

VRINDA STORE SALES INSIGHTS



INTRODUCTION

In this project, We dive into a large sales dataset to extract valuable insights and explore sales trends over time, identify the best-selling products, calculate revenue metrics such as total sales and profit margins, and create visualizations to present findings effectively. Derive insights from large datasets, enabling store owner to make data-driven decisions for optimizing sales strategies.

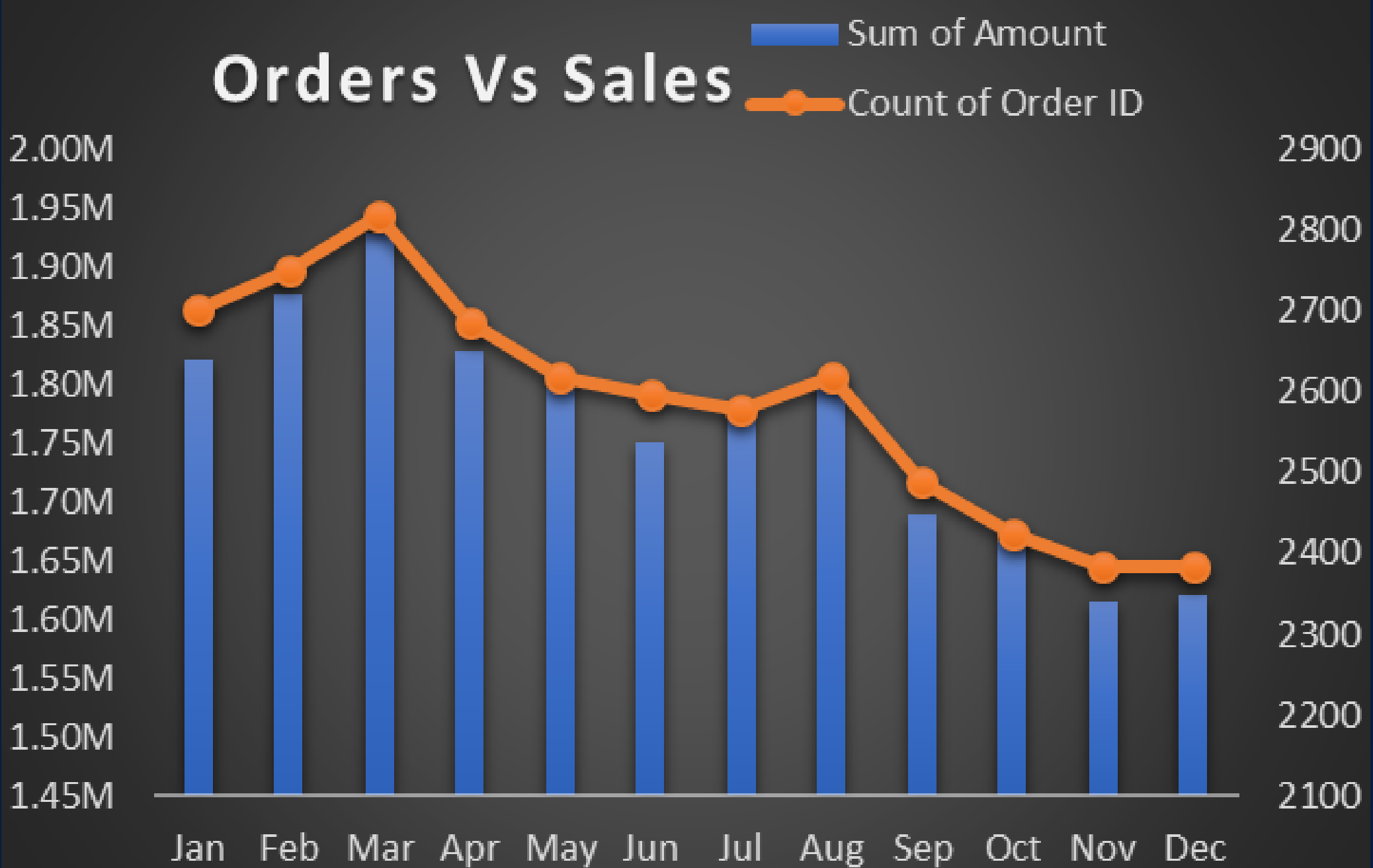
By Kartikey

QUERY 1

Compare the sales and orders on the basis of month

OUTPUT

	Month	sales	orders
1	1	1820601	2702
2	2	1875932	2750
3	3	1928066	2819
4	4	1829263	2685
5	5	1797822	2617
6	6	1750966	2597
7	7	1772300	2579
8	8	1808505	2617
9	9	1688871	2490
10	10	1666662	2424
11	11	1615356	2383
12	12	1621117	2383

