VINDRA SALES REPORT 2022

ABOUT VINDRA STORE
&
PROBLEM STATEMENT

A Vindra is a online store which sales different cloths categories through different E-commerce channels.

Vindra store wants to create an annual sales report for 2022.

So that, Vindra can understand their existing customers and grow more sales in 2023.

TASK

As a data analyst, I need to create the dashboard with the relevant metrics as per business requirements and bring out the valuable insights from the data and help to Brinda Store to grow business in next year.

1. Compare the sales and orders using single chart Which month got the highest sales and orders?
2. Who purchased more men or women in 2022?
3. List top 10 states contributing to the sales?
4. Relation between age and gender based on number?
5. Which channel is contributing to maximum sales?
6. Highest selling category?
7. List top 10 cities contributing to the sales?
8. Day wise Sales?

1. Compare the sales and orders using single chart Which month got the highest sales and orders?
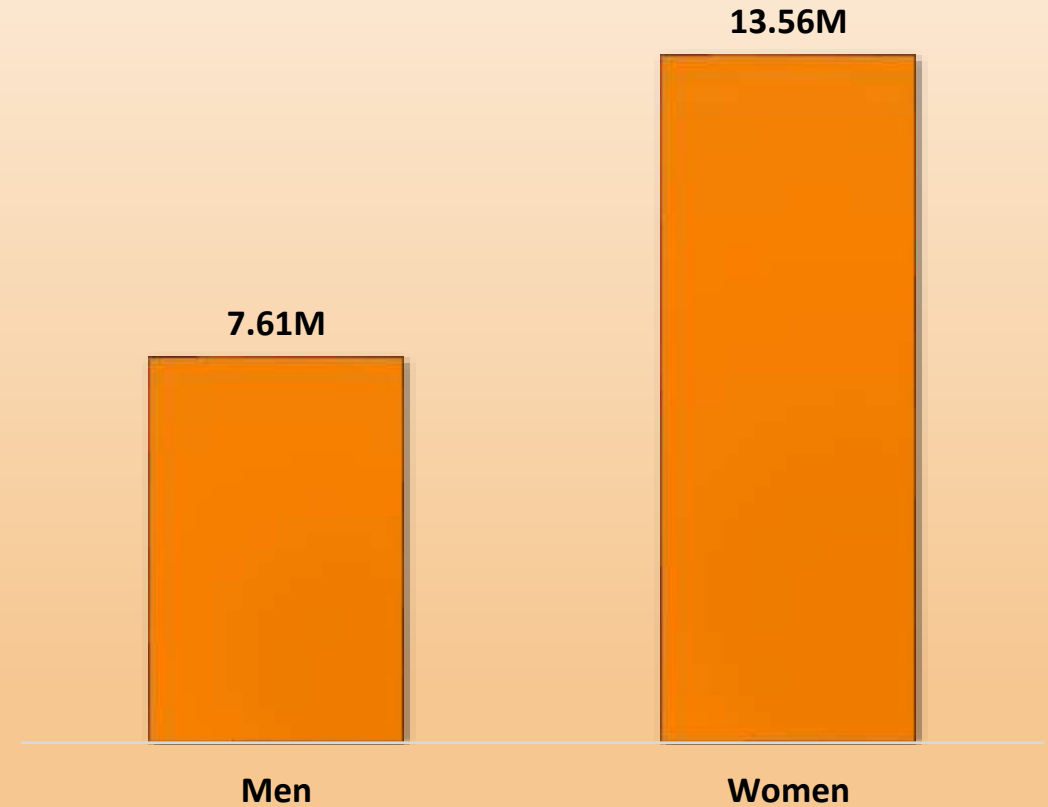
HIGHLIGHTS:

➢ March has the highest number of orders-28k and sales-1.95M Followed by February and Apr with 1.90M and 1.85M sales.

➢ March is often a transitional month from winter to summer, People may update their wardrobes to suit the changing weather conditions, leading to increased clothing sales.

