



DATA VISUALIZATION PROJECT — EXCEL

Interactive Dashboard for a E-Commerce Client — Vrinda Store

BUSINESS OBJECTIVE

- ❑ Vrinda Store is a Business, where they perform multiple online sales using various E-Commerce Channels.
- ❑ The owner of the business wants to incorporate 'Business and Data Intelligence' to identify and track the sales for their store.
- ❑ Hence, it is decided to develop an Interactive Dashboard for Vrinda Store, which showcases the Annual Sales Report for 2022. So that, it can understand their customers and grow more sales in the year 2023.
- ❑ It'll help the business to take strategic decisions based on the insights generated from the dashboard.

PROBLEM STATEMENT / PROJECT SCOPE

- ❑ Compare the Sales and Orders using single chart.
- ❑ Which month has the Highest Sales and Orders?
- ❑ Who purchased more Men or Women in 2022?
- ❑ What are the different Order Status in 2022?
- ❑ List the Top 5 states contributing to the sales?
- ❑ Relation between Age and Gender based on Number of Orders.
- ❑ Which Channel is Contributing to Maximum sales?

DATA CLEANING & DATA PROCESSING

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	Index	Order ID	Cust ID	Gender	Age	Age Group	Date	Month	Status	Channel	SKU	Category	Size	Qty	Currency	Amount	Ship-City
2	1	171-1029312-3028738	1029312	Women	44	Adult	04-12-2022	Dec	Delivered	Myntra	JNE1233-BLUE-KR-031-XXL	kurta	XXL	1	INR	376	MOHALI
3	2	405-2183842-225946	2183842	Women	29	Teenager	04-12-2022	Dec	Delivered	Ajio	SET414-KR-NP-L	Set	L	1	INR	1449	GURUGRAM
4	3	171-1641533-8921966	1641533	Women	67	Senior	04-12-2022	Dec	Delivered	Myntra	SET261-KR-PP-S	Set	S	1	INR	453	KOLKATA
5	4	404-7490807-6300351	7490807	Women	20	Teenager	04-12-2022	Dec	Delivered	Amazon	SET110-KR-PP-M	Set	M	1	INR	729	THANJAVUR
6	5	403-9293516-4577154	9293516	Women	62	Senior	04-12-2022	Dec	Delivered	Myntra	JNE2294-KR-A-XXL	kurta	XXL	1	INR	544	GURUGRAM
7	6	407-1298130-0368305	1298130	Men	49	Adult	04-12-2022	Dec	Delivered	Flikart	JNE3797-KR-XXL	Western Dress	XXL	1	INR	735	SANGLI MIRAJ KUPWAD
8	7	407-1298130-0368305	1298130	Women	23	Teenager	04-12-2022	Dec	Delivered	Meesho	JNE3801-KR-XXL	kurta	XXL	1	INR	735	BENGALURU
9	8	171-5561216-3398711	5561216	Women	70	Senior	04-12-2022	Dec	Delivered	Others	JNE3405-KR-M	kurta	M	1	INR	435	GURUGRAM
10	9	408-2935262-293550	2935263	Women	75	Senior	04-12-2022	Dec	Delivered	Amazon	JNE3474-KR-E-XL	kurta	XL	1	INR	385	BENGALURU
11	10	404-2648970-9042715	2648970	Women	43	Adult	04-12-2022	Dec	Delivered	Myntra	JNE3466-KR-L	kurta	L	1	INR	771	VIJAYAWADA
12	11	404-2648970-9042715	2648970	Women	76	Senior	04-12-2022	Dec	Delivered	Amazon	JNE3795-KR-S	kurta	S	1	INR	517	THIRUVANANTHAPURAM
13	12	404-2648970-9042715	2648970	Women	45	Adult	04-12-2022	Dec	Delivered	Myntra	J0181-TP-M	Top	M	1	INR	399	ARAKONAM
14	13	408-0265357-47939534	265357	Women	18	Teenager	04-12-2022	Dec	Delivered	Amazon	SET217-KR-PP-XXL	Set	XXL	1	INR	786	GUWAHATI
15	14	403-9268874-7296313	9268874	Men	44	Adult	04-12-2022	Dec	Delivered	Myntra	SET185-KR-NP-M	Set	M	1	INR	911	BENGALURU
16	15	407-0442660-2736366	442660	Women	52	Minor	04-12-2022	Dec	Delivered	Amazon	SET333-KR-DPT-M	Set	M	1	INR	967	HYDERABAD
17	16	406-7482261-1657136	7482261	Women	18	Teenager	04-12-2022	Dec	Delivered	Nalli	J0124-TP-L	Top	L	1	INR	523	NEW DELHI
18	17	407-7039962-7080347	7039962	Men	30	Adult	04-12-2022	Dec	Delivered	Meesho	SET304-KR-DPT-XL	Set	XL	1	INR	1115	Bhubaneswar
19	18	407-3422488-3773923	3422488	Women	48	Adult	04-12-2022	Dec	Delivered	Others	SET184-KR-PP-XS	Set	XS	1	INR	563	SIROHAJI
20	19	171-8974687-61745940	8974687	Men	24	Teenager	04-12-2022	Dec	Delivered	Myntra	J0161-DR-XXL	Western Dress	XXL	1	INR	473	MUMBAI
21	20	406-0244536-2177175	244536	Women	46	Adult	04-12-2022	Dec	Delivered	Amazon	SET233-KR-PP-M	Set	M	1	INR	545	AMRITSAR
22	21	404-4376789-3345166	4376789	Women	43	Adult	04-12-2022	Dec	Delivered	Nalli	J0231-KD-XXXL	Set	3XL	1	INR	1164	LUCKNOW
23	22	408-1943310-9789160	1943310	Men	31	Adult	04-12-2022	Dec	Refunded	Myntra	J0339-DR-XXL	Western Dress	XXL	1	INR	743	NEW DELHI
24	23	403-0950590-5005155	950590	Men	30	Adult	04-12-2022	Dec	Delivered	Myntra	SET210-KR-PP-XXXL	Set	3XL	1	INR	575	MADURAI

