

VRINDA STORE SALES ANALYSIS



NEHA SHARMA

Objective

Vrinda Store aims to create an annual sales report for 2022 to gain deeper insights into their customers and boost their growth rate.



Business Questions

- ❑ How many total quantities sold and total sales generated?
- ❑ How many total customers are there?
- ❑ Which month got the highest sales and orders?
- ❑ Who purchased more Men or Women?
- ❑ What are different order status in 2022?
- ❑ List top 5 states contributing to the sales?
- ❑ Relation between age , gender and sales?
- ❑ Which shopping platform(channel) is contributing to maximum sales?
- ❑ Highest and lowest selling category?
- ❑ Compare sales and orders using single chart?

DATA ANALYSIS

Total Customers	28437	Channels	Myntra Ajio
Total Quantities sold	31237		Amazon Flipkart
Total Revenue	21176377		Meesho Others
Number of categories	8		Nalli
Names of categories	kurta Set Western Dress Top Saree Blouse Ethnic Dress Bottom	Number of Channels	7

Vrinda Store Dashboard

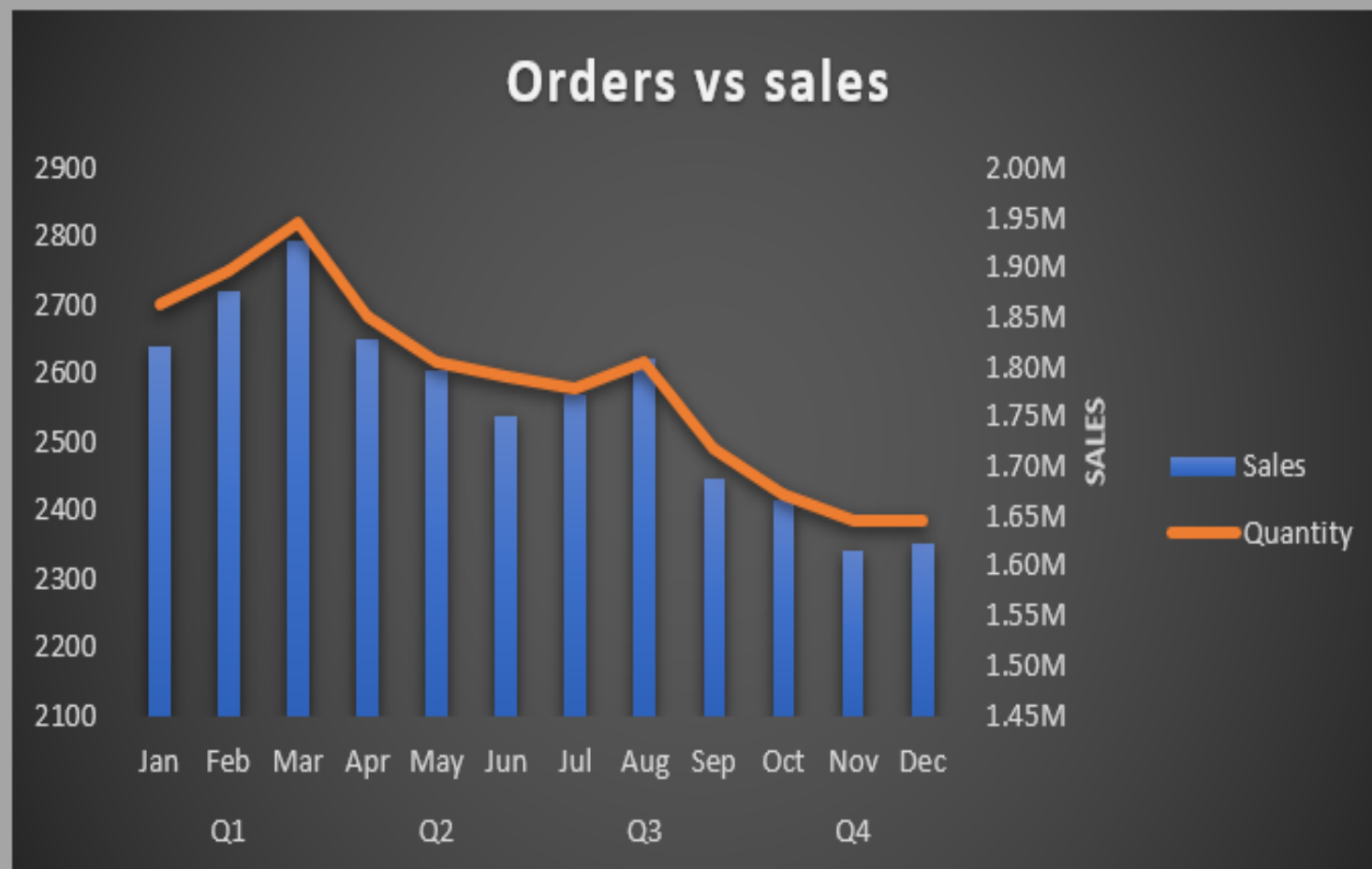


Monthly report of each category

Vrinda Store Data Analysis - Excel					Month	Category	Total Qty	Sales	Month	Category	Total Qty	Sales	Month	Category	Total Qty	Sales
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1	Month	Category	Total Qty	Sales												
2	Jan	Set	1106	923687	May	Bottom	5	1882	Sep	Blouse	14	8461		Blouse	25	14203
3		kurta	940	436487		Set	1120	952557		Bottom	8	2762		Ethnic Dress	24	18090
4		Western Dress	328	256089		kurta	907	428919		Set	899	759911		Bottom	5	2131
5		Top	203	106498		Western Dress	284	220986		kurta	874	410151				
6		Saree	89	66964		Top	202	105266		Western Dress	346	266746				
7	Feb	Ethnic Dress	27	20346	Jun	Saree	87	63723	Oct	Top	174	103504				
8		Blouse	19	8934		Ethnic Dress	25	17328		Saree	159	114037				
9		Bottom	5	1596		Blouse	9	6375		Blouse	29	17260				
10		Set	1098	925459		Bottom	7	2668		Ethnic Dress	21	15148				
11		kurta	961	451388		Set	1014	859430		Bottom	6	2114				
12	Mar	Western Dress	347	269616	Jul	kurta	942	438230	Nov	Set	989	843407				
13		Top	194	107650		Western Dress	331	251458		kurta	776	366039				
14		Saree	129	96331		Top	152	79708		Western Dress	308	236802				
