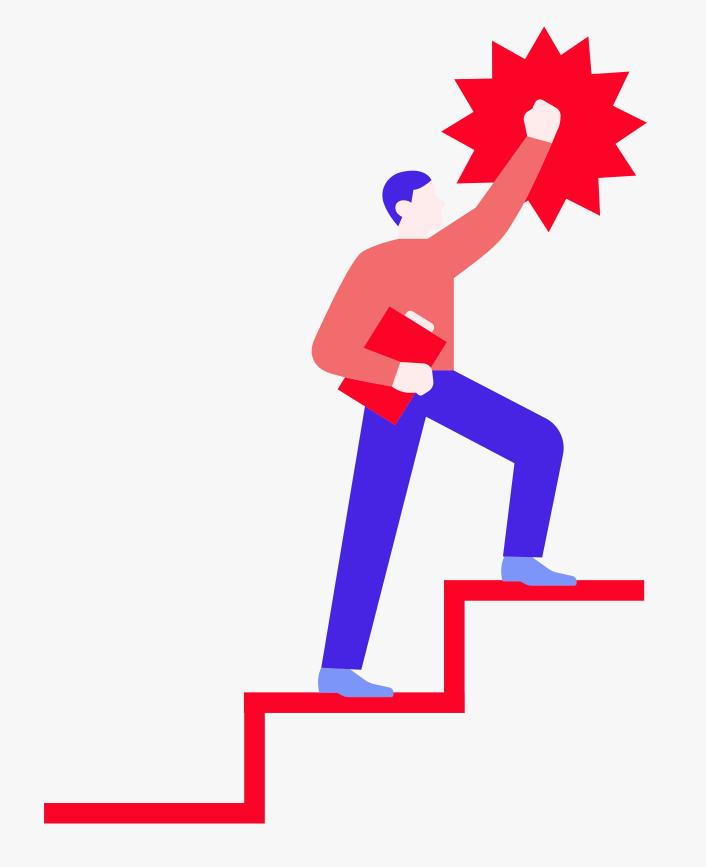
Store Annual

Sales Analysis



Presented by - Dev Dashora

Agenda

Content of Presentation

Of Project Objective U4 Analysis Screenshot & Overvio	01	Project Objective	04	•	Analysis Screenshot & Overvi	3V
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- O2 Sample Questions O5 Sample Insight
- O3 Excel Dashboard O6 Future Strategy

Vrinda Store's Annual Sales Report for 2022: A Strategic Path to Customer Understanding and Growth in 2023

Vrinda Store aims to create a comprehensive annual sales report for the year 2022. This report will not only encapsulate the store's sales performance but also provide deep insights into customer behavior, preferences, and trends. The ultimate goal is to leverage this information to enhance customer understanding and drive more sales in 2023.

