**Vrinda Store Annual Report 2022**

In this project I have tried to analyze the raw data of Vrinda Store which sells various products on online channels like Amazon, Flipkart etc.

**Data Overview** :

Data is raw data in the form of .XLXS.

Questions which I have tried to answer are as follows:

* Comparing Sales and Orders using the single chart.
* Sales in different months of Year 2022.
* Who purchased more men or women in 2022?
* What are different order statuses in 2022?
* List of top 5 states contributing to the sales.
* Relation between age and gender based on number of orders.
* Which channel is contributing to maximum sales?
* Highest selling category, etc.

**Step 1 : Data Cleaning** :-

Checked all the columns for :

* Null Values
* Duplicate values
* One type of value with different names

Here after observing all the columns I did not find any null values or data redundancies, but there were 2 columns in which one value was there by 2 names:

* Gender - Replaced M by Men and W by Women
* Qty - Replaced One by 1 and Two by 2

**Step 2 : Data processing** :-

Here looking at the questions that were needed to be answered. I have added 2 columns:

* Age group column: We need to build a relationship between age and gender but looking at the data there are many different values in the Age column. Hence, we have inserted a new column name Age Group which divided all the ages in 3 categories that are Junior, Senior and Adults.
* We also need to observe Data at month level. Therefore, I have inserted a new column Month and fetched values from Year column using formula =TEXT(cell, “mmm”)

**Step 3 : Creating dashboard** : -

Using the processed data, I have made a dash board which contains 6 charts and 3 slicers to answer all the questions and gave various other insights.

**Dashboard and Excel Sheet Link** : -

<https://docs.google.com/spreadsheets/d/1f28FbDv43yw_QhPbIYU_D5lAUVqVLAkF/edit?usp=drive_link&ouid=107655558241198335405&rtpof=true&sd=true>

**Insights** : -

* Women are more likely to but compared to men (~65%)
* Maharashtra, Karnataka and Uttar Pradesh are top 3 states (~35%)
* Adult age group (30-49 yrs) is max contributing (~50%)
* Amazon, Flipkart and Myntra channels are max contributing (~80%)

**What can be done to improve Vrinda store sales** ?

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