

Vrinda store - Data analysis-Excel

OBJECTIVE

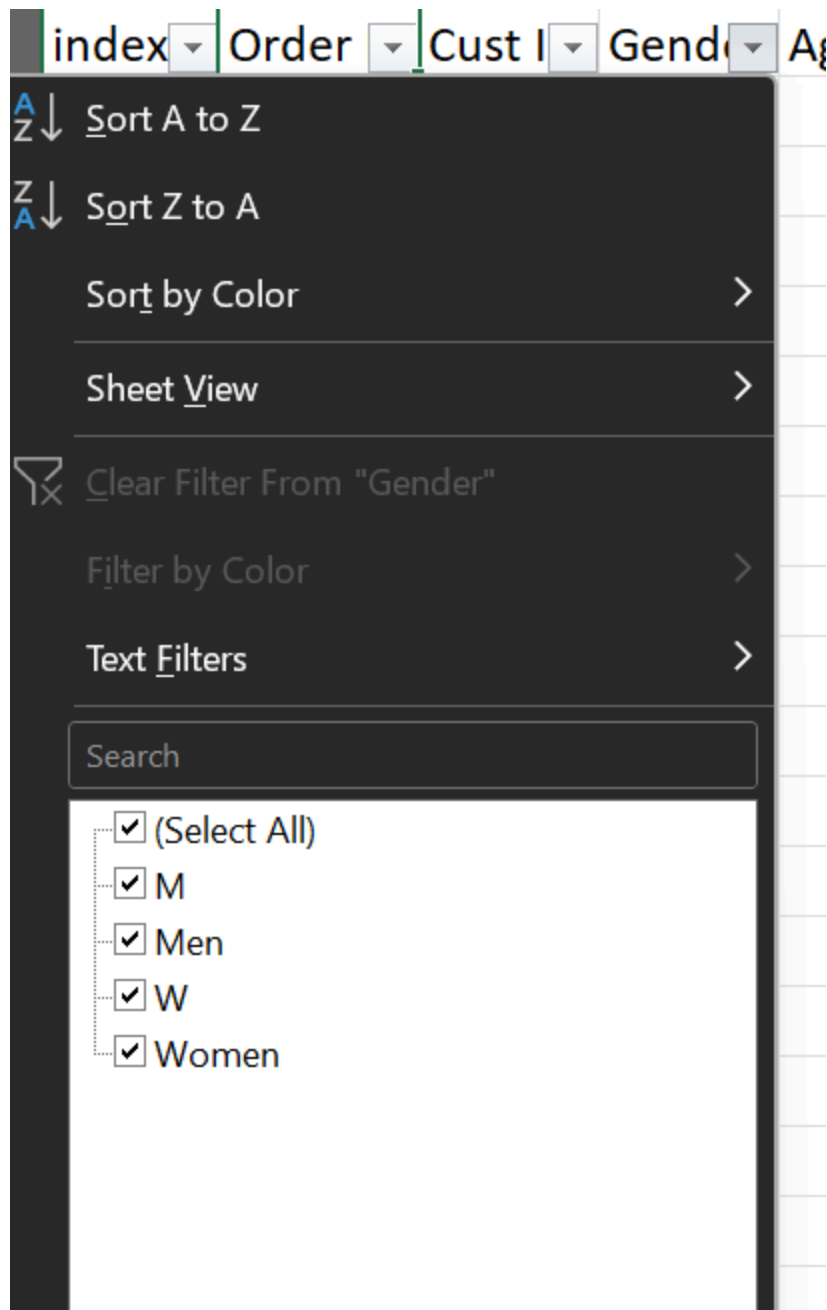
- > Vrinda store wants to create an annual sales report for 2022
- > Doing so, it can plan better strategies for increasing the sales in the year 2023

Sample Questions

- ☐ Compare the sales and orders using single chart
- ☐ Which month got the highest sales and orders?
- ☐ Who purchased more- men or women in 2022?
- ☐ What are different order status in 2022?
- ☐ List top 10 states contributing to the sales?
- ☐ Relation between age and gender based on number
- ☐ Which channel is contributing to maximum sales?
- ☐ Highest selling category?, etc.

DATA CLEANING

Apply filter and check if there are any irrelevant values



In the gender column there is an issue because the terminology used is different at different places.

