I’m happy to share this Vrinda Store Data Analysis Using MS Excel project I worked on. Check it out here: [**https://lnkd.in/gxM9HzJF**](https://lnkd.in/gxM9HzJF)

Project Objective:   
Awesome store aims to analyze its annual sales reports for 2022 to gain valuable insights into customer behavior and improve sales performance for 2023.The objective is to identify key trends, understand purchase patterns, and optimize marketing strategies to drive revenue growth.

Questions:  
• Compare the sales and orders using single chart  
• Which month got the highest sales and orders?  
• Who Purchased more- men or women in 2022?  
• What are different order status in 2022?  
• List top 10 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?

Process:  
• Data Cleaning, remove empty values.  
• Create Pivot Tables: Insert → PivotTable → Select table/range → New Worksheet.  
• Use slicers for filtering (Insert → Slicer).  
• Add charts: column, bar, line, pie, etc. linked to PivotTables.

Project 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%)

Final Conclusion to improve Vrinda store sales:  
Target women customers of age group (30-49 yrs) living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra.

Skills: Microsoft Excel · Pivot Tables · Excel Dashboards · Pivot Tables & Pivot Charts · Dashboard Design · Data Cleaning and Formatting · Excel Data Analysis · Data Visualization