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Men Vs WomenOrder StatusTop 5 StatesAge & GenderChannels

Brinda Store+

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=IF(E2>=50,"Senior");IF(E2>=30,"Adult","Teenager"))

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
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3	2	405-1283842-2225946	1283842	Women	29	Teenager	04-12-2022	Dec	Delivered	Ajo	SET414-KR-NP-L	Set	L	1	INR	1449	GURUGRAM
4	3	171-1641533-8921966	1641533	Women	67	Senior	04-12-2022	Dec	Delivered	Myntra	SET261-KR-PP-S	Set	S	1	INR	453	KOLKATA
5	4	404-7490807-6300351	7490807	Women	20	Teenager	04-12-2022	Dec	Delivered	Amazon	SET110-KR-PP-M	Set	M	1	INR	279	THANJAVUR
6	5	403-9293516-4577154	9293516	Women	62	Senior	04-12-2022	Dec	Delivered	Mynta	SET1294-KR-A-XXL	kurta	XXL	1	INR	544	GURUGRAM
7	6	407-1298130-0368305	1298130	Men	49	Adult	04-12-2022	Dec	Delivered	Flipkart	SET3797-KR-XXL	Western Dress	XXL	1	INR	735	SANGLI MIRAJ KUPWAD
8	7	407-1298130-0368305	1298130	Women	23	Teenager	04-12-2022	Dec	Delivered	Meesho	JNE3801-KR-XXL	kurta	XXL	1	INR	735	BENGALURU
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13	12	404-2648970-9042715	2648970	Women	45	Adult	04-12-2022	Dec	Delivered	Myntra	JO181-TP-M	Top	M	1	INR	399	ARAKONAM
14	13	408-0265357-4939534	265357	Women	18	Teenager	04-12-2022	Dec	Delivered	Amazon	SET217-KR-PP-XL	Set	XL	1	INR	786	GUWAHATI
15	14	403-9268874-7296313	9268874	Men	44	Adult	04-12-2022	Dec	Delivered	Myntra	SET185-KR-NP-M	Set	M	1	INR	911	BENGALURU
16	15	407-0442660-2736366	442660	Women	52	Senior	04-12-2022	Dec	Delivered	Amazon	SET333-KR-DPT-M	Set	M	1	INR	967	HYDERABAD
17	16	406-7482261-1657136	7482261	Women	18	Teenager	04-12-2022	Dec	Delivered	Nalli	JO124-TP-L	Top	L	1	INR	523	NEW DELHI
18	17	407-7039962-7080347	7039962	Men	30	Adult	04-12-2022	Dec	Delivered	Meesho	SET304-KR-DPT-XL	Set	XL	1	INR	1115	Bhubaneswar
19	18	407-3422488-7373923	3422488	Women	48	Adult	04-12-2022	Dec	Delivered	Others	SET184-KR-PP-XS	Set	XS	1	INR	563	SIROHI
20	19	171-8974687-6475940	8974687	Men	24	Teenager	04-12-2022	Dec	Delivered	Myntra	JO161-DR-XXL	Western Dress	XXL	1	INR	473	MUMBAI
21	20	406-0245356-2171715	245356	Women	46	Adult	04-12-2022	Dec	Delivered	Amazon	SET233-KR-PP-M	Set	M	1	INR	545	AMRITSAR
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24	23	403-0950590-5005155	950590	Men	30	Adult	04-12-2022	Dec	Delivered	Myntra	SET210-KR-PP-XXXL	Set	3XL	1	INR	575	MADURAI