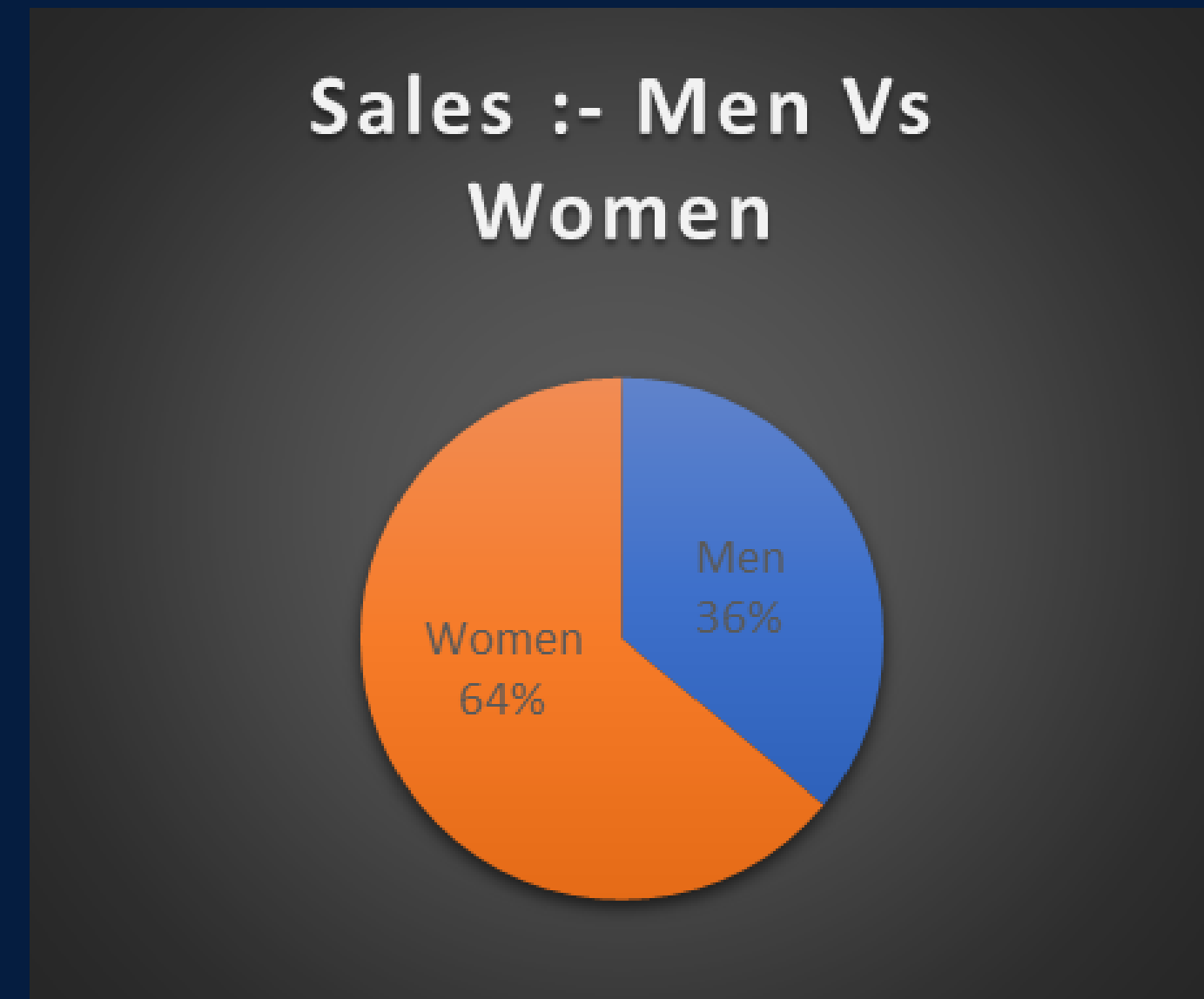


QUERY 2

Who purchased more men or women in 2022 ?

