

VRINDA STORE DATA ANALYSIS

AN EXCEL PROJECT

PROBLEM STATEMENT:

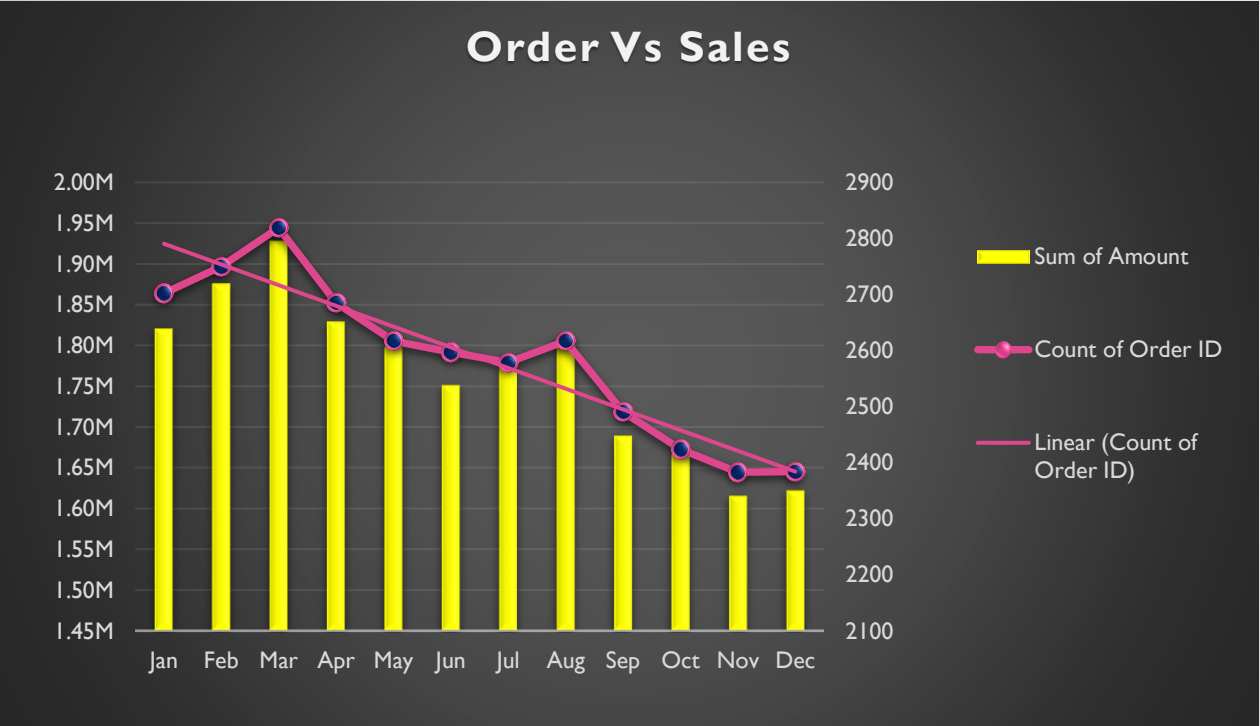
- Vrinda Store wants to create an annual sales report for 2022.

So that ,Vrinda can understand their customers and grow sales in 2023

SAMPLE QUESTIONS:

