Vrinda Store – Annual Sales Analysis Report (2022)

By: Mahesh Thakare

# Objective

To analyze Vrinda Store’s annual sales for the year 2022 and generate key insights to help improve business strategies and sales in 2023.

# Work Process

1. Data Cleaning  
Removed blanks, corrected spelling, standardized category names.

2. Data Processing  
Prepared clean datasets for pivot table usage.

3. Data Analysis  
Answered key business questions:  
- Which month had the highest orders?  
- Who purchased more: men or women?  
- What are the top 10 performing states?

4. Data Visualization  
Built an interactive Excel Dashboard using:  
- Pivot tables  
- Bar & pie charts  
- Slicers for Month, Category, Channel

# Insights from Dashboard

- Women account for ~65% of sales.  
- Maharashtra, Karnataka, Uttar Pradesh are the top 3 states (~35% total).  
- The Adult age group (30–49) contributes ~50% of sales.  
- Amazon, Flipkart, Myntra dominate with ~80% of orders.

# Final Business Conclusion

To grow Vrinda Store’s sales:  
- Focus on women aged 30–49  
- Run campaigns in top states (Maharashtra, Karnataka, Uttar Pradesh)  
- Offer discounts & coupons on Amazon, Flipkart, Myntra

# Tools Used

- Microsoft Excel  
- Pivot Tables, Pivot Charts  
- Power Query (for Cleaning & Transformation)

# Personal Note

This project taught me end-to-end Excel analysis. I learned how to:  
- Turn raw data into business intelligence  
- Build dashboards  
- Derive meaningful insights for business improvement