How to resolve this ?

Select M replaces that with Men, so wherever there is M, it will get replaced with Men. Similarly do it for women.

Select only M in filter -> select that whole column -> ctrl F -> replace all with Men

✓ Method 1: Click on the Column Letter Just click on the letter at the top of the column (e.g., A, B, C, etc.).

This selects the entire column, from row 1 to the last row in Excel (over a million rows).

✅ Method 2: Keyboard Shortcut Place your cursor anywhere in the column you want to select.

Press: Ctrl + Spacebar

This selects the whole column where your cursor is.

✅ Method 3: Multiple Columns To select multiple columns (e.g., columns B to D):

Click and drag across the column letters at the top, OR

Click column B → hold Shift → click column D

The screenshot shows a Microsoft Excel spreadsheet with columns C through N. Column D is highlighted. A 'Find and Replace' dialog box is open, showing 'Find what: W' and 'Replace with: Women'. Below the dialog box, a 'Microsoft Excel' message box states: 'All done. We made 74 replacements.' with an 'OK' button.

	C	D	E	F	G	H	I	J	K	L	M
	Cust I	Gender	Age	Date	Status	Channel	SKU	Category	Size	Qty	currency
8	1E+06	Women	23	#####	Delivered	Meesho	JNE3801	kurta	XXL	One	INR
1	6E+06	Women	70	#####	Delivered	Others	JNE3405	kurta	M	One	INR
5	3E+06	Women	75	#####	Delivered	Amazon	JNE3474	kurta	XL	One	INR
8	3E+06	Women	43	#####	Delivered	Myntra	JNE3466	kurta	L	One	INR
8	3E+06									One	INR
2	4E+06									1	INR
9	7E+06									1	INR
7	347306									1	INR
8	7E+06									1	INR
4	294848									1	INR
4	3E+06									1	INR
6	9E+06									1	INR
6	3E+06									1	INR
3	173977	Women	39	#####	Delivered	Myntra	JNE3721	kurta	XL		1 INR
3	173977	Women	30	#####	Delivered	Nalli	JNE3785	kurta	XXL		1 INR
1	9E+06	Women	58	#####	Delivered	Myntra	MEN502	kurta	M		1 INR

B	C	D	E	F	G	H	I	J	K	L
13-8213	8E+06	Men	75	#####	Delivere Myntra	SET218-	Set	S		1 INR
15-2859	3E+06	Men	57	#####	Delivere Ajio	J0346-S	Set	L		1 INR
16-3902	4E+06	Men	40	#####	Returne Amazon	JNE3797	Western	XXL		1 INR
16-6319	6E+06	Men	47	#####	Delivere Myntra	J0341-D	Western	XXL		1 INR
15-5041	5E+06	Men								1 INR
16-5231	5E+06	Men								1 INR
12-4708	5E+06	Men								1 INR
13-6787	7E+06	Men								1 INR
17-3803	4E+06	Men								1 INR
17-6606	7E+06	Men								1 INR
18-9579	1E+06	Men								1 INR
11-5622	6E+06	Men								1 INR
14-8080	8E+06	Men								1 INR
13-3048	3E+06	Men	67	#####	Returne Amazon					1 INR
16-2798	3E+06	Men	23	#####	Delivere Myntra	J0341-D	Western	XL		1 INR
17-0004	4199	Men	43	#####	Delivere Amazon	JNE3869	Western	XXL		1 INR
12-8059	8E+06	Men	22	#####	Delivere Myntra	J0341-D	Western	XXL		1 INR
16-5135	5E+06	Men	26	#####	Delivere Myntra	SET291-	Set	3XL		1 INR

Find and Replace

Find

Replace

Find what:

M

Replace with:

Men

Replace All

Replace

Find All

Microsoft Excel



All done. We made 42 replacements.

OK

#####

#####

#####

#####

#####

#####

#####

if your date column shows like this, extend the length of the column to display the whole format correctly.

Quantity shows one and two alphabetic terms along with numeric 1 and 2, so replace the alphabetic ones to numeric.

Ensure that SKU and Amount columns have no null values. (same rule applies for the rest, but these are main).

