**Vrinda Store Analysis Documentation (2022)**

**Overview of Vrinda Store Data Analysis** 📊

The Vrinda Store Data Analysis file contains a structured report created after data cleaning and modelling of sales records. The analysis provides insights into sales performance, customer demographics, product categories, and order behaviour. The dataset combines raw transaction data with summarized dashboards for decision-making.

The dataset was captured in 2022 and consists of the following fields:

* Order Details: Order ID, Customer ID, Order Date, Month, Order Status, and Sales Channel.
* Customer Demographics: Gender, Age, and Age Group (Young, Adult, Senior).
* Sales Information: Product Category, Size, Quantity, Currency, and Total Amount.
* Shipping Details: City, State, Postal Code, and Country of delivery.
* Other: B2B (Business-to-Business) indicator.

The highlighted columns in the dataset represent the most critical fields used in reporting. The cleaned dataset has been summarized using pivot tables across multiple dimensions.

1. **Objective**

The purpose of this analysis was to clean, organize, and model the 2022 Vrinda Store data and create an interactive Excel dashboard that highlights key business insights.

**2. Data Cleaning & Preparation**

* Removed blank rows and unnecessary columns.
* Standardized formats for date, age, state, channel, and category.
* Created new calculated fields:

Age Group (e.g., Young, Adult, Senior).

* Month from the order date for monthly trend analysis.
* Highlighted cleaned & corrected cells in yellow.
* Ensured duplicate orders were removed.
* Verified numerical fields (Amount, Quantity) were consistent.

**3. Data Modelling**

* Built pivot tables to summarize data across different dimensions.
* Linked sheets with a data model for dynamic filtering.
* Created key measures:
  + - 1. Total Sales Amount
      2. Total Orders
      3. Average Order Value (AOV)
* Sales Contribution by Gender, Age Group, State, and Channel

**4. Dashboard Components**

**a) Order Status**

* Majority of orders are Delivered.
* Small percentage fall under Cancelled, Returned, or Refunded.
* Reflects overall fulllfilment efficiency.

**b) Sales by Gender**

* Women account for the largest share of orders and revenue.
* Male customers form a smaller segment but show consistent purchases.

**c) Sales vs Orders (Monthly Trend)**

* Sales peak (January - March).
* Lowest activity observed in end-year months (September - December).

**d) Top Performing States**

* Maharashtra, Karnataka, and Uttar Pradesh are the top contributors.
* Strong urban demand clusters visible.

**e) Age & Gender Insights**

* Young adults (25–34) form the largest customer segment.
* Women in this age group contribute the most to sales.

**f) Channel Analysis**

* Amazon and Myntra dominate online sales.
* Ajio and Flipkart show good performance in specific categories.

**g) Most Selling Categories**

* Kurta, Set, and Western Wear are top-performing categories.
* Smaller categories like Sarees and Accessories have lower demand.

**5. Key Insights**

* Women aged 25–34 are the primary customer group driving sales.
* Festive season promotions significantly increase orders and revenue.
* Sales are concentrated in top metro states.
* Amazon and Myntra lead as the strongest sales channels.
* Order fulfillment is efficient, with a high proportion of delivered orders.

**6. Recommendations**

* Focus marketing campaigns on women in the 25–34 age group.
* Strengthen seasonal promotions (festivals, end-of-season sales).
* Improve presence in emerging states to capture new markets.
* Optimize stock planning for best-selling categories (Kurta, Set).
* Continue strong partnerships with Amazon & Myntra , while boosting visibility on Flipkart and Ajio.

**Conclusion**

The Vrinda Store 2022 analysis provides valuable insights into customer demographics, regional sales distribution, channel performance, and product category demand. By leveraging these insights, the store can refine its sales strategies, improve customer satisfaction, and achieve sustainable growth. This report serves as a comprehensive guide for strategic planning and operational excellence.