➢ March is a month of major festivals in India such as Holi,Pongal,Gudi padwa people prefer to buy new clothes to wear during the celebrations.

➢ The peak wedding season typically falls during the months of November to March.
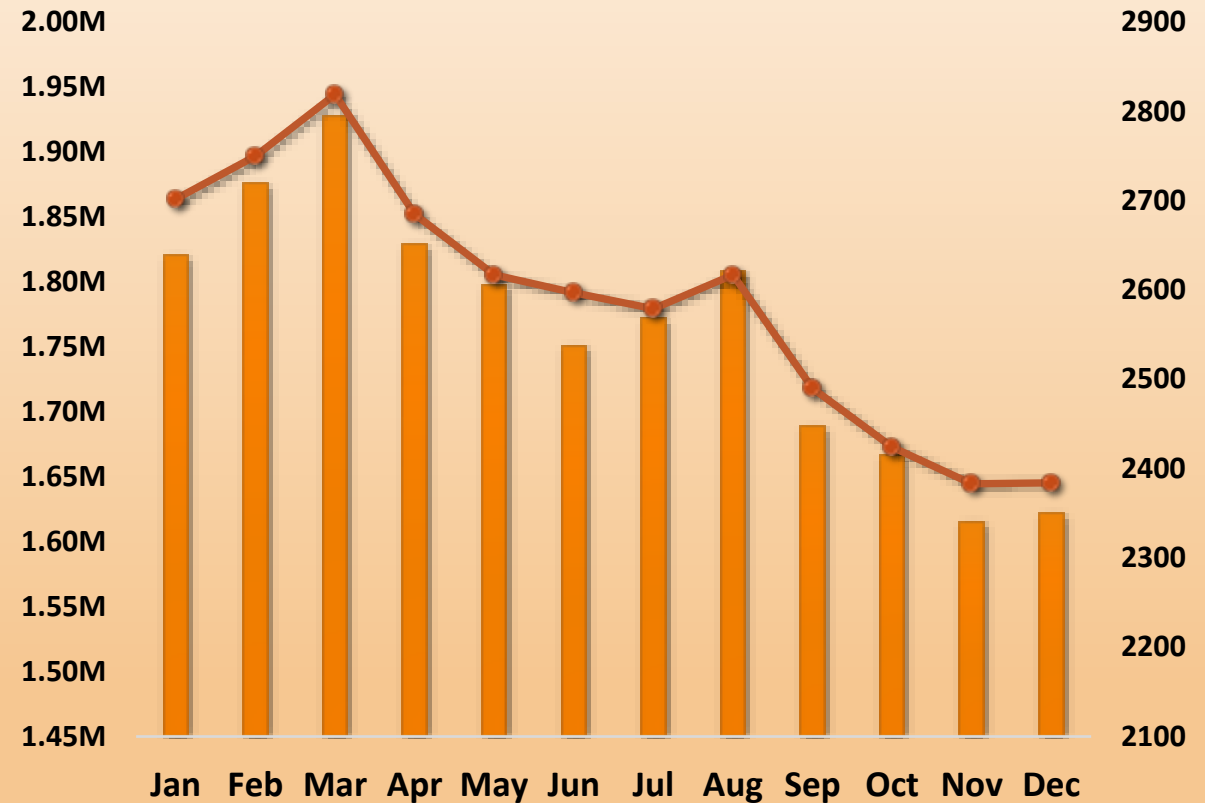
2. Who purchased more men or women in 2022?

HIGHLIGHTS:

- Most of the sales happened by the women's 13.56M and men's are half of women 7.61M.
- **Fashion Consciousness:** Women on average, tend to be more fashion-conscious and aware of the latest trends in clothing.
- **Occasional Shopping:** Women may engage in more frequent shopping trips, especially for special occasions like weddings, festivals, parties, and family gatherings.
- **Different Seasons:** As mentioned earlier, March marks the transition from winter to spring in many regions. Women may seek to update their wardrobe with appropriate clothing for the changing weather.