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Men Vs Women

Order Status

Top 5 States

Age & Gender

Channels

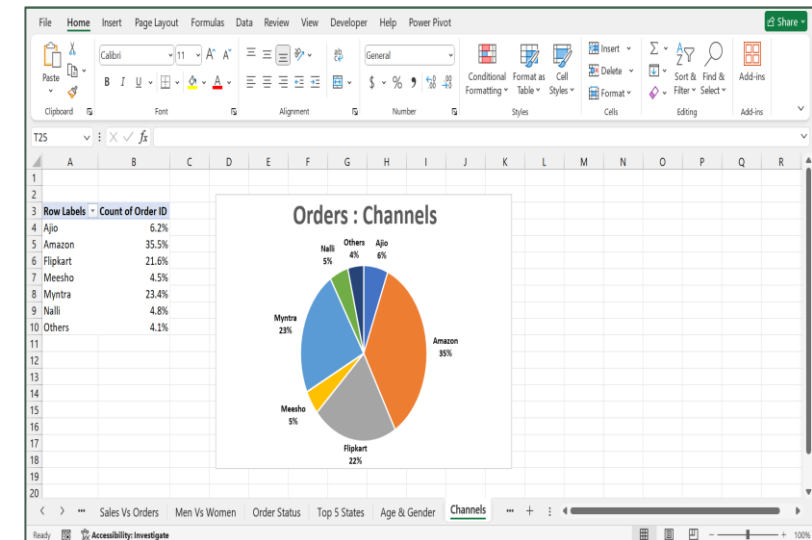
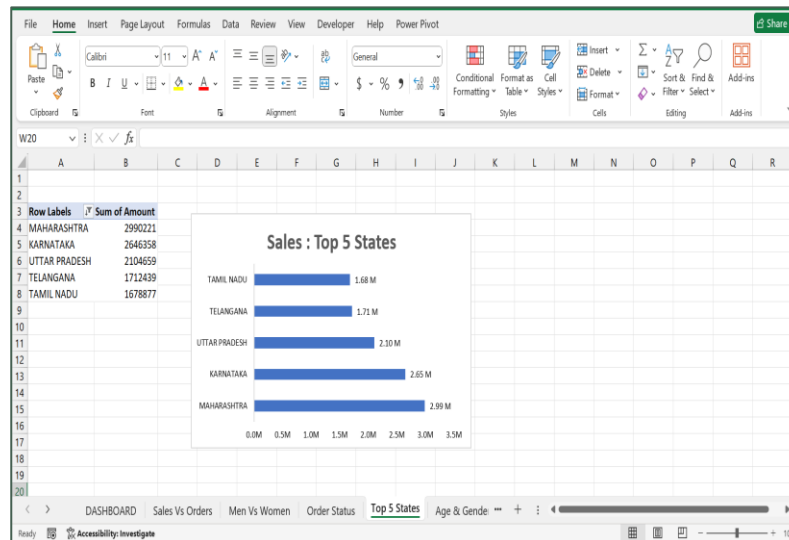