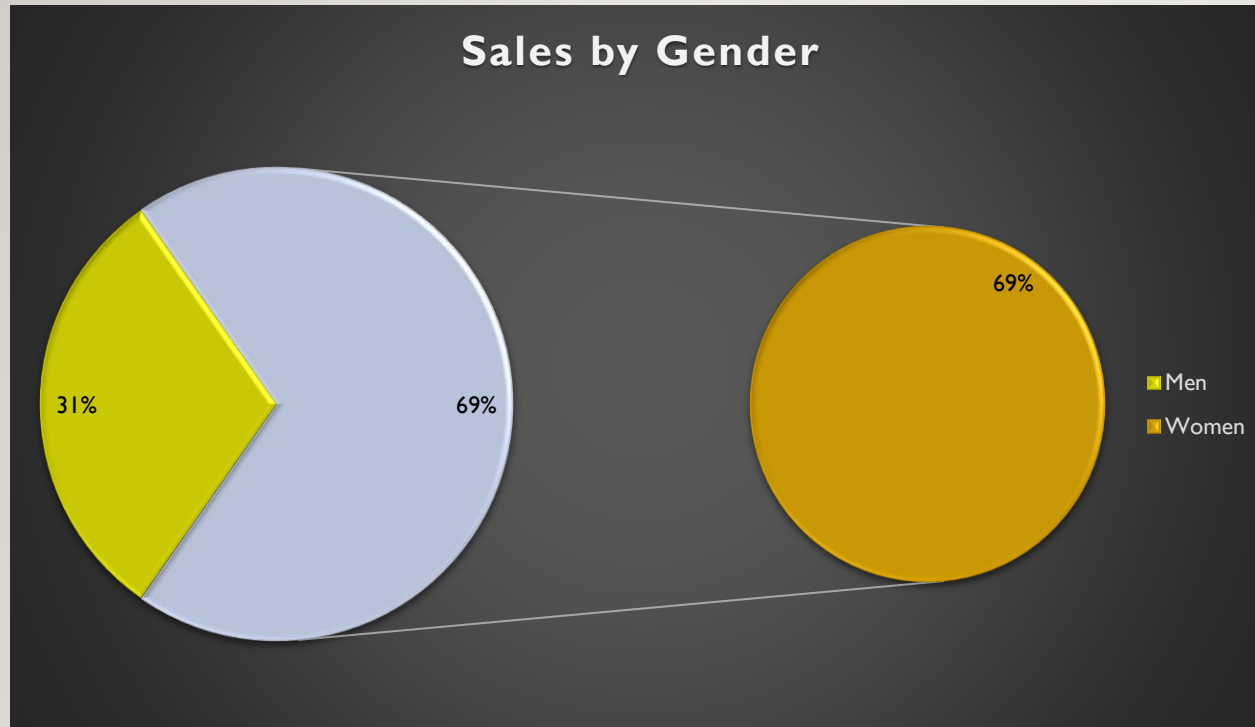
- 1.Compare the sales and orders using single chart.
- 2.Which month got the highest sales and orders .
- 3.Who purchased more : men or women in 2022.
- 4.What are the different order status in 2022.
- 5. Who are the key customer segments?
- 6. List top 5 states and cities contributing to sales?

