

Vrinda Store Data Analysis

Objective:

Vrinda store wants to create an annual sales report. So that, Vrinda can understand their customers and grow more sales in next year.

Questions:

Compare the sales and orders using single chart.

Which month got the highest sales and orders.

Highest selling category.

List top 10 states contributing to the sales.

Solution:

I cleaned the data, removing blank rows, replacing null values, removing errors, adding new column needed for dashboards and then made annual report using dashboards and slicer.

Insights:

1: Adult age group (30-49) is max contributing (50%).

2: Amazon, Flipkart and Myntra channels are max contributing (80%).

3: Women are more likely to buy than men (65%).

There is data of Vrinda store and Annual report:

index	Order ID	Cust ID	Gender	Age	Age Group	Date	Month	Status	Channel	SKU	Category	Size	Qty	currency	Amount
9984	9983-406-499886	4998867	Men	31	Adult	1/4/2022	Jan	Cancelled	Flipkart	SET269-KR- Set		L	1	INR	82
10019	10018-403-463424	4634240	Women	47	Adult	1/4/2022	Jan	Cancelled	Meesho	BL104-M Blouse		M	1	INR	54
10020	10019-404-998522	9985228	Men	35	Adult	1/4/2022	Jan	Cancelled	Amazon	SET268-KR- Set		XS	1	INR	78
10042	10041-406-355789	3557893	Women	43	Adult	1/4/2022	Jan	Cancelled	Flipkart	SET268-KR- Set		L	1	INR	69
10132	10131-405-727989	7279897	Women	25	Teenager	1/4/2022	Jan	Cancelled	Myntra	J0304-TP-XJ Top		3XL	1	INR	29
10167	10166-171-665017	6650175	Women	31	Adult	1/4/2022	Jan	Cancelled	Ajio	JNE3701-KR kurta		M	1	INR	33
10171	10170-403-961239	9612397	Women	41	Adult	1/4/2022	Jan	Cancelled	Flipkart	SET268-KR- Set		XS	1	INR	78
10178	10177-403-041877	418772	Women	23	Teenager	1/4/2022	Jan	Cancelled	Myntra	JNE3579-KR kurta		M	1	INR	29
10222	10221-407-475314	4753148	Women	35	Adult	1/4/2022	Jan	Cancelled	Myntra	J0355-KR-M kurta		M	1	INR	58
10248	10247-407-762690	7626906	Men	33	Adult	1/4/2022	Jan	Cancelled	Amazon	SET268-KR- Set		3XL	1	INR	78
10269	10268-171-696400	6964007	Men	22	Teenager	1/4/2022	Jan	Cancelled	Amazon	SET268-KR- Set		S	1	INR	78
10296	10295-408-817833	8178330	Women	43	Adult	1/4/2022	Jan	Cancelled	Amazon	SET269-KR- Set		S	1	INR	82
10338	10337-405-447599	4475990	Women	40	Adult	1/4/2022	Jan	Cancelled	Others	SET268-KR- Set		XL	1	INR	69
10352	10351-408-561712	5617123	Women	46	Adult	1/4/2022	Jan	Cancelled	Flipkart	JNE3399-KR kurta		3XL	1	INR	46
10411	10410-407-712962	7129627	Men	25	Teenager	1/4/2022	Jan	Cancelled	Amazon	J0399-DR-L Western Dr L		L	1	INR	104
10462	10461-406-968116	9681164	Women	25	Teenager	1/4/2022	Jan	Cancelled	Amazon	SET345-KR- Set		M	1	INR	62
10469	10468-408-483333	4833338	Women	30	Adult	1/4/2022	Jan	Cancelled	Others	JNE3405-KR kurta		L	1	INR	39
10547	10546-404-413834	4138341	Women	40	Adult	1/4/2022	Jan	Cancelled	Myntra	JNE3440-KR kurta		L	1	INR	43
10549	10548-403-998453	9984530	Women	30	Adult	1/4/2022	Jan	Cancelled	Flipkart	SET277-KR- Set		L	1	INR	133
10550	10549-403-998453	9984530	Men	39	Adult	1/4/2022	Jan	Cancelled	Nalli	SET269-KR- Set		M	1	INR	82
10560	10559-402-709968	7099689	Women	31	Adult	1/4/2022	Jan	Cancelled	Flipkart	J0142-KR-S kurta		S	1	INR	41
10572	10571-407-781502	7815022	Women	20	Teenager	1/4/2022	Jan	Cancelled	Flipkart	SET233-KR- Set		L	1	INR	54