OUTPUT

	gender	sales
1	Women	13562773

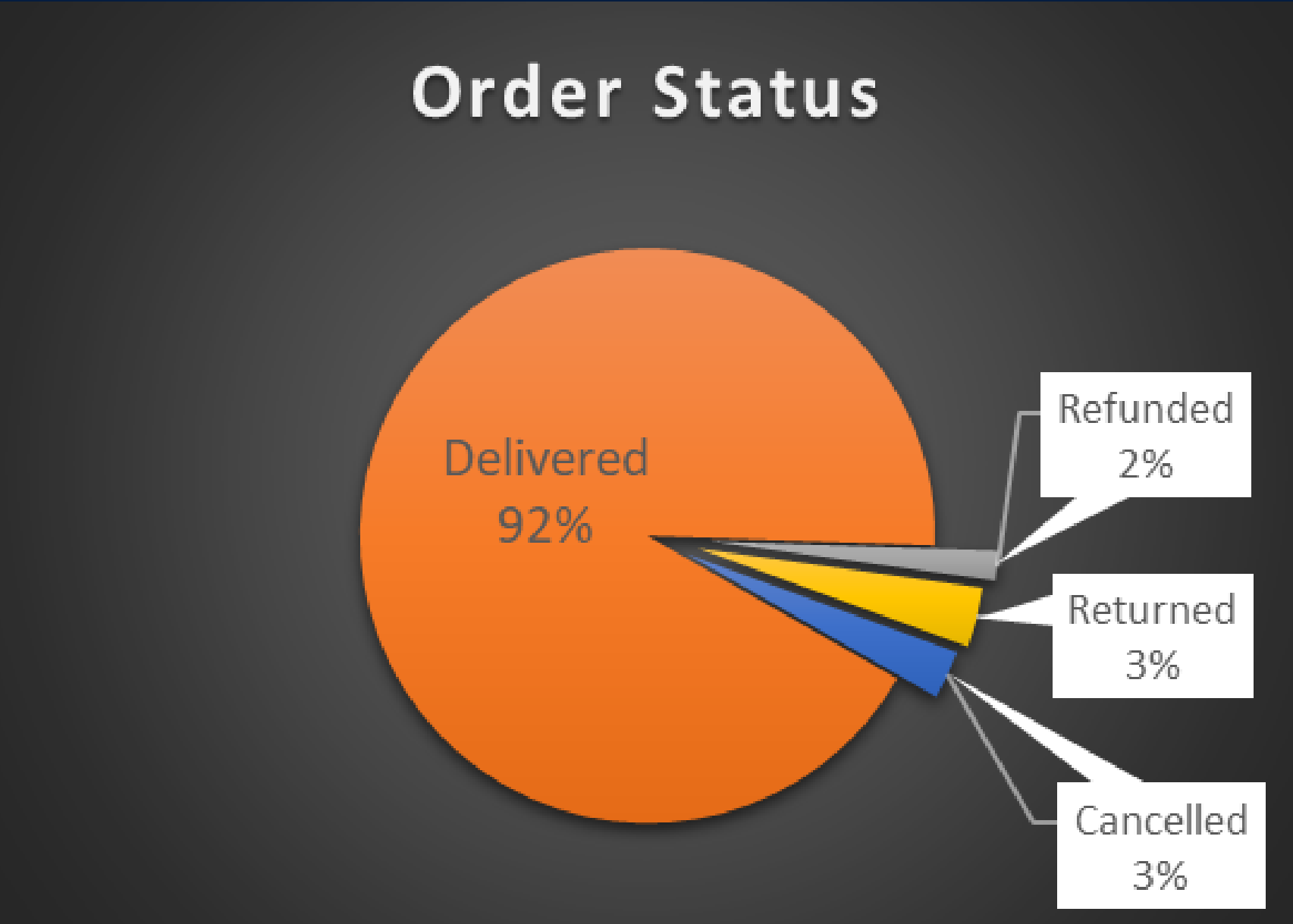


QUERY 3

What are different order status in 2022 ?