15		Blouse	22	15432		Saree	121	88598		Top	187	102230				
16		Ethnic Dress	10	6718		Ethnic Dress	28	21519		Saree	122	80145				
17	Apr	Bottom	9	3338	Aug	Blouse	19	10616	Dec	Ethnic Dress	28	23210				
18		Set	1208	1010754		Bottom	5	1407		Blouse	19	12119				
19		kurta	992	469522		Set	1058	897639		Bottom	7	2710				
20		Western Dress	320	249596		kurta	835	392096		Set	909	766844				
21		Top	177	93978		Western Dress	356	271099		kurta	766	359725				
22		Saree	100	74925		Top	160	85022		Western Dress	365	277305				
23		Ethnic Dress	21	15307		Saree	125	90496		Top	202	105778				
24		Blouse	20	12361		Blouse	32	18839		Saree	108	78183				
25		Bottom	5	1623		Ethnic Dress	22	15973		Ethnic Dress	20	14944				
26		Set	1198	985973		Bottom	4	1136		Blouse	13	8140				
27		kurta	923	439762		Set	970	835564		Bottom	12	4437				
28		Western Dress	319	246854		kurta	856	405401		Set	877	746321				
29		Top	169	92466		Western Dress	434	334826		kurta	769	361657				
30		Saree	57	41084		Top	190	102652		Western Dress	346	267459				
31		Ethnic Dress	20	13094		Saree	139	105260		Top	191	101447				
32		Blouse	13	8148		Ethnic Dress	18	13579		Saree	153	110725				

Quarterly Report

Month	Sales	Quantity
Q1	5624599	8271
Jan	1820601	2702
Feb	1875932	2750
Mar	1928066	2819
Q2	5378051	7899
Apr	1829263	2685
May	1797822	2617
Jun	1750966	2597
Q3	5269676	7686
Jul	1772300	2579
Aug	1808505	2617
Sep	1688871	2490
Q4	4904051	7191
Oct	1666662	2424
Nov	1615356	2383
Dec	1622033	2384



Insights

- ▶ Women are approximately 64% more likely to shop compared to men.
- ▶ Maharashtra, Karnataka, Uttar Pradesh, Telangana, and Tamil Nadu are the top five states, accounting for around 52%.
- ▶ The adult age group of 30 to 49 contributes the most, making up ~50%.
- ▶ Amazon, Flipkart, and Myntra are the top contributing channels, accounting for about 80%.
- ▶ Top 2 best selling products are set and kurta(~74%).
- ▶ 2 Least selling products are Bottom and Blouse(~1%).

Recommendation

- ▶ Focus on women aged 30 to 49 residing in Maharashtra, Karnataka, Uttar Pradesh, Telangana, and Tamil Nadu by advertising offers, ads, and coupons for product sets and kurtas on Amazon, Flipkart, and Myntra.



THANK YOU