1. WHAT ARE THE SALES TRENDS OVER TIME?

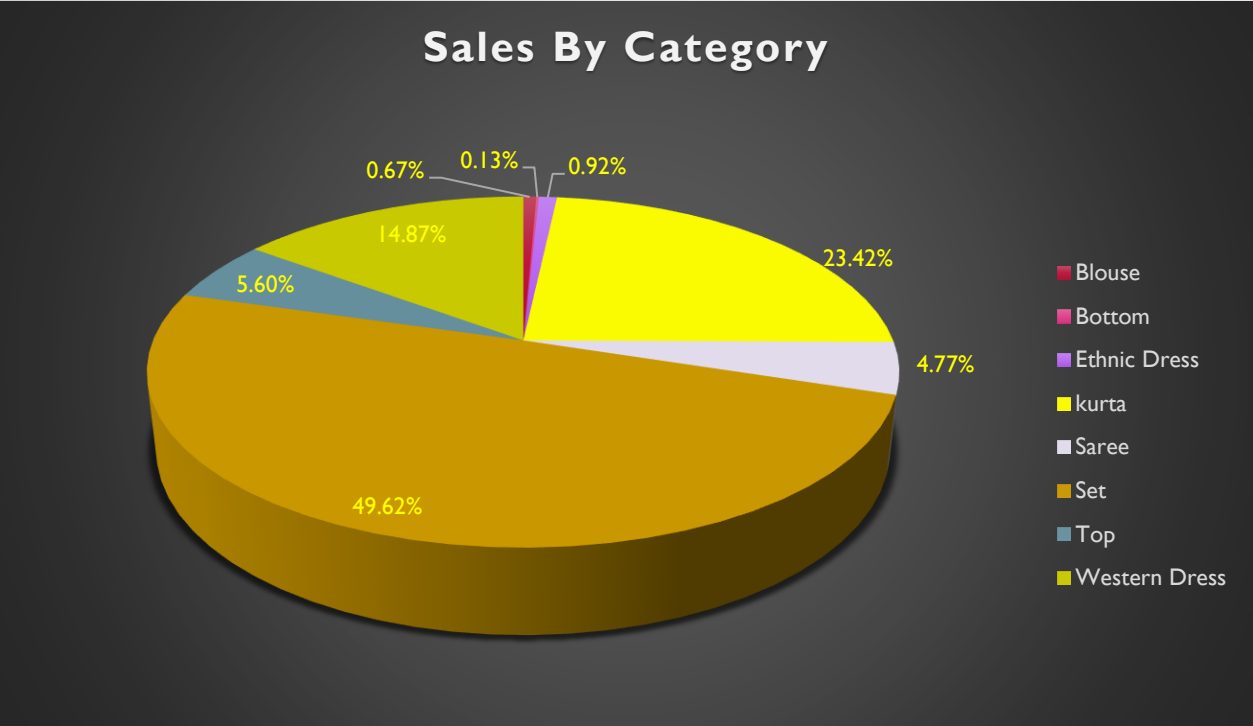


Row Labels	Sum of Amount	Count of Order ID
Jan	1820601	2702
Feb	1875932	2750
Mar	1928066	2819
Apr	1829263	2685
May	1797822	2617
Jun	1750966	2597
Jul	1772300	2579
Aug	1808505	2617
Sep	1688871	2490
Oct	1666662	2424
Nov	1615356	2383
Dec	1622033	2384
Grand Total	21176377	31047

2.WHO PURCHASED MORE – MEN OR WOMEN IN 2022?

