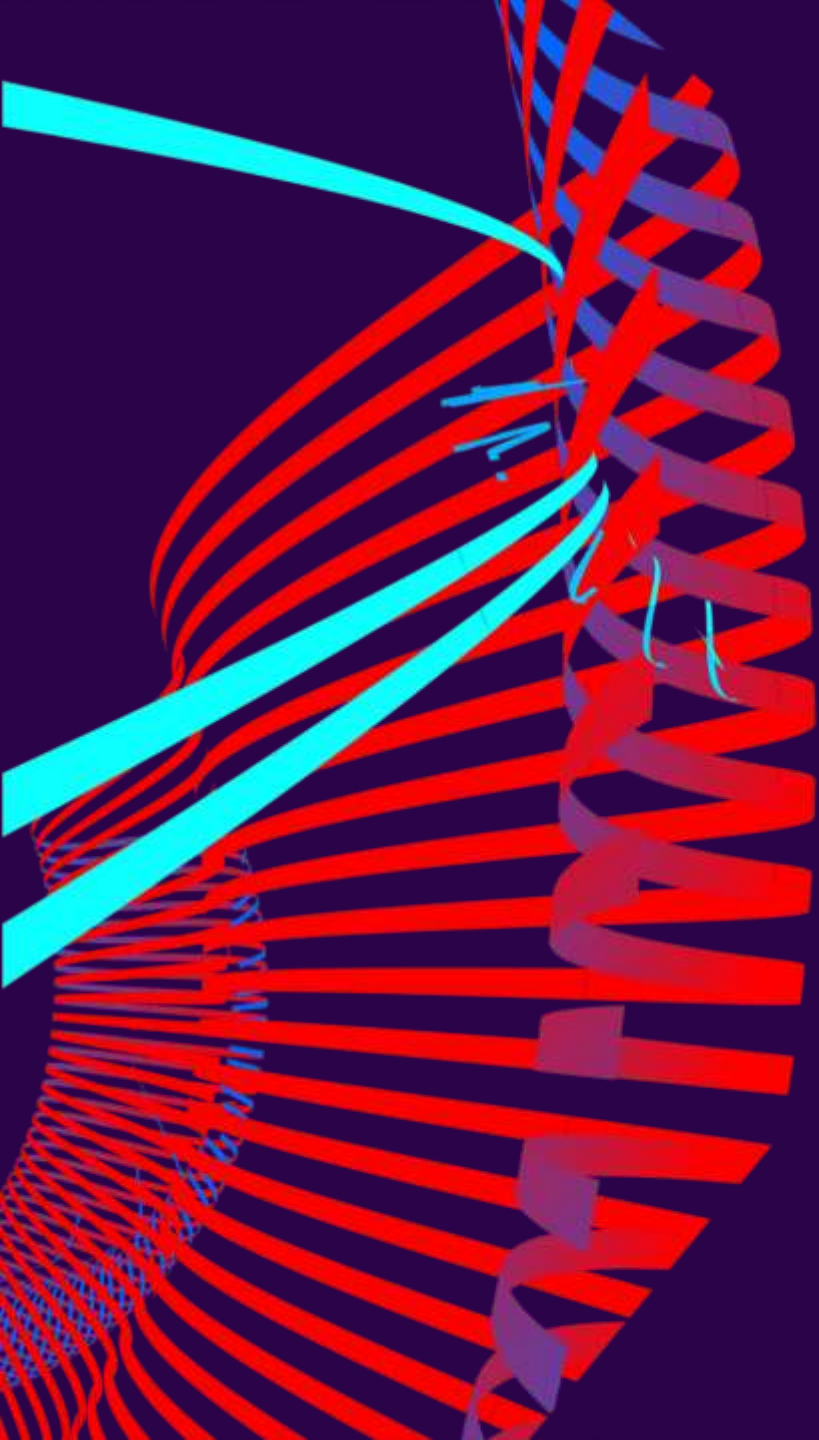


# EXCEL PROJECT

ZAQI KHAN





# 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.*



# BUSINESS PROBLEMS

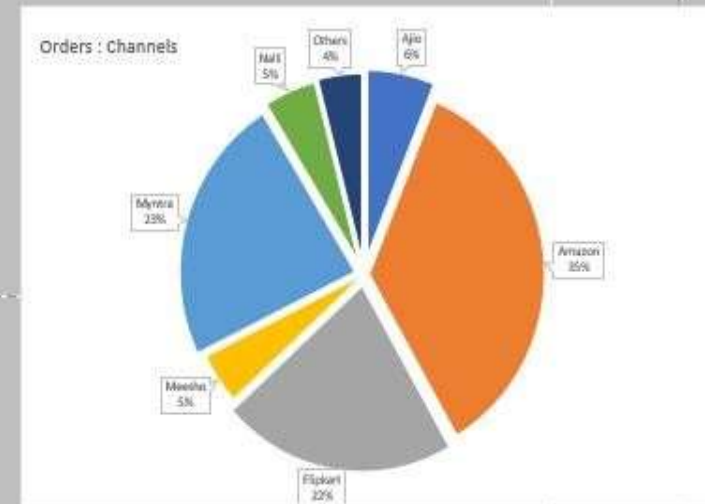
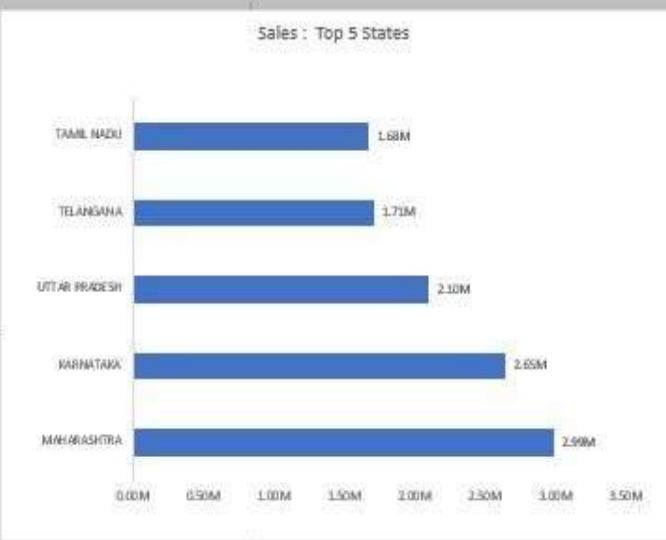
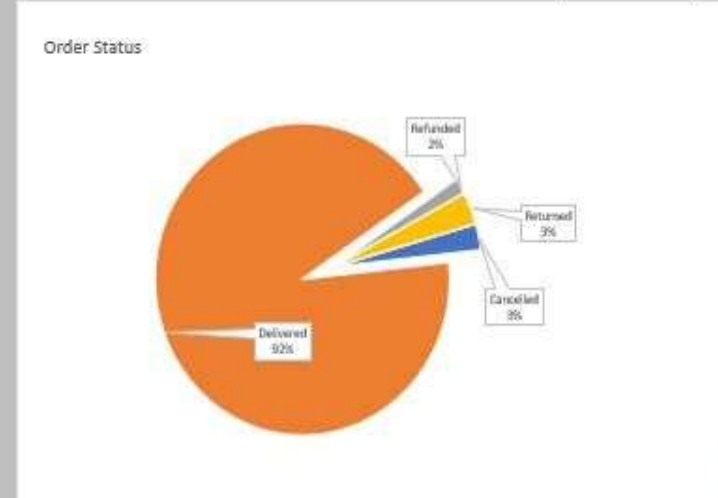
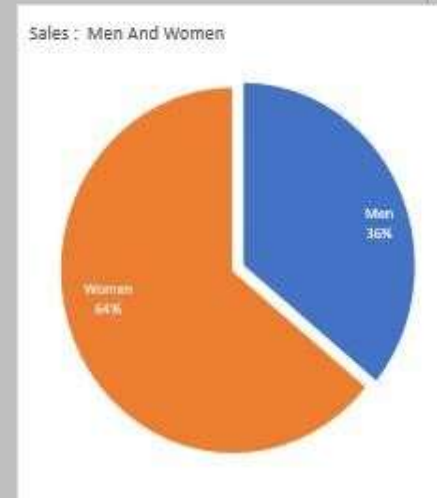
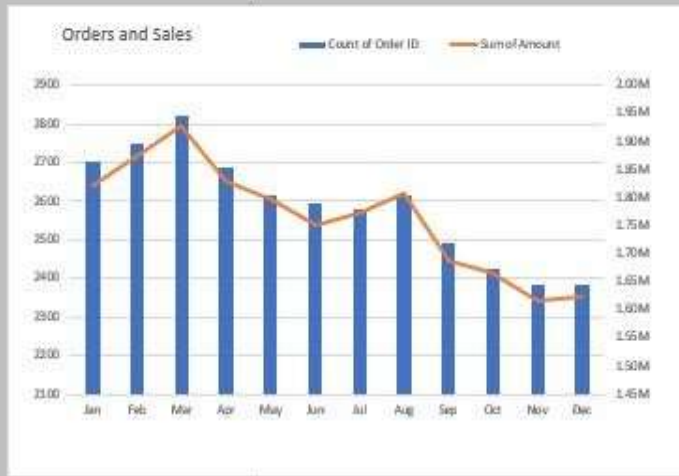
- ❖ 1.compare the sales and orders using single chart
- ❖ 2.which month got the highest sales and orders?
- ❖ 3.who purchased more men or women in 2022?
- ❖ 4.what are the different orders status in 2022?
- ❖ 5.list top 10 states contributing to the sales?
- ❖ 6.relation between age and gender based on number of orders
- ❖ 7.which channel is contributing to maximum sales?
- ❖ 8.highest selling category? etc

## Brinda Store Annual Report 2022

- Month**
- Jan
  - Feb
  - Mar
  - Apr
  - May
  - Jun
  - Jul

- Category**
- Blouse
  - Bottom
  - Ethnic Dress
  - kurta
  - Saree
  - Set
  - Top

- Channel**
- Ajio
  - Amazon
  - Flipkart
  - Meecho
  - Mynta
  - Nalli
  - Others



# Business Insights

Maharashtra, Karnataka  
and Uttar Pradesh are  
the top 3 states

35%

80%

Amazon, Flipkart and  
Myntra are max contributing

Adult age group (30-49)  
is max contributing

50%

65%

Women are compared more  
likely to buy to Men

# CONCLUSION

Target women customers of age group (30-49) living in Maharashtra, karnataka and Uttar Pradesh by showing ads/offer/coupons available on amazon, Flipkart and Myntra.



**THANK YOU**

