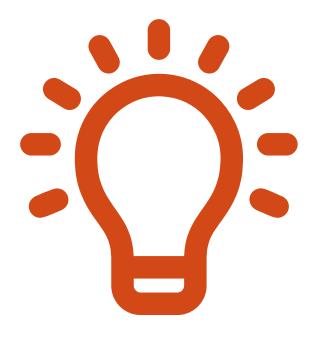# VRINDA STORE SALES ANALYSIS:

Unveiling Top Trends with Excel Charts.

HELLO!

Dive into VRINDA Store's sales data with our Excel project featuring pivot tables and dynamic charts. Explore top-selling states, channels, and items, track monthly and yearly trends, and gain insights into gender distribution, age groups, and more for informed decision-making.

OBJECTIVES:

- Analyze sales data for VRINDA Store
- Identify top-selling states, channels, and items
- Track monthly and yearly sales trends
- Determine gender distribution and age groups
- Provide insights for informed decision-making
- Determine the channels contributing to maximum sales
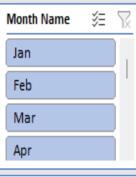
OUTCOMES:

- Enhanced understanding of VRINDA Store's sales patterns and performance.

- Identification of top-performing states, channels, and items.

- Insights into monthly and yearly sales trends for strategic planning.

- Clear understanding of gender distribution and age group preferences.

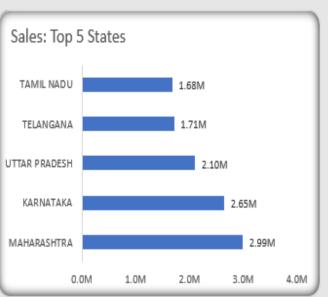- Actionable recommendations for optimizing sales strategies, including maximizing sales through specific channels.
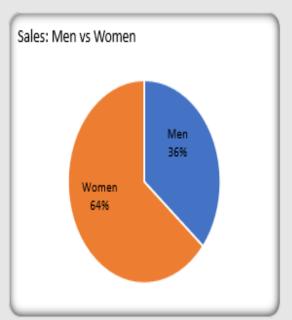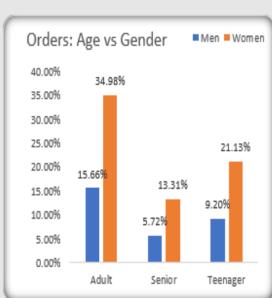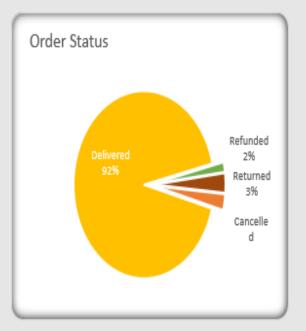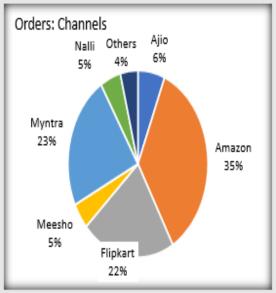
Vrinda Store Annual Report 2022

INSIGHTS:

- Percentage of women buyers is higher compared to men.

- Top three states by sales are Maharashtra, Karnataka, and Uttar Pradesh.

- The adult age group (30-49) contributes the most to sales.

- Amazon, Flipkart, and Myntra contribute to 80% of the sales.

SUGGESTIONS:

- **Targeted Marketing**: Focus on female customers and tailor marketing accordingly.

- **Regional Strategy**: Allocate resources to top states like Maharashtra, Karnataka, and Uttar Pradesh.

- **Product Placement**: Highlight products for the 30-40 age group both in-store and online.

- **Channel Optimization**: Strengthen partnerships with Amazon, Flipkart, and Myntra for maximum sales.

- **Customer Engagement**: Implement loyalty programs and personalized recommendations.

- **Inventory Management**: Use sales data to optimize inventory levels.

THANK YOU

As we wrap up, I want to express my gratitude for your time and attention. This project has been a fascinating exploration of Vrinda Store Sales Analysis using MS Excel. If you have any questions or would like to delve deeper into the analysis, please don't hesitate to reach out. Thank you again for being a part of this journey!

Abhishek Kumar