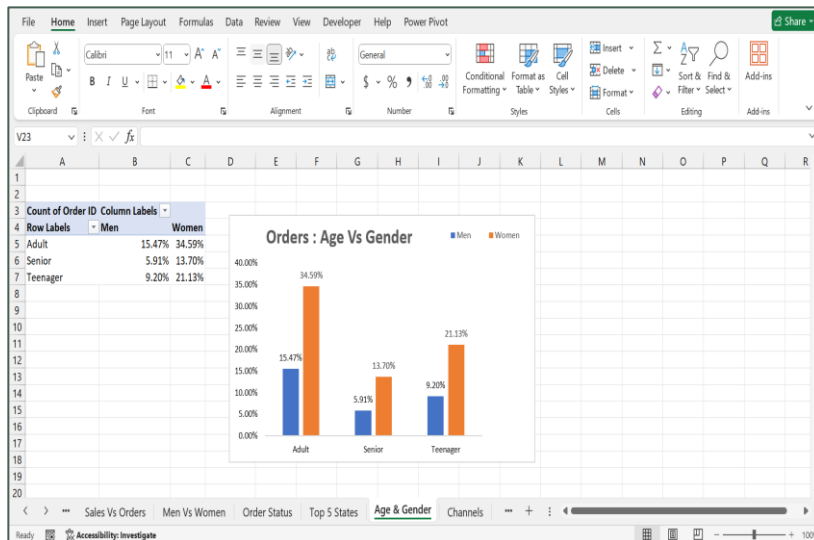
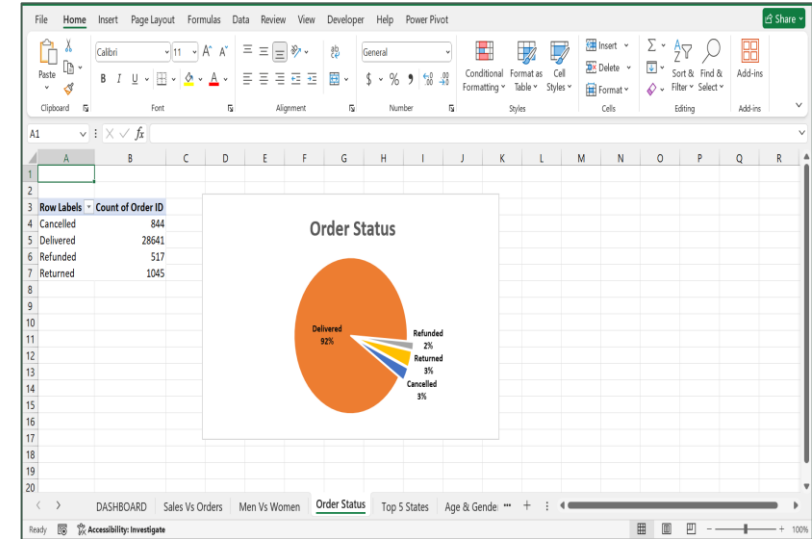
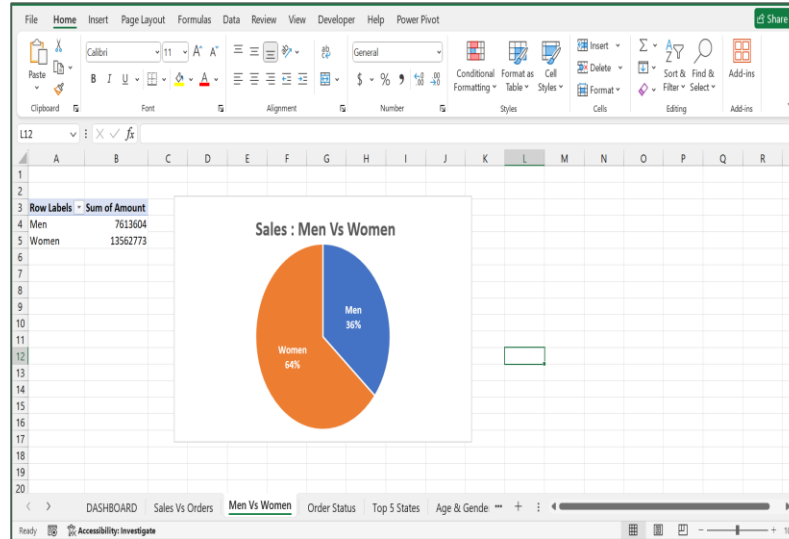
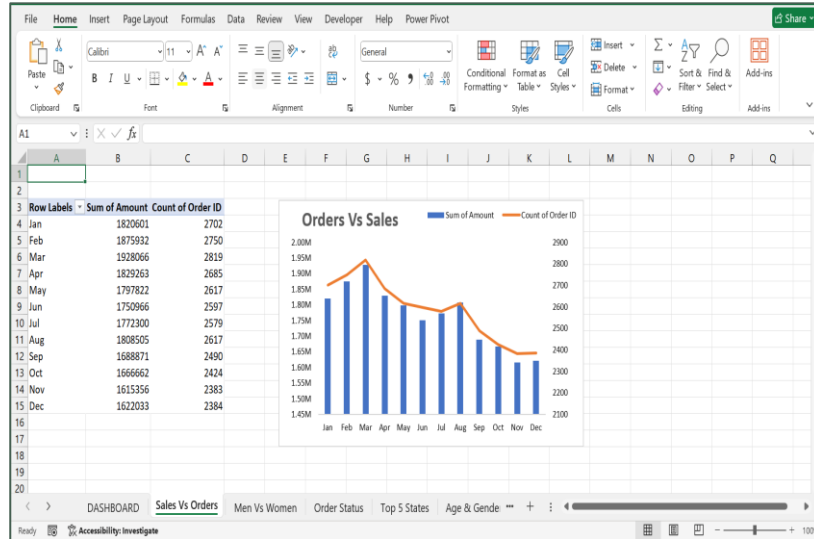
Vrinda Store