7.61M

13.56M

Men

Women

3. List top 10 states contributing to the sales?

HIGHLIGHTS:

> Maharashtra has the highest numbers of orders 4.5k followed by Karnataka and U.P. with 4k and 3k.
> Haryana, Andhra Pradesh, west Bengal, has less numbers of orders.

> **Population Density:** These three states, Maharashtra, Karnataka, and Uttar Pradesh, are among the most populous states in India.

> **Festivals and Celebrations:** These states have diverse cultural festivals and celebrations throughout the year, prompting people to buy new clothes.
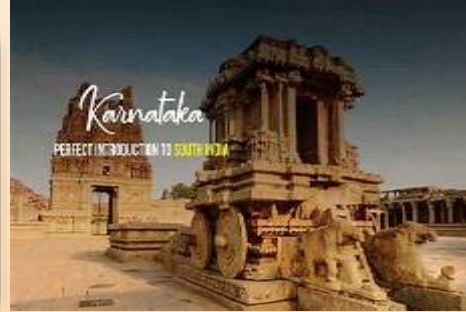
State	Orders
MAHARASHTRA	4519
KARNATAKA	3988
UTTAR PRADESH	2882
TAMIL NADU	2679
TELANGANA	2527
DELHI	1833
KERALA	1549
WEST BENGAL	1425
ANDHRA...	1369
HARYANA	1118

# 4. Relation between age and gender based on number?

HIGHLIGHTS:

➢ Most of the orders came from Adult category 50%, in that from women's 35%.

➢ Teenager contributed 30% and Senior citizen 20% in that also women's are more.

➢ Women's only ordered 70% in combination of different categories.

Legend:
- ■ Men
- ■ Women

Category	Men	Women
Adult	15%	35%
Senior	6%	14%
Teenager	9%	21%
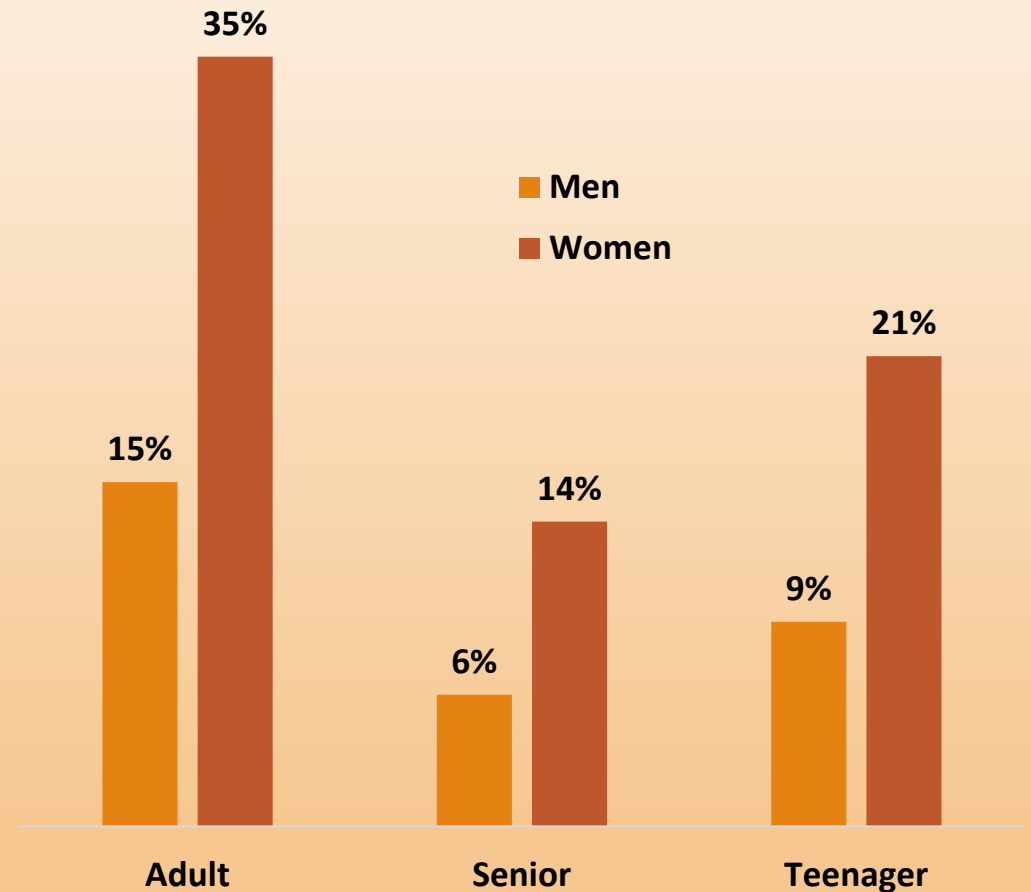
5. Which channel is contributing to maximum sales?