OUTPUT

	status	Orders
1	Refunded	517
2	Returned	1045
3	Delivered	28640
4	Cancelled	844

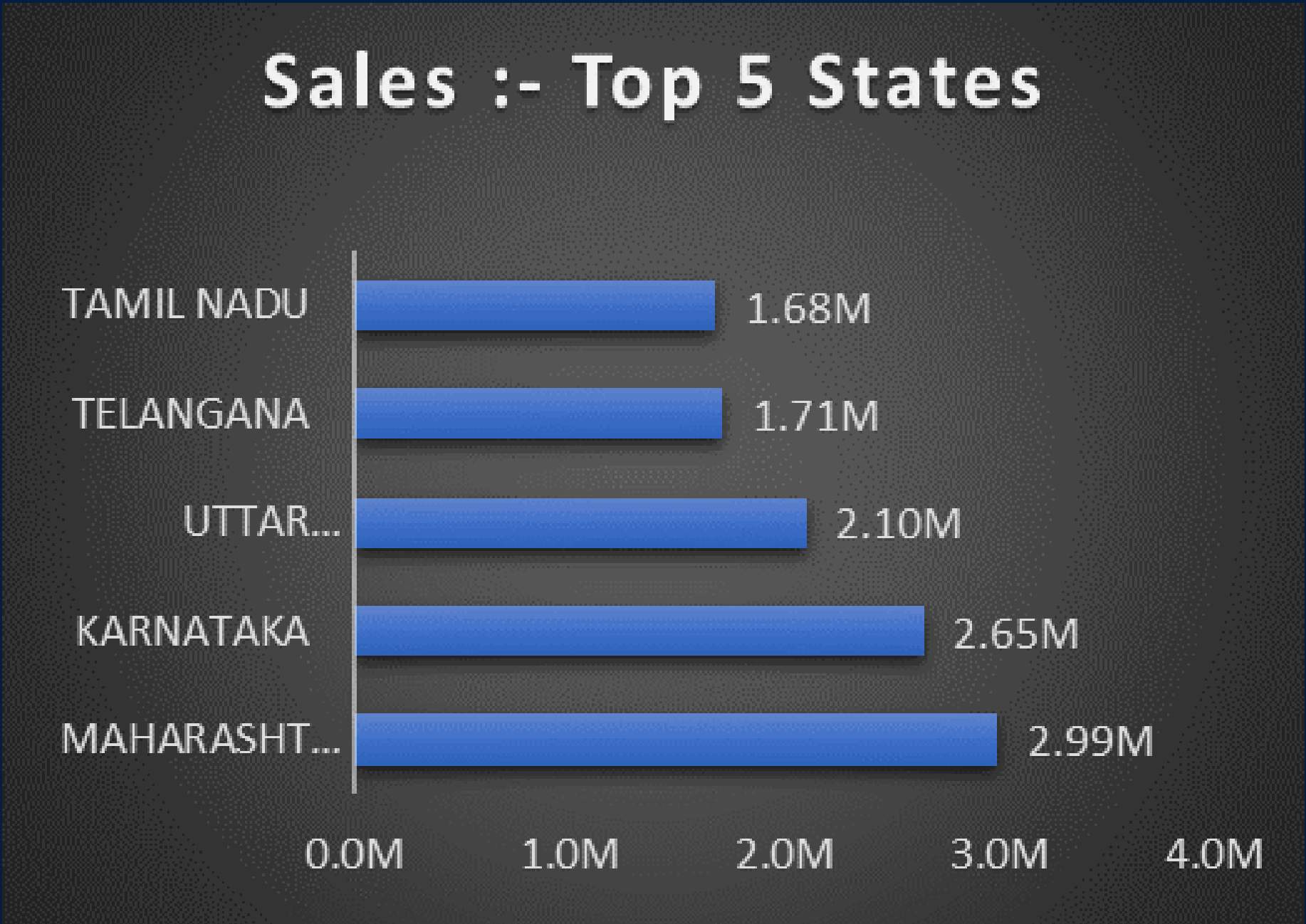


QUERY 4

List top 5 states contributing to the sales ?

