**Vrinda Store Project Report**

Objective:

The primary objective of this report is to analyze the sales data for the year 2023 and provide insights to Vrinda Store to understand customer behaviors and preferences. By gaining a comprehensive understanding of the sales trends and patterns, Vrinda Store aims to strategize effectively and enhance sales growth in 2024.

Introduction:

Vrinda Store is a retail establishment operating in the competitive market landscape of retail. In order to stay ahead in the market and ensure sustained growth, it is imperative for Vrinda Store to analyze its sales data comprehensively and derive actionable insights.

Methodology:

The analysis is based on the sales data collected by Vrinda Store throughout the year 2023. Various parameters such as sales volume, order frequency, customer demographics, order status, geographical distribution, and sales channels have been scrutinized to extract meaningful insights.

Sample Questions :

1. Compare the sales and orders using single chart?
2. Which month got the highest sales and orders?
3. Who purchased more – men or women in 2023?
4. What are different order status in 2023?
5. List to 10- states contributing to the sales ?
6. Relation between age and gender based on numbers?
7. Which channel is contributing to maximum sales?
8. Highest selling category ?

Analysis and Findings:

Comparison of Sales and Orders:

A single chart has been generated to compare the sales and orders, revealing the correlation between the two key metrics.

Highest Sales and Orders by Month:

The analysis identifies the month with the highest sales and orders, providing crucial insights into seasonal trends.

Gender-based Purchasing Behavior:

By comparing the purchasing behavior of men and women, it is evident that women account for a significant portion of purchases (~65%).

Order Status Distribution:

The report outlines the various order statuses observed in 2023, shedding light on the efficiency of order processing and fulfillment.

Top Contributing States:

The analysis identifies the top 10 states contributing to sales, with Maharashtra, Karnataka, and Uttar Pradesh emerging as the top contributors (~35%).

Age and Gender Distribution:

A correlation between age and gender based on purchase numbers is established, highlighting the demographics that are most engaged with Vrinda Store's offerings.

Contribution of Sales Channels:

The report delves into the contribution of different sales channels, with Amazon, Flipkart, and Myntra emerging as the primary contributors (~80%).

Highest Selling Category:

The analysis identifies the highest selling category, providing insights into product preferences among customers.

**Sample Insights:**

Women are more likely to buy compared to men, constituting approximately 65% of purchases.

The states of Maharashtra, Karnataka, and Uttar Pradesh collectively contribute around 35% of total sales.

The adult age group (30-49 yrs) accounts for the majority of purchases, contributing approximately 50%.

Amazon, Flipkart, and Myntra are the primary sales channels, contributing approximately 80% of total sales.

**Conclusion:**

To improve sales in 2024, Vrinda Store should focus on targeting women customers aged between 30-40 years residing in Maharashtra, Karnataka, and Uttar Pradesh.

Tailored marketing strategies such as targeted ads, offers, and coupons should be deployed on prominent sales channels like Amazon, Flipkart, and Myntra to effectively engage the target audience and drive sales growth.

In conclusion, by leveraging the insights gleaned from the analysis of 2023 sales data, Vrinda Store can formulate informed strategies to optimize its sales performance and achieve sustainable growth in the coming year.