

Vrinda Store Data Analysis and Insights

Introduction

This report presents an analysis of Vrinda Store's sales and customer demographics. The objective is to understand key trends in sales performance, order distribution, and customer segmentation.

Analysis Objectives

The report addresses the following key questions:

- 1. What is the total sales and order count for each month?
- 2. Which month recorded the highest and lowest sales?
- 3. What is the sales distribution between male and female customers?
- 4. How does sales performance change throughout the year?
- 5. What trends or patterns can be identified from the available data?
- 6. What insights can be used for business improvement and decision-making?

Summary of Findings

The data analysis reveals the following key insights:

- 1. The highest sales were recorded in March (~₹19.28L), while the lowest were in November (~₹16.15L).
- 2. Sales showed a gradual decline towards the end of the year.
- 3. Women contribute significantly more to total sales (~₹1.35Cr) compared to men (~₹76L).
- 4. The number of orders follows a similar pattern as revenue, indicating a correlation between order volume and total sales.
- 5. The store could implement promotional campaigns during slower months to boost revenue.

Conclusion

Based on the analysis, Vrinda Store experiences seasonal fluctuations in sales, with peak performance in the first quarter. The data suggests a strong female customer base, which presents an opportunity for targeted marketing. To maintain steady revenue throughout the year, strategic discounts and promotional offers can be introduced during slow months.