Vrinda Store Annual Report 2022: Excel Analysis Project

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.

Sample Questions:

1. Compare the sales and orders using a 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 order statuses in 2022?
5. List the top 10 states contributing to the sales.
6. Relation between age and gender based on number of orders.
7. Which channel is contributing to the maximum sales?
8. Highest-selling category?, Etc.

Steps Involved:

- Data collection using excel
- Data Cleaning
- Data Processing
- Data Analysis
- Interactive Dashboard
- Useful Insights

Useful Insights:

1. Women are likely to buy more compared to men (-65%).
2. Maharashtra, Karnataka, and Uttar Pradesh are the top 3 states.
3. Adult age group (30-49 years) is the maximum contributing (-50%).
4. Amazon, Flipkart, and Myntra channels are maximum contributing. (-80%)

Final Conclusion:

Target women customers of **age group (30-49 years)** living in **Maharashtra, Karnataka and Uttar Pradesh** by showing ads/offers/coupons available on **Amazon, Flipkart and Myntra**.