

Analysis of

Vrinda Store Sales Data' 2022



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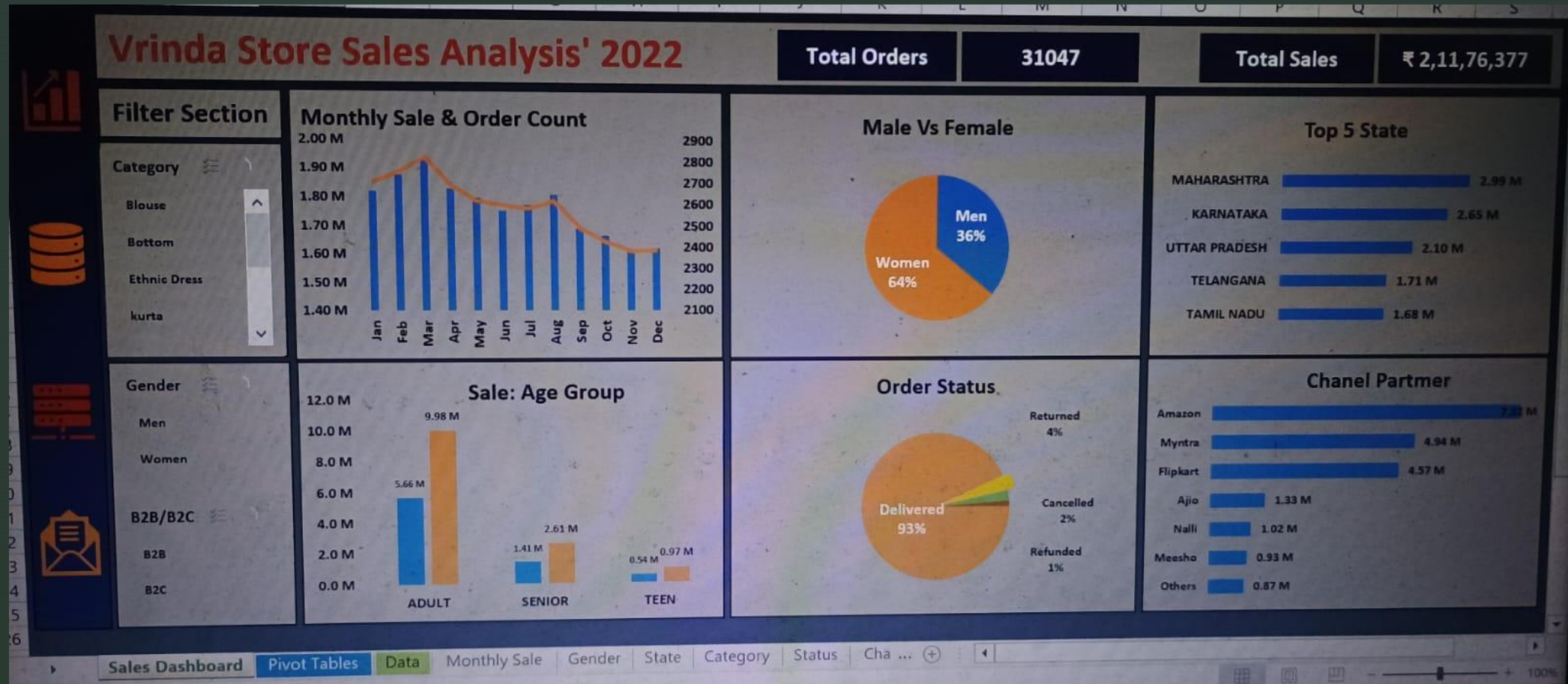
Objective

Vrinda Store wants to understand their customers and sale performance in order to improve the performance in the following years.

KPI

- Month Wise Sale
- Month Wise Count of order
- Male Vs Female Sale Performance
- Top 5 Performing State
- Chanel Specific Performance
- Age group wise Sale Performance
- Order Status

Sales Dashboard



➤ Conclusion:

- The three best selling months are January, February & March with March being heights and November being least
- Women shops fairly better compared to male (~64%)
- Maharashtra contributes maximum sale
- The highest sale comes through Amazon and then Flipkart
- Adult (age between 21 & 50) shops the maximum
- Majority of the orders (~93%) are successfully delivered with very little cancellation and refund

Final Suggestion

In order to improve sale performance, women customers age between 21 to 50 should be targeted more using adds and coupons in platforms like Amazon, Flipkart and Myntra.



Thank You

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