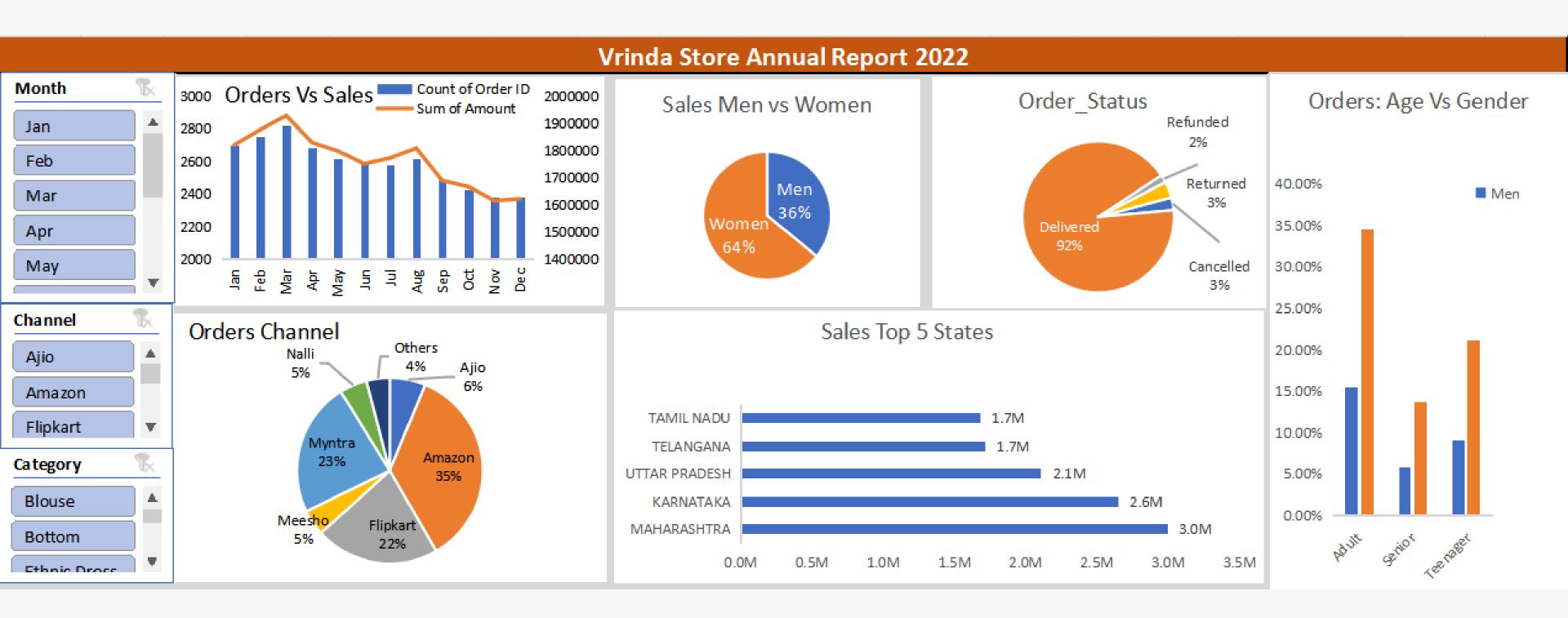
Key Components of the Report

- 1. Sales Performance Overview
 - Total Revenue: Detailed analysis of total sales revenue generated in 2022.
 - Monthly Sales Trends: Breakdown of sales performance on a month-by-month basis to identify peak and low sales periods.
 - Product Category Performance: Analysis of sales by product categories to identify best and worst-performing items.

Sample Questions

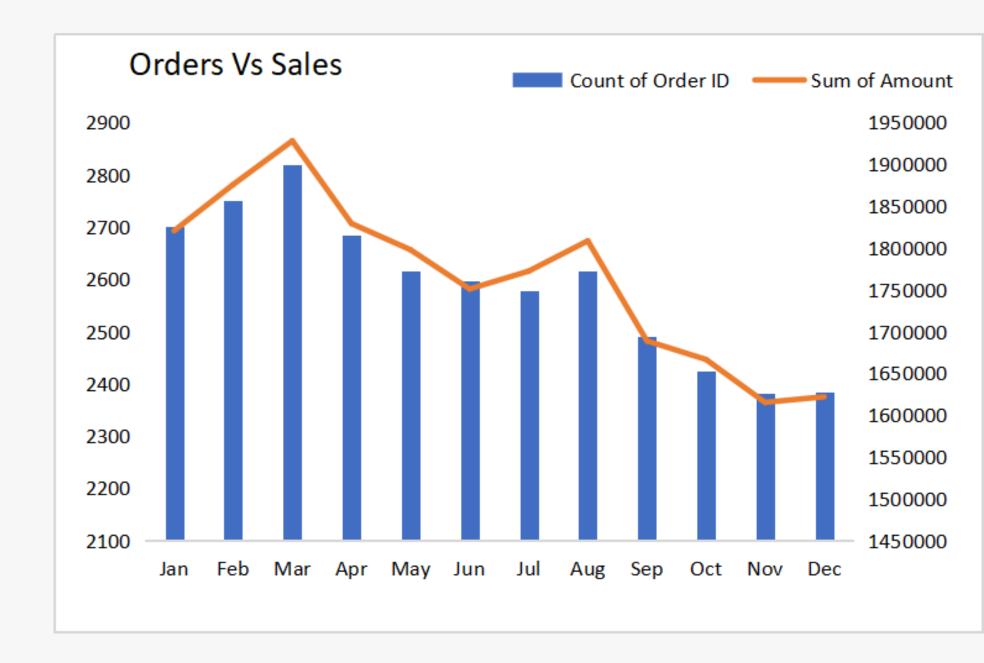
- Q1)Compare the sales and order using single Chart
- Q2)Which month got the highest sales and orders?
- Q3)Who purchased more- men or women in 2022?
- Q4)What are different order status in 2022?
- Q5)List top 5 states contributing to the sales?
- Q6)Relation between age and gender based on number of orders
- Q7)Which channel is contributing to maximum sales?
- Q8)Highest selling Category?