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DATA ANALYSIS



ANNUAL SALES DASHBOARD

Vrinda Store Annual Report 2022

Month

Jan

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May

Jun

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Aug

Channel

Ajio

Amazon

Flipkart

Meesho

Category

Blouse

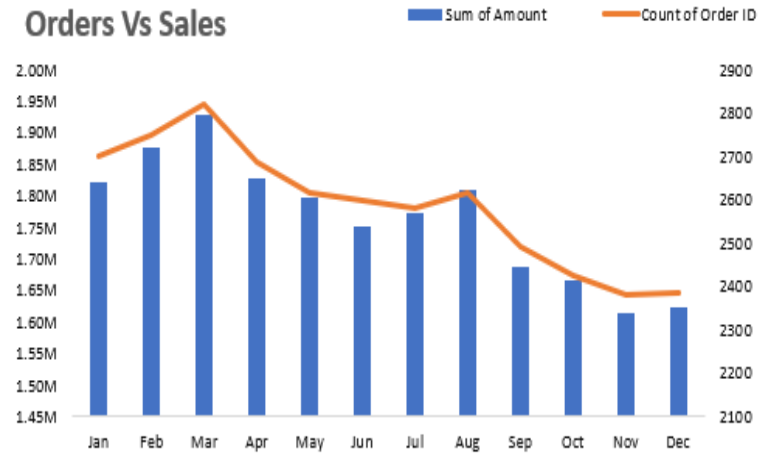
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Ethnic Dress

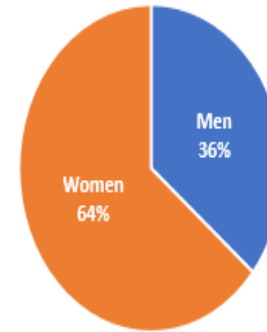
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Saree