HIGHLIGHTS:

- Most of the orders came from Amazon 35% followed by Myntra 23% and Flipkart 22%.
- The very less orders came from Ajio 6% and Nalli 5%.
- **Brand Recognition:** Amazon is a global e-commerce giant with a strong brand presence and customer trust.
- **Prime Membership:** Amazon,Flipkart and Myntra offers several benefits, such as fast and free shipping, exclusive deals, and access to streaming services.
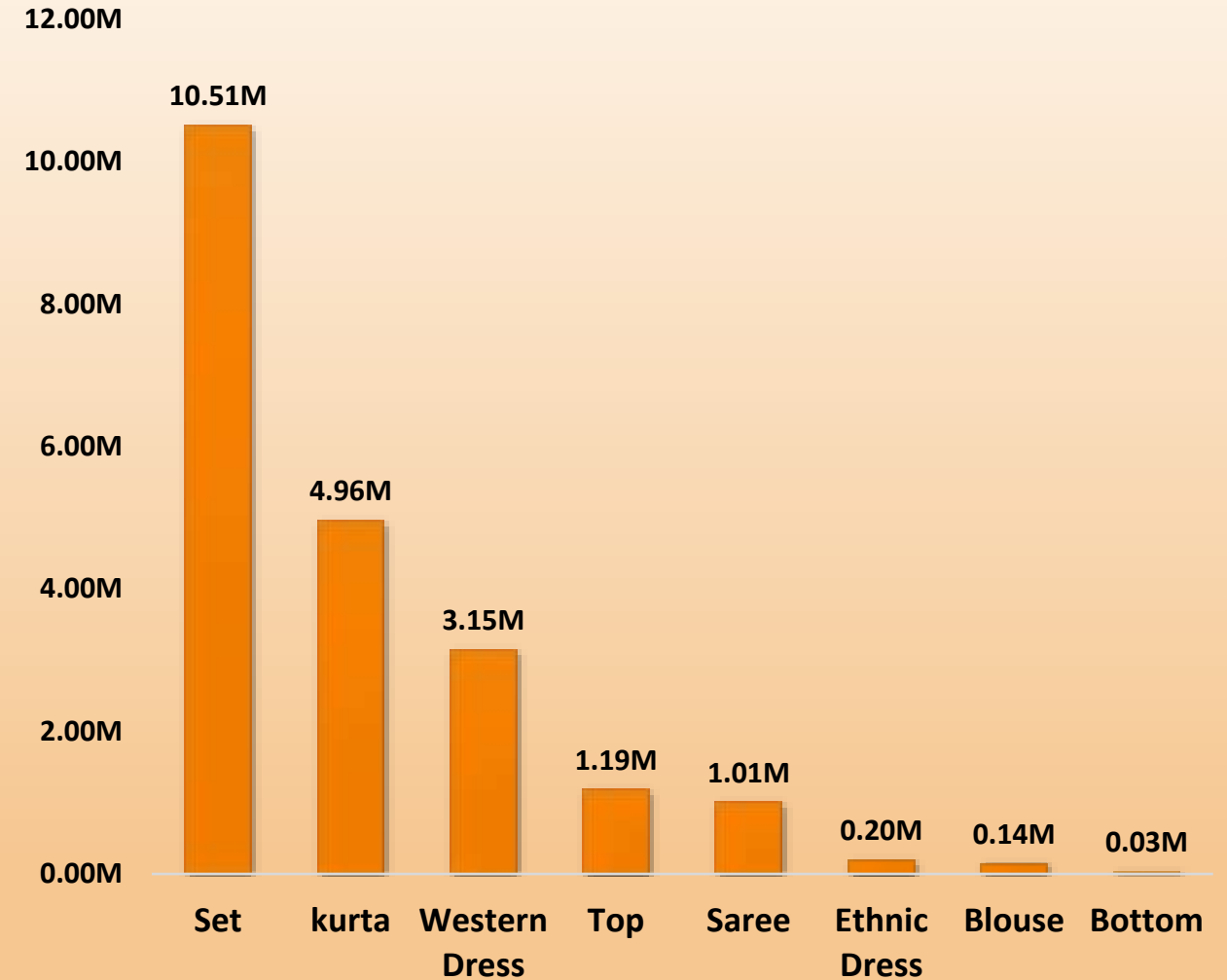

