Vrinda Store Data Analysis

Objective:

Vrinda store wants to create an annual sales report for 2022 . So that, Vrinda can understand

their customers and grow more sales in 2023.

Steps for Data Analysis Process

1 Sample Question :

>> 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

>> Which channel is contributing to maximum sales?

>> Highest selling category?

Collecting data :

Step 1 : I taken the data from kaggle (kaggle.com) website .

Step 2: Then i loaded csv file into the Microsoft Excel.

Step 3: Then after I recognized and understood that this data is useful for analysis or not .

Data Cleaning :
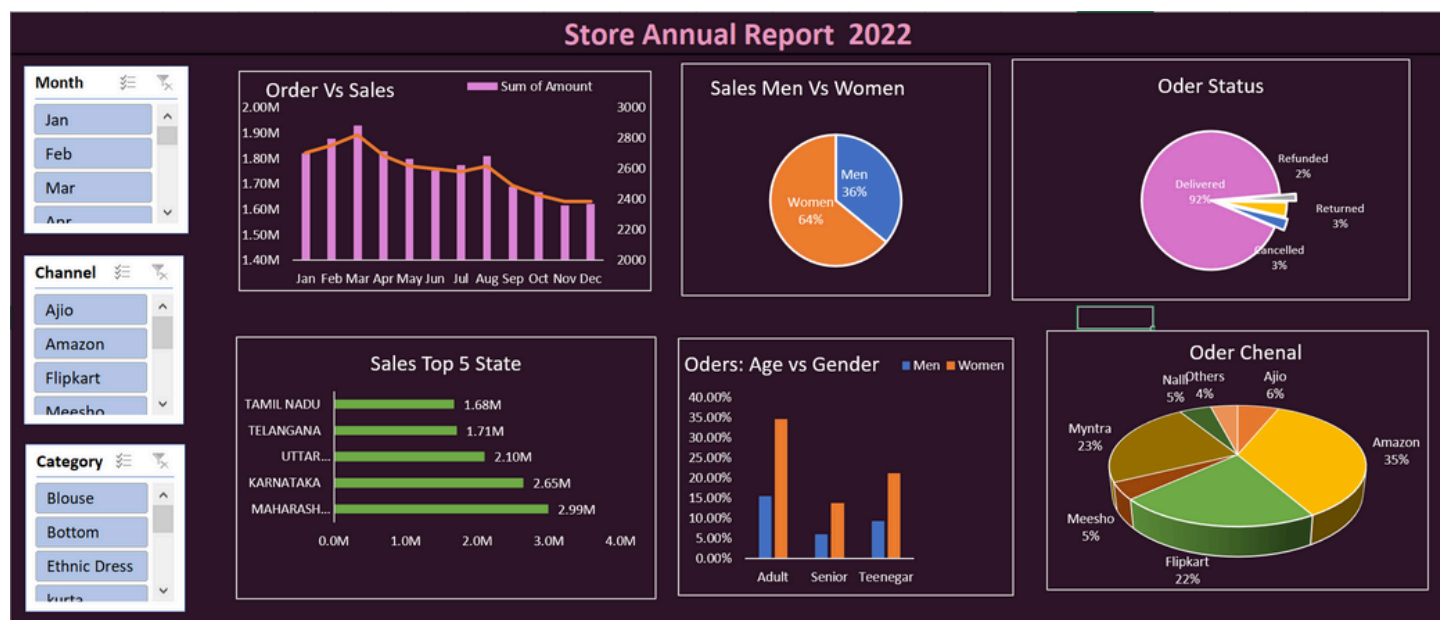
Step 1 : I checked data Row and Column one by one.

Step 2: Remove the null values using the filter function.

Step 3: Remove the duplicates value using filter function.

Step4 : Then after I checked again and remove unnecessary data.

Analyzing the Data and Data Visualization:

>> Using Pivot Table and PivotChart like Column , Pie, Bar, and Slicer etc to create data visualization.

Sample Insights

- Women are more likely to buy compared to men (~64%)
- Maharashtra, Karnataka and Uttar Pradesh are the top 3 State (~35%).
- Adult age group (30-49 yrs) is max contributing (~50%)

- Amazon, Filpkart and Myntra channels are max contributioning (~80%)

Final Conclusion to improve Vrinda store sales:

- Target **women** Customers of age group (30-49 yrs) living in another state by showing ads / offers/ coupons available on **Amazon** , **Filpkart** and **Myntra .**