OUTPUT

	ship-state	Sales
1	MAHARASHTRA	2990221
2	KARNATAKA	2646358
3	UTTAR PRADESH	2103743
4	TELANGANA	1712439
5	TAMIL NADU	1678877

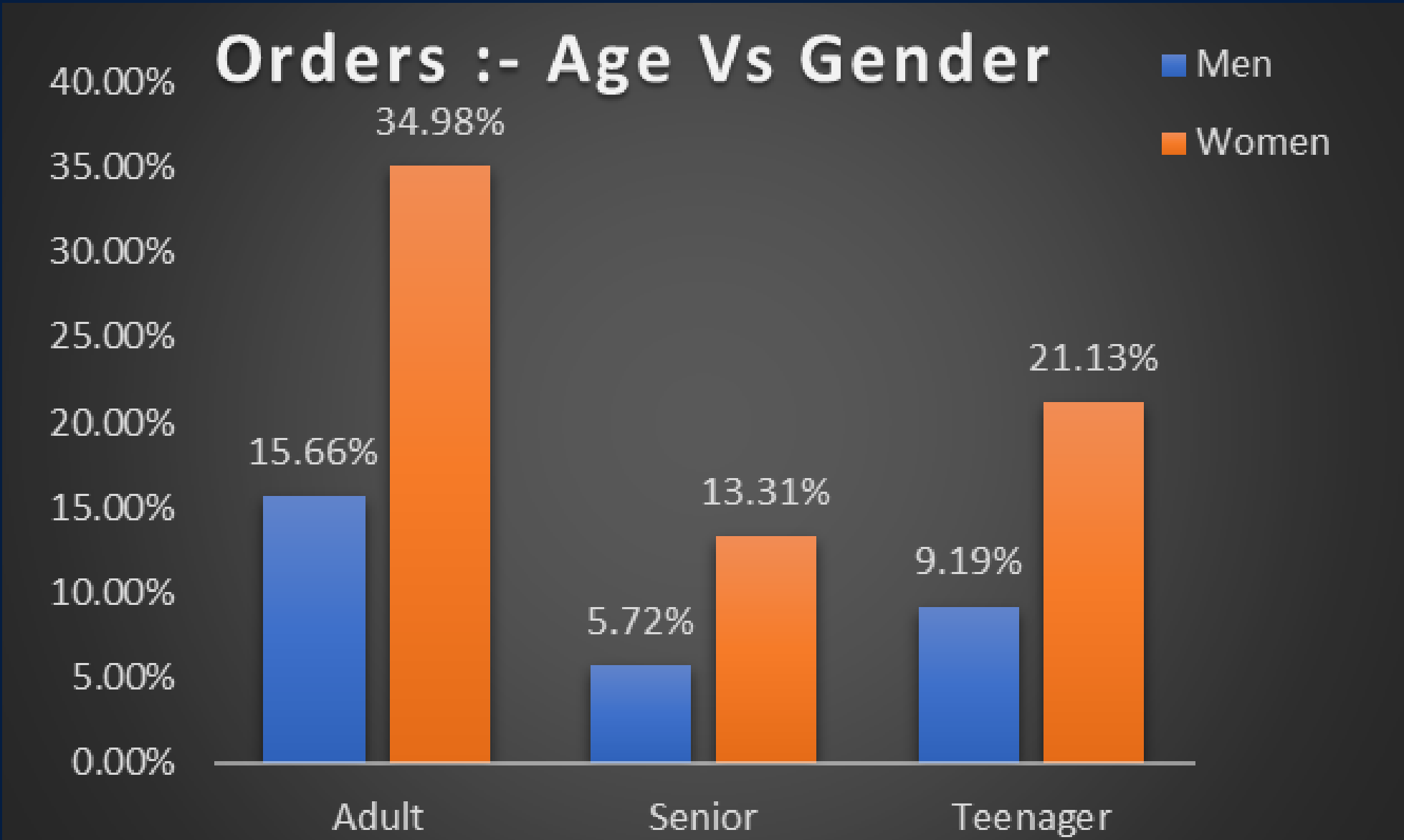


QUERY 5

Number of orders between genders based on age-group

OUTPUT

	age group	men_orders	women_orders
1	Adult	4862	10861
2	Teenager	2854	6560
3	Senior	1777	4132

