Vrinda Sales Report

* Analyzed sales data for Vrinda Store using Excel to uncover customer behaviour, channel performance, and sales trends.
* Conducted a comprehensive sales analysis for Vrinda Store using Excel, identifying sales trends, channel performance, gender-based contribution, top-performing states, and category-wise distribution to support data-driven business decisions.
* The dataset included key columns such as Order ID, Customer ID, Gender, Age Group, Order Date, Order Status, Sales Channel, Product Category, Sales Amount, Location, and B2B indicator.

Insights:

1. In March, the highest sales were recorded, totaling 19.28 lakh with 2,819 orders.
2. Women are more likely to make purchases than men, accounting for 64% of total sales.
3. Maharashtra, Karnataka, and Uttar Pradesh are the top three states, collectively contributing 7.75 lakh in sales, which accounts for 35% of total sales.
4. The Adult Group (26-50 years) contributes the most, at 60% of total sales. Women in this age group account for 42%, while men contribute 18%.
5. Of the total orders, 92.25% are delivered, 3.37% are returned, 2.72% are cancelled, and 1.67% are refunded.
6. Amazon, Myntra, and Flipkart collectively contribute 80% of total sales, with Amazon leading at 35.5%.
7. Categories such as Set, Kurta and Western Dress collectively contribute 87% of total sales, with Top category leading at 49.6%.
8. Target women customers in the adult age group (26-50 years) residing in Maharashtra, Karnataka, Uttar Pradesh, Telangana, and Tamil Nadu by offering incentives, discounts, and coupons on popular channels like Amazon, Myntra, and Flipkart.