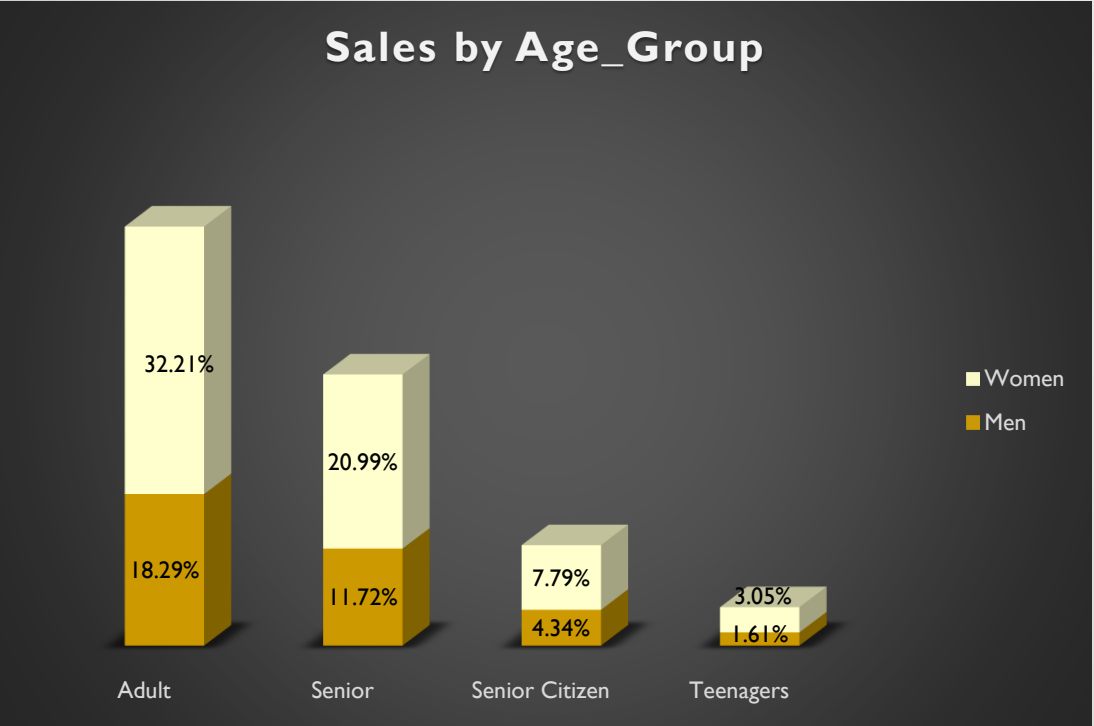


3. WHICH PRODUCTS AND CATEGORIES ARE THE TOP PERFORMERS?



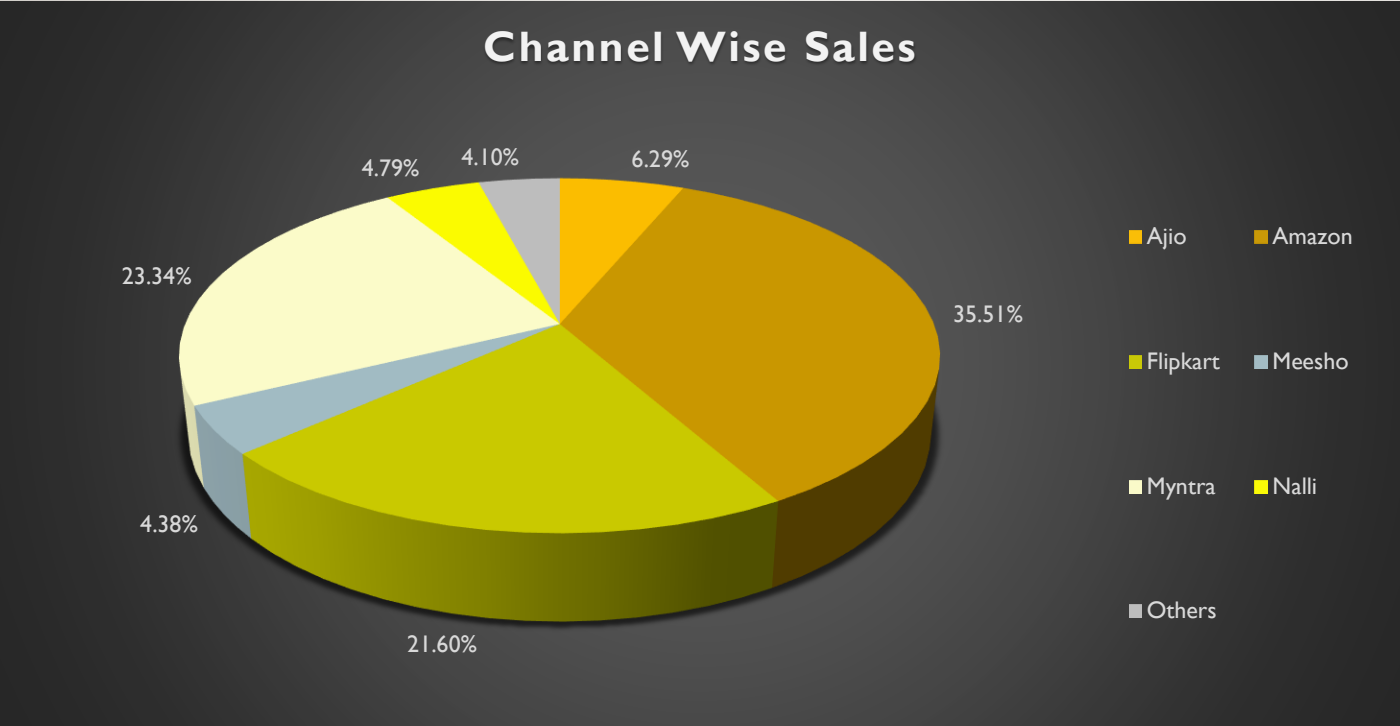
Row Labels	Sum of Amount	Count of Order ID
Blouse	0.67%	229
Bottom	0.13%	78
Ethnic Dress	0.92%	264
kurta	23.42%	10446
Saree	4.77%	1380
Set	49.62%	12391
Top	5.60%	2193
Western Dress	14.87%	4066
Grand Total	100.00%	31047

