Vrinda Store Data Analysis – 2022

Overview:

This project presents a comprehensive analysis of retail data from Vrinda Store for the year 2022. It explores sales performance, customer demographics, order status trends, and regional distribution using Excel-based pivot tables and visual dashboards.

Data Source:

File Name: Vrinda Store Data Analysis.xlsx
Sheet Analyzed: Vrinda Store (raw data with 21 columns and 27,000+ records)

Key Columns:

Order ID, Cust ID, Gender, Age, Date, Status, Channel, Category, Amount, Ship City, Ship State

Analysis Performed:

1. Monthly Sales Trend
- Tracked total sales and number of orders across each month.
- Identified peak months for revenue and customer activity.

2. Gender-wise Sales
- Compared total sales between Men and Women.
- Found Women to contribute the highest percentage of revenue.

3. Order Status Distribution
- Categorized orders into Delivered, Cancelled, and Refunded.
- Majority of orders (~95%) were successfully delivered.

4. Top Performing States
- Ranked states by total revenue.
- Top states: Maharashtra, Karnataka, Uttar Pradesh, Delhi, and Tamil Nadu.

5. Customer Age Group Analysis
- Segmented customers into Teenager, Adult, and Senior groups.
- Noted buying patterns based on age and category preferences.

Tools Used:

Microsoft Excel
- Pivot Tables
- Charts and Dashboards
- Data Cleaning and Transformation

Deliverables:

Excel Workbook with:

- Raw Data Sheet (Vrinda Store)
- Summary Tables (Pivot Table)
- Dashboard View (DASHBOARD)

Objective:

To derive actionable insights from retail data to help improve sales strategy, understand customer segments, and identify regional opportunities for Vrinda Store.