Amazon 35%
Flipkart 22%
Myntra 23%
Meesho 5%
Nalli 5%
Others 4%
Ajio 6%
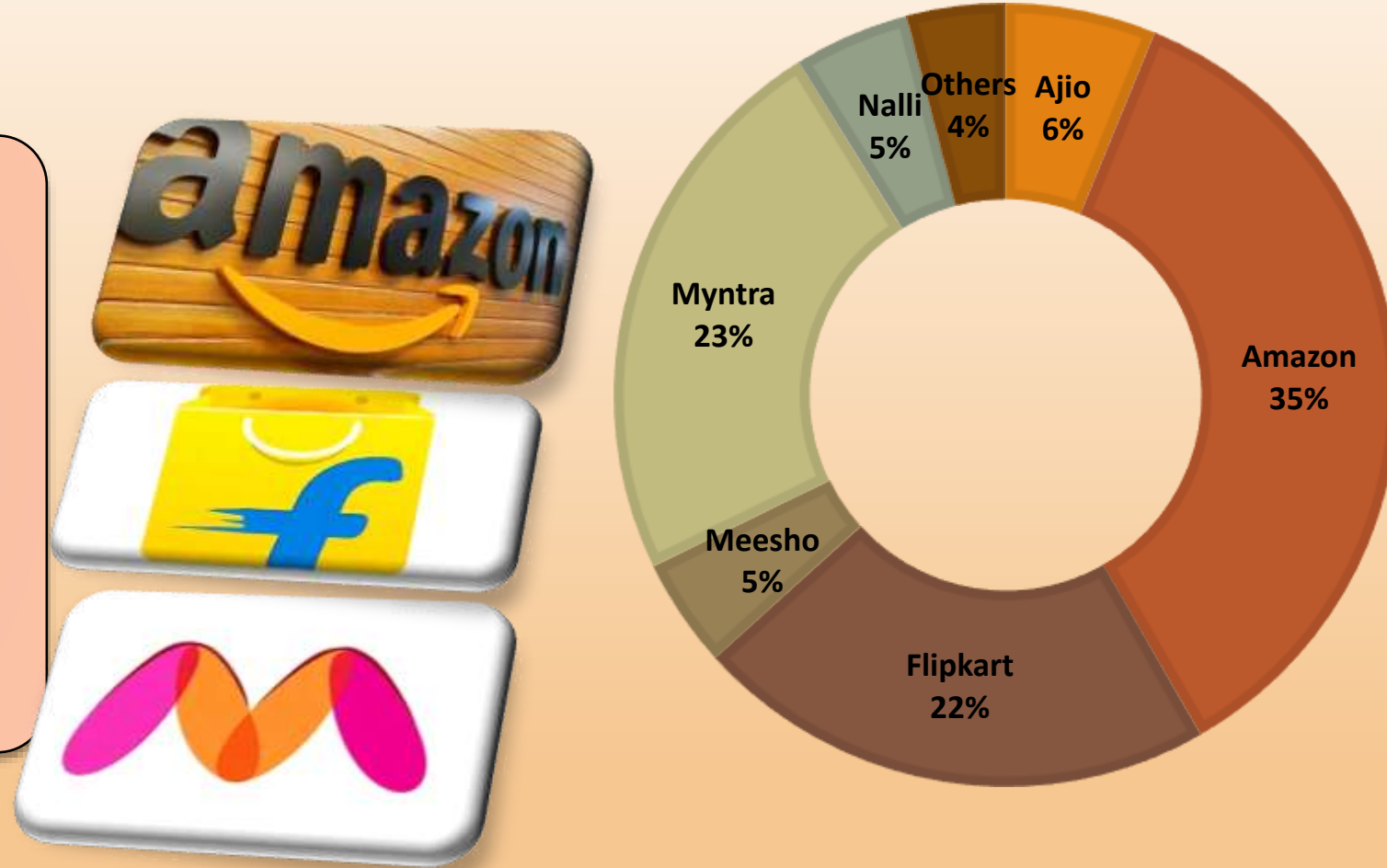
6. Highest selling category?