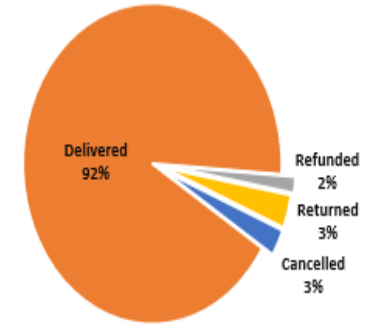
Orders Vs Sales



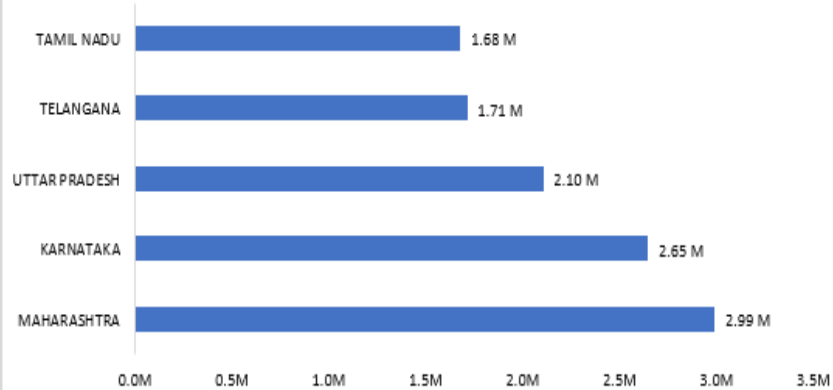
Sales : Men Vs Women



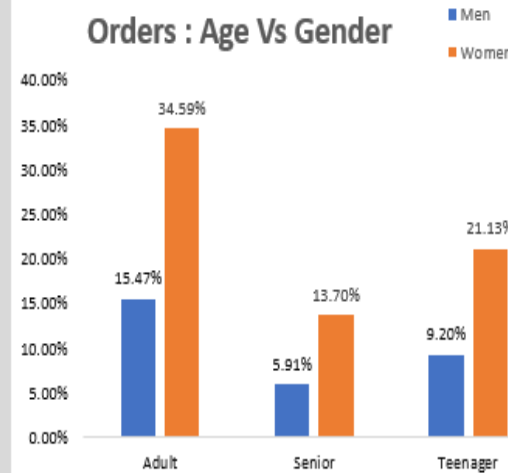
Order Status



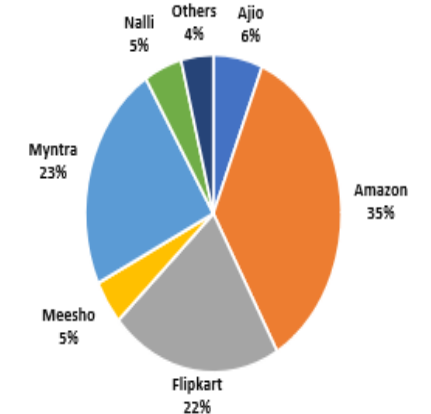
Sales : Top 5 States



Orders : Age Vs Gender



Orders : Channels



BUSINESS OUTCOMES

- ❑ March Month has the Highest Sales of Rs. 19,28,066 and Number of Orders is 2819.
- ❑ Women are more likely to purchase compared to Men – (64%)
- ❑ The maximum Order Status is Delivered – (92%)
- ❑ Maharashtra, Karnataka, Uttar Pradesh, Tamil Nadu and Telangana are the Top 5 states contributing towards maximum sales.
- ❑ Adult Age Group (30-40 Yrs) are the maximum contributors – (50%)
- ❑ Amazon, Flipkart and Myntra are the maximum contributing Channels - (80%)

CONCLUSION

- ❑ Target Women customers of Age Group (30-40 Yrs) living in Maharashtra, Karnataka, Uttar Pradesh, Tamil Nadu and Telangana by showing Ads/Offer/Coupons available on Amazon, Flipkart and Myntra.
- ❑ This Strategic Decision in Vrinda Store helps the business to generate more Sales in the year 2023, as compared to 2022.



THANK YOU !