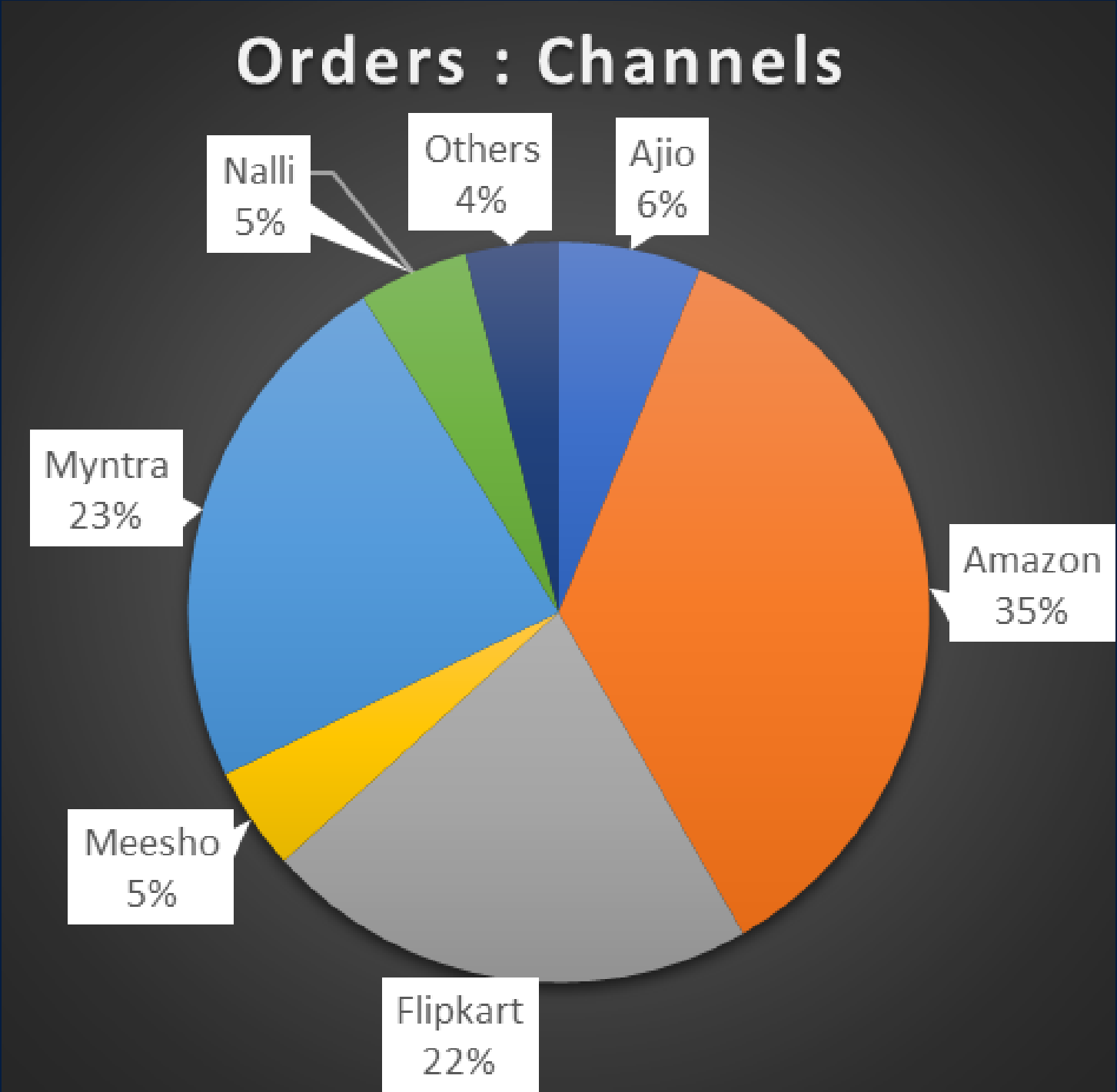


QUERY 6

Which channel is contributing to maximum sales ?