HIGHLIGHTS:

> Most sold category is Set 10.51M out of 21M it is 50% of the total sales.

> Kurta and Western dress is the second and third highest category with 4.96M and 3.15M.

> The most less sold categories are Ethnic dress, Blouse, and Bottom.

7. List top 10 cities contributing to the sales?

HIGHLIGHTS:

> Most of the sales happened in Bengaluru city 1,767K.
> Hyderabad, New Delhi are the second and third place with 1,371k and 1,163k sales.

Namma Bengaluru

| City	Sales
BENGALURU	1,767k
HYDERABAD	1,371k
NEW DELHI	1,163k
CHENNAI	923k
MUMBAI	918k
PUNE	570k
KOLKATA	443k
LUCKNOW	362k
GURUGRAM	328k
NOIDA	264k

> **Online Shopping:** Urban consumers are more likely to engage in online shopping, leading to increased sales on online platforms.
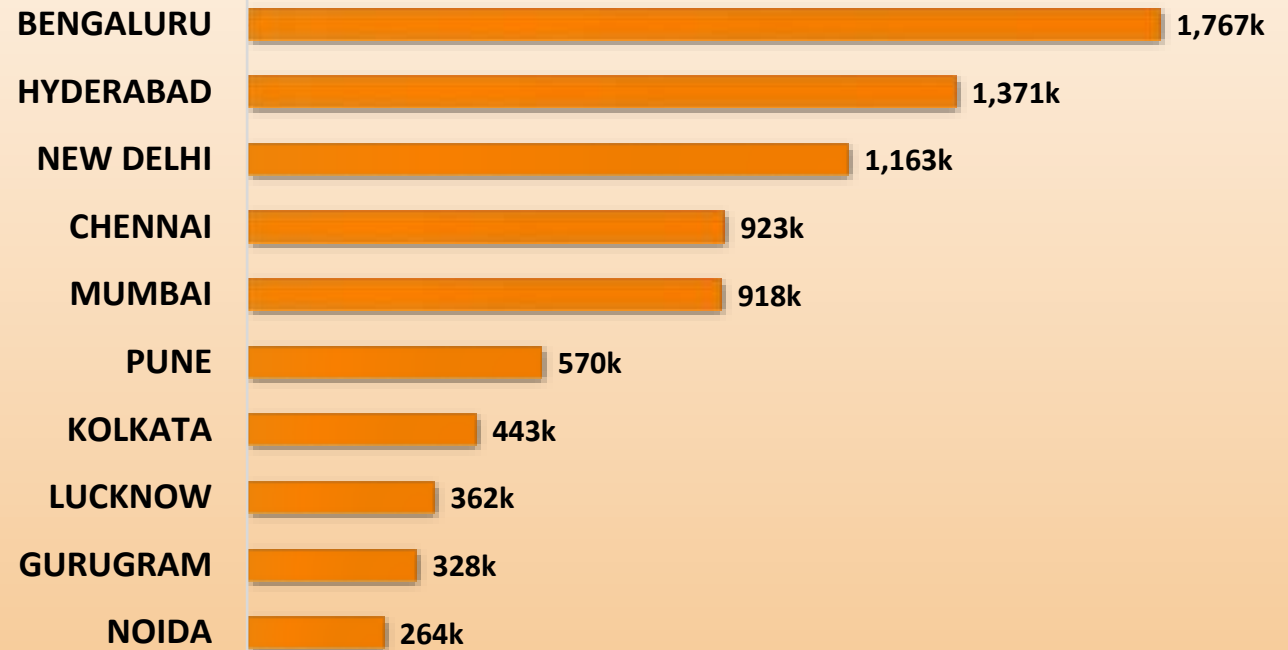
> **Fashion Consciousness:** Urban centers tend to be more fashion-conscious, with consumers keen on keeping up with the latest trends and styles.