DATA PROCESSING

✓ Method 1: Using Right-click

1. **Select the column** to the **right** of where you want the new column.
(For example, if you want to insert a column between **A** and **B**, click on column **B**.)
2. **Right-click** on the column letter (e.g., **B**).
3. Click **Insert**.


♦ A new blank column will be inserted **to the left** of the selected column.


✓ Method 2: Using Ribbon Menu


1. Select the column where you want the new one to appear to its left.
2. Go to the **Home** tab → Click **Insert** in the ribbon.
3. Choose **Insert Sheet Columns**.


=IF(E2>=50,"Senior",IF(E2>=30,"Adult", "Teenager"))					
	D	E	F	G	
	Gender	Age	Age Group	Date	Status
6	Women	44	Adult	04-12-2022	Del
6	Women	29		04-12-2022	Del


We apply a formula to define the entries in the new column. If the age in E2 is greater than a particular value, print senior, so on..Teenager is the otherwise case(if not the first two)
Double click at the bottom of adult and the whole column is filled with the corresponding values.

Feature	Formula	Paste as Values
 What it does	Keeps the formula in the cell (e.g., =A1+B1)	Replaces the formula with the final result only (e.g., 10)

 Updates if data changes?


 **Yes** – if A1 or B1 changes, the result updates automatically

 **No** – the pasted value stays fixed

 Example

$=A1+B1$ → shows 10 if A1 = 4 and B1 = 6

After paste as value → only 10 stays, no formula remains

 Used when?

You want to keep calculations live and dynamic

You want a fixed snapshot of the result (e.g., to share or archive)

Formula to extract month from date : = TEXT(COLUMN, “mmm” - gives dec/ “mmmm” - gives december)

=TEXT(G2,"mmmm")						
	D	E	F	G	H	
	Gender	Age	Age Group	Date	Month	Status
16	Women	44	Adult	04-12-2022	December	De
16	Women	29	Teenager	04-12-2022		De
16	Women	67	Senior	04-12-2022		De
16	Women	20	Teenager	04-12-2022		De
16	Women	62	Senior	04-12-2022		De
16	Men	49	Adult	04-12-2022		De

Month								
	D	E	F	G	H	I	J	K
I	Gender	Age	Age Group	Date	Month	Status	Channel	SKU
06	Women	44	Adult	04-12-2022	December	Delivered	Myntra	JNE1233-BLUE-KR-031
06	Women	29	Teenager	04-12-2022	December	Delivered	Ajio	SET414-KR-NP-L
06	Men	49	Adult	04-12-2022	December	Delivered	Myntra	SET334-KR-NP-L

Filled the columns with colour to represent the calculated columns

DATA ANALYSIS

Firstly make a pivot table

And follow question wise now(sample qs at the start)

Sales = amount here

1. Show sales and orders in the same chart

Go to design -> off grand totals

A **Combo Chart** in a Pivot Table is useful when you want to **compare two different types of data** that use **different scales or formats** — for example, comparing **sales (in ₹)** and **number of orders** (count).

Use a Combo Chart when:

1. You have two or more data series with different units

- Like in your Pivot Table:
 - **Sum of Amount** → **in rupees** (large numbers)
 - **Count of Order ID** → **just a count** (smaller numbers)

2. You want to compare trends side by side

- For example:
 - Are sales increasing with more orders?
 - Or are orders high but sales low (indicating smaller order sizes)?

3. You need dual axes (one on the left, one on the right)

- One axis for **amount**, one for **order count**
- Line and bar combo helps visualize both clearly

Common Combo Chart Types:

Data Series	Chart Type	Axis
Sum of Amount	Column (Bar)	Left Axis (Primary)
Count of Order ID	Line	Right Axis (Secondary)

How to create it in a Pivot Chart:

1. Click anywhere in the **Pivot Table**.
2. Go to **Insert** → **PivotChart** → **Combo Chart**.
3. Choose:
 - Chart type for each value (e.g., Bar + Line)
 - Enable **Secondary Axis** for one of them (usually the smaller values like "Count")
4. Click **OK**