Excel Dashboard

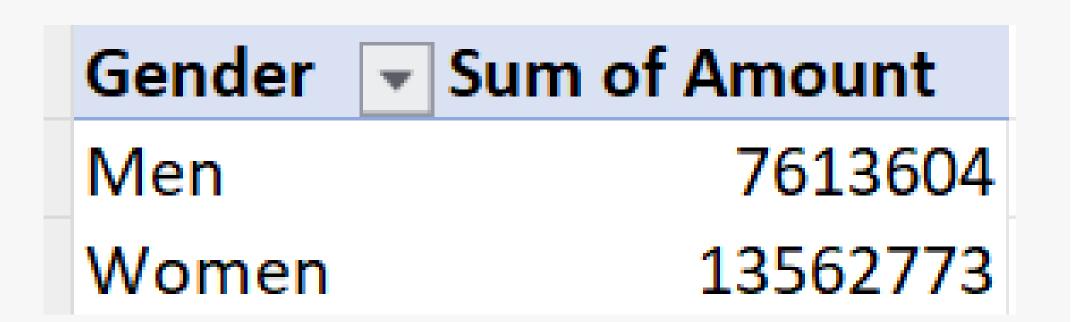


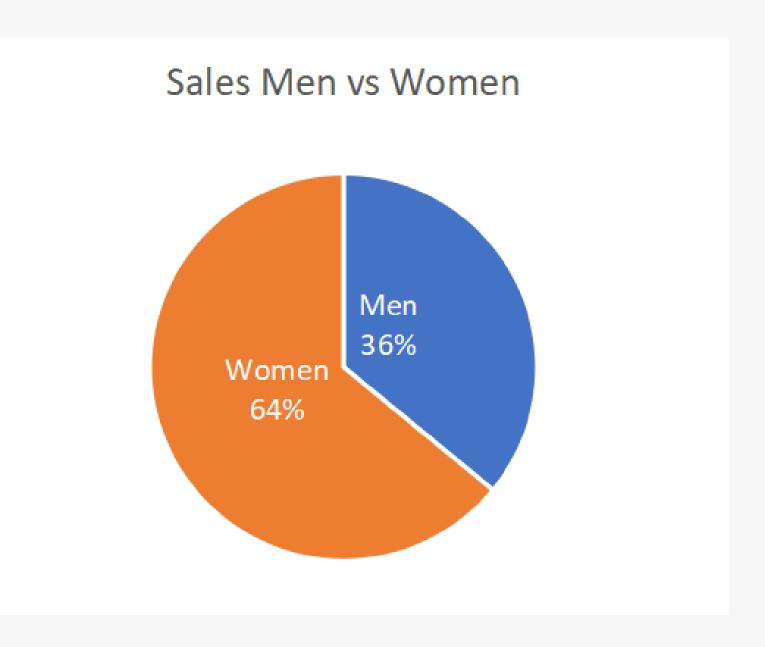
Order vs Sales

Month 🔻	Count of Order ID	Sum of Amount
Jan	2702	1820601
Feb	2750	1875932
Mar	2819	1928066
Apr	2685	1829263
May	2617	1797822
Jun	2597	1750966
Jul	2579	1772300
Aug	2617	1808505
Sep	2490	1688871
Oct	2424	1666662
Nov	2383	1615356
Dec	2384	1622033