8. Day wise Sales?
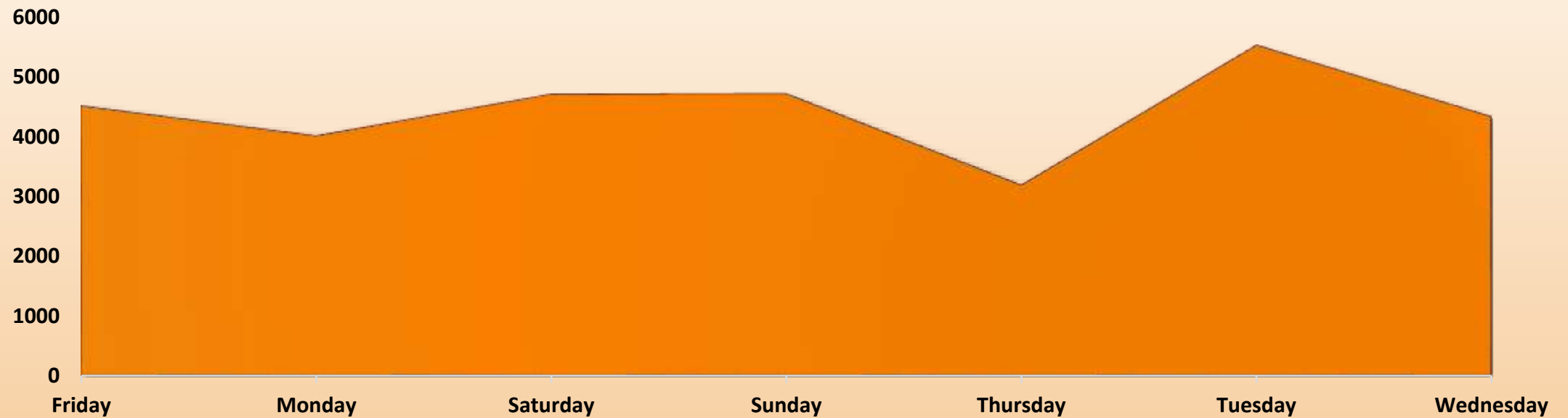
HIGHLIGHTS:

- ➢ People are more likely to order in Tuesday around 5k.
- ➢ After Tuesday People are more likely to order in Friday 4.5k, Saturday and Sunday 4k it is less as compare to Tuesday.
- ➢ The less order came from Thursday around 3k.

INSIGHTS & CONCLUSION

INSIGHTS:

❖ **Women are more likely to buy compared to men (~65%)**

❖ **Maharashtra, Karnataka, and Uttar Pradesh are the top 3 states (~35%)**

❖ **Adult age group (30-49 yrs) is max contributing (~50%)**

❖ **Amazon,Flipkart and Myntra channels are more contributing (~80%)**

FINAL CONCLUSION TO IMPROVE VRINDA STORE SALES:

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