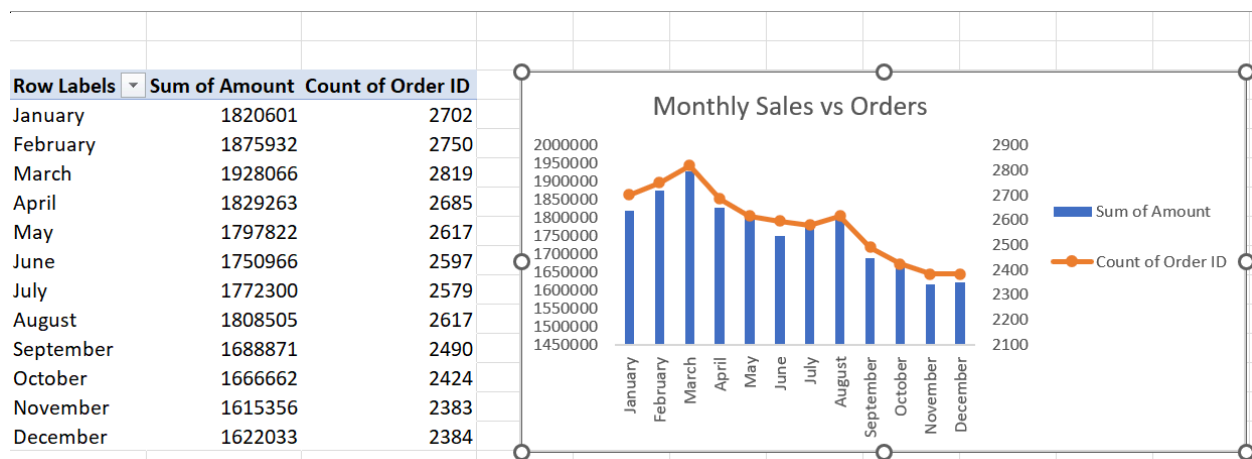
✓ Example Scenario:

You're showing:

- Total **sales amount** per month (bars)
- Total **order count** per month (line)

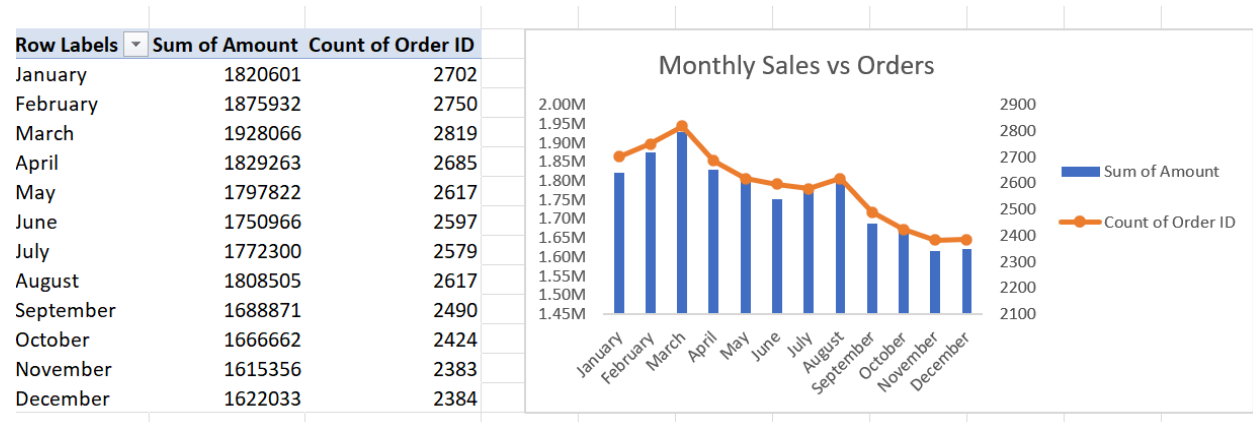
You can immediately see:

- Months with high orders but lower revenue
- Seasonal trends or mismatches



We can change the values in lakhs to millions for easy readability.

Double click on the numbers in the chart above -> format axis opens up -> scroll down to numbers -> change near general, add -> use formula 0.00,, "M" (shows upto 2 decimal places, if there are no decimal places it rounds off to the same whole number for everything)



After making a chart if you make any changes to the data, go to pivot chart analysis and type refresh, it refreshes and shows the latest data.

Right click -> sort -> largest to smallest/smallest to largest.