4. WHO ARE THE KEY CUSTOMER SEGMENTS?



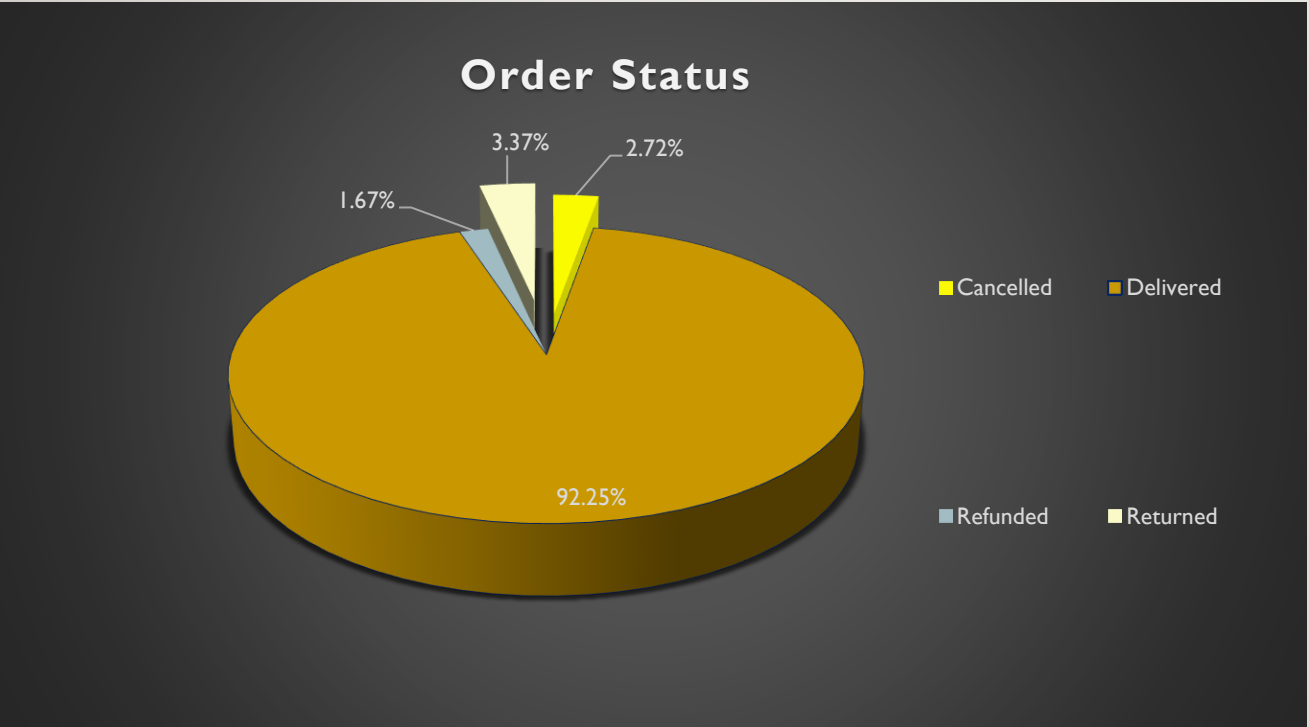
Sum of Amount	Column Labels		
Row Labels	Men	Women	Grand Total
Adult	18.29%	32.21%	50.50%
Senior	11.72%	20.99%	32.71%
Senior Citizen	4.34%	7.79%	12.13%
Teenagers	1.61%	3.05%	4.66%
Grand Total	35.95%	64.05%	100.00%

5. WHAT ARE THE SALES DISTRIBUTION ACROSS DIFFERENT CHANNELS?