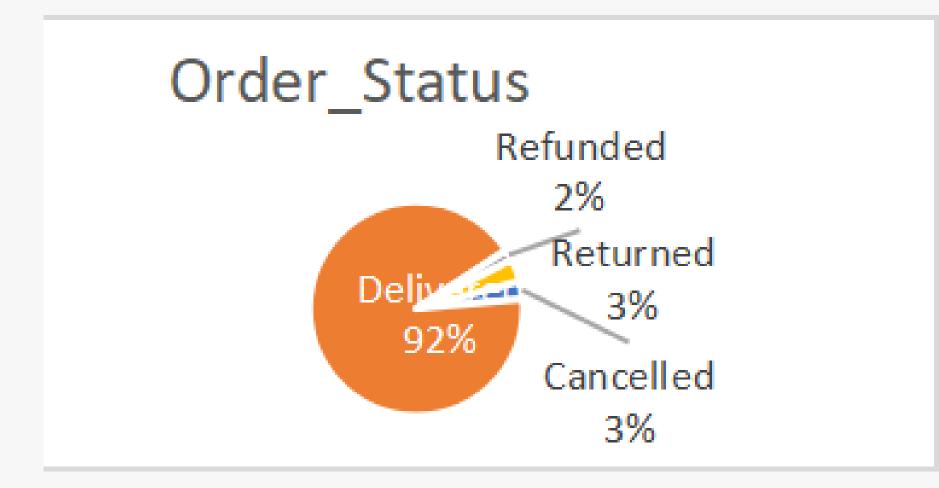
Sales Men Vs Women





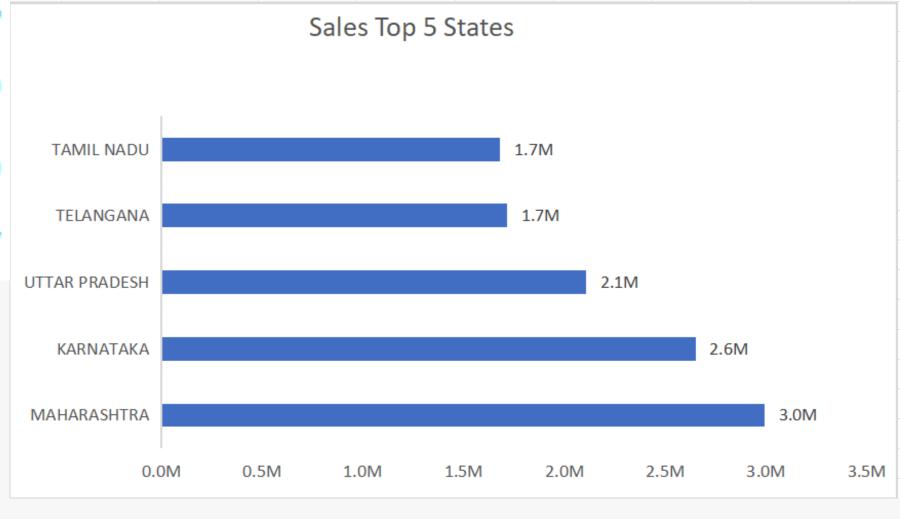
Order Status

Status	▼ Count of Order ID
Cancelled	844
Delivered	28641
Refunded	517
Returned	1045



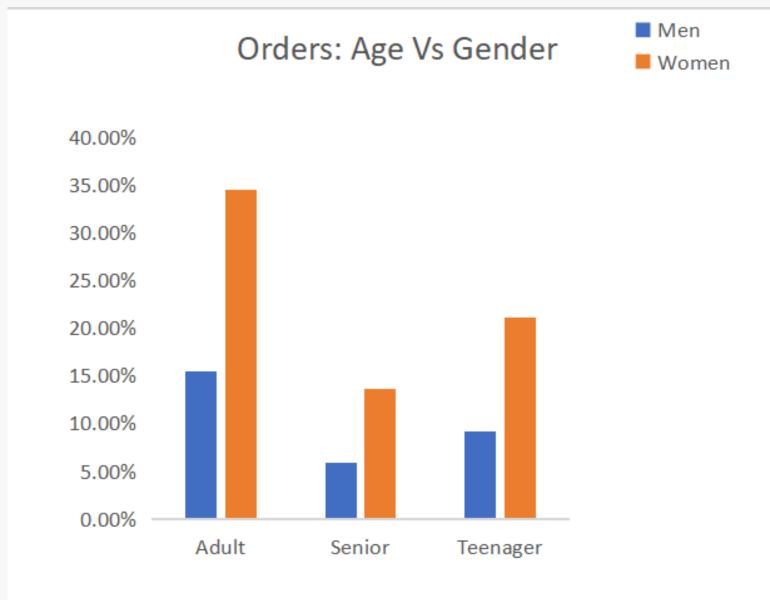
Sales Top 5 States

ship-state IT Sum of	Amount
MAHARASHTRA	2990221
KARNATAKA	2646358
UTTAR PRADESH	2104659
TELANGANA	1712439
TAMIL NADU	1678877