OUTPUT

	channel	sales_percentage
1	Amazon	35.5
2	Myntra	23.3
3	Flipkart	21.6
4	Ajio	6.3
5	Nalli	4.8
6	Meesho	4.4
7	Others	4.1

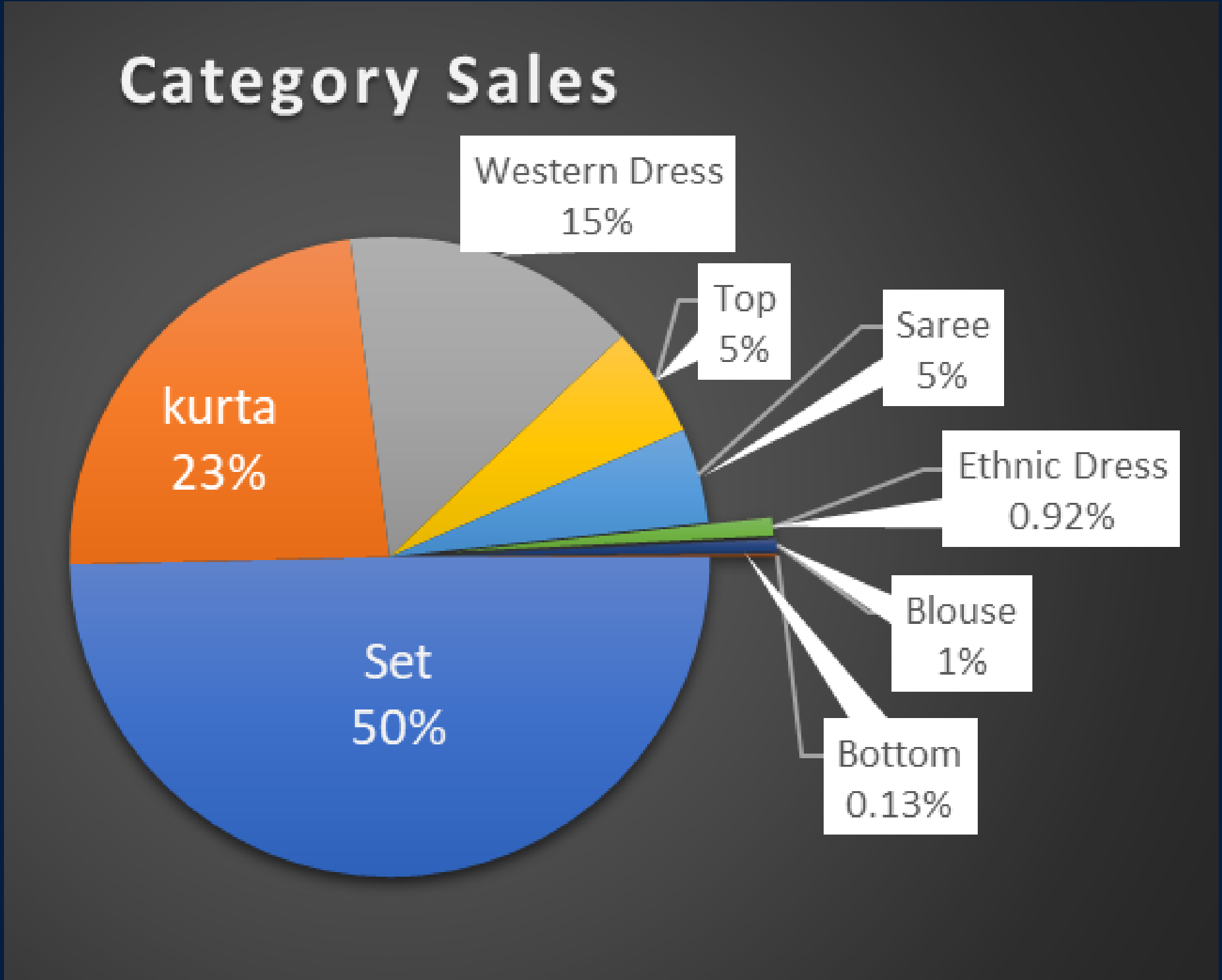


QUERY 7

Highest selling category?

OUTPUT

	category	sales
1	Set	10506630



QUERY 8

Which month got the highest sales and orders ?

OUTPUT

	month	highest_sales	orders
1	Mar	1928066	2819

- **INSIGHTS** :- In Month march “Set category” exclusive and limited products were launched

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