Right click on state -> filter -> top 10 -> keep it top 10 or change accordingly

✅ Method 2: Manually sort inside the Pivot Chart (works in bar charts)

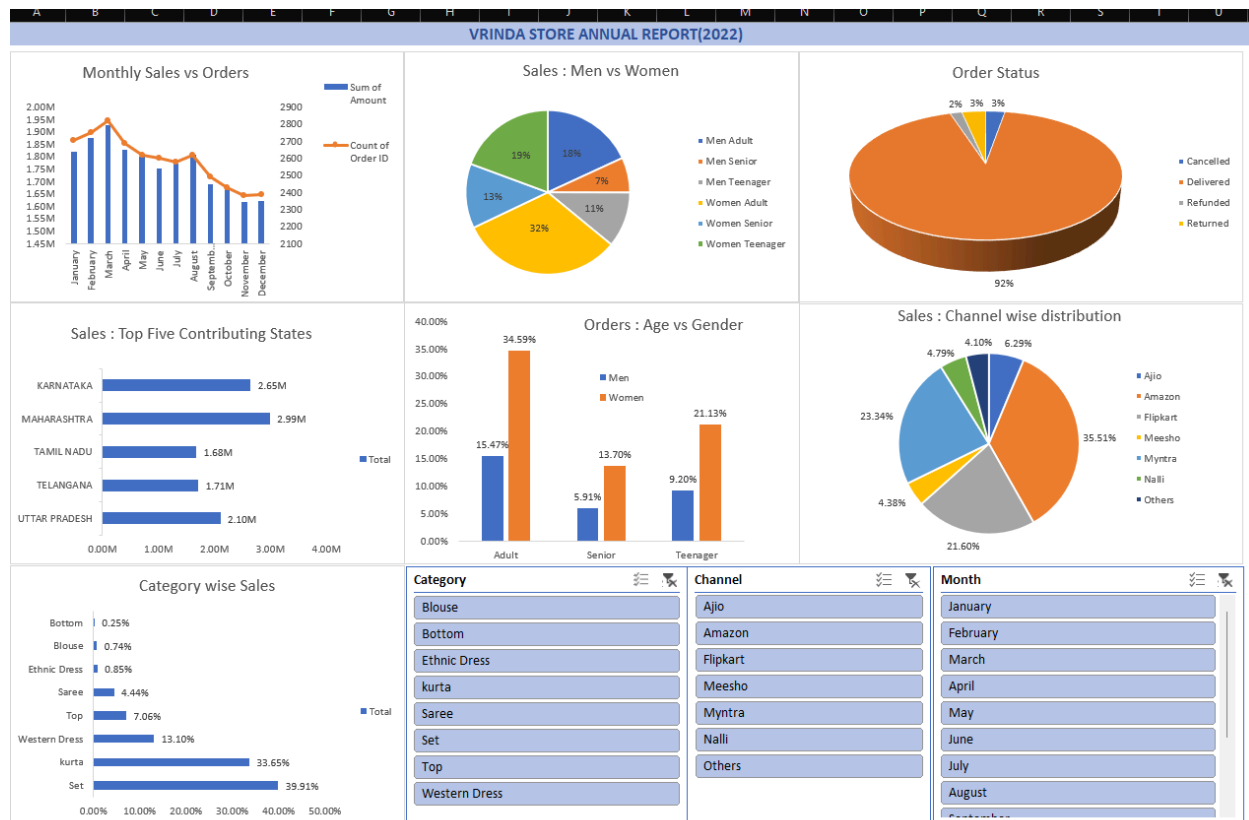
1. **Right-click** any of the vertical (Y-axis) state labels on the chart (e.g., "TAMIL NADU").
2. Select **Format Axis**.
3. In the pane on the right:
 - Find the **"Categories in reverse order"** checkbox.
 - **Check it** ✅

🔄 This flips the order of bars **top to bottom**, making it **descending**.

Right click -> show value as -> %

After creating a pivot chart -> only then u can use a slicer

Right click on any of the slicers -> report connections -> add all the corresponding pivot tables
-> only if u sync them all they can be changed in real time.



Click on the filter cross button at the top right of the slicer to turn off the filter, select the rest of the filters according to the data you require.

Sample 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 max 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**

Donee!!