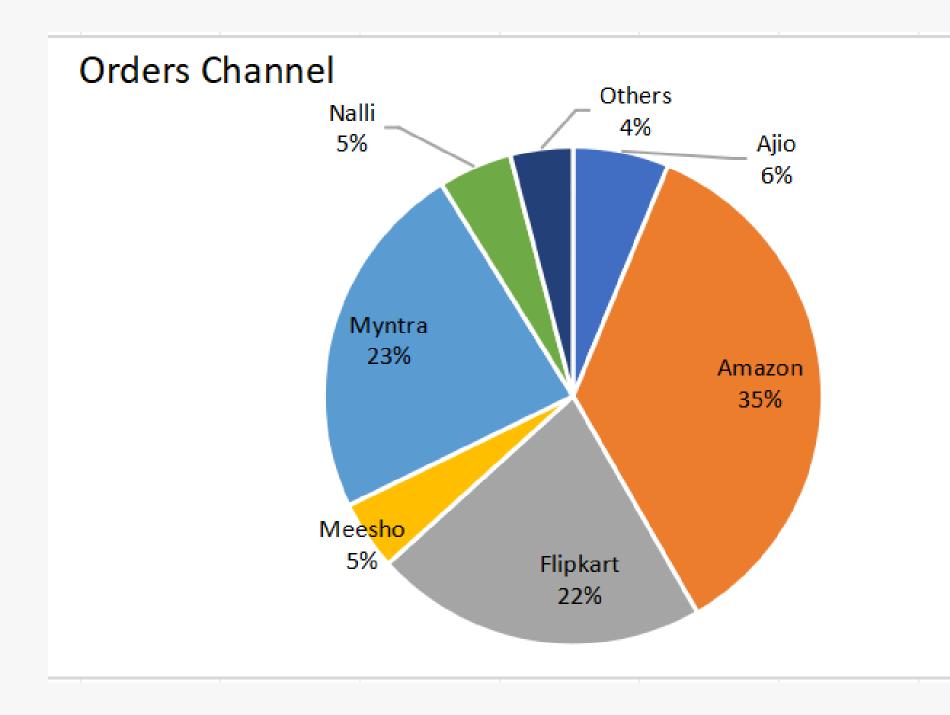
Order Age vs Gender

Count of Order ID	Gender	
Age Group	▼ Men	Women
Adult	15.47%	34.59%
Senior	5.91%	13.70%
Teenager	9.20%	21.13%



Order Channel

Channel	▼ Count of Order ID
Ajio	6.2%
Amazon	35.5%
Flipkart	21.6%
Meesho	4.5%
Myntra	23.4%
Nalli	4.8%
Others	4.1%



Insights

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

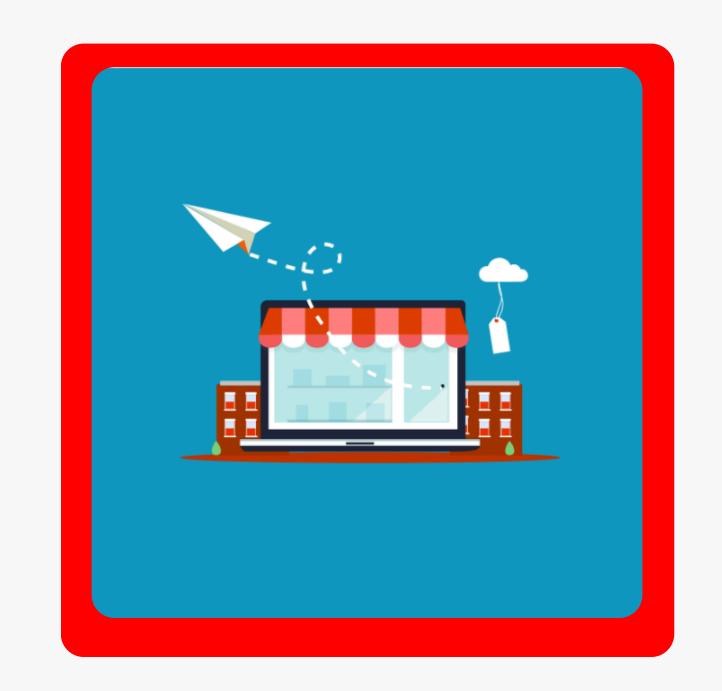
Insights

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Future Strategy

- Focus marketing efforts on female customers through targeted campaigns and promotions.
- Allocate more resources to these regions, including marketing budget and inventory.
- Tailor product offerings and advertising to appeal specifically to this age group.
- Strengthen partnerships and optimize product listings on these platforms to maximize sales.
- Utilize personalized marketing and product recommendations to boost customer satisfaction and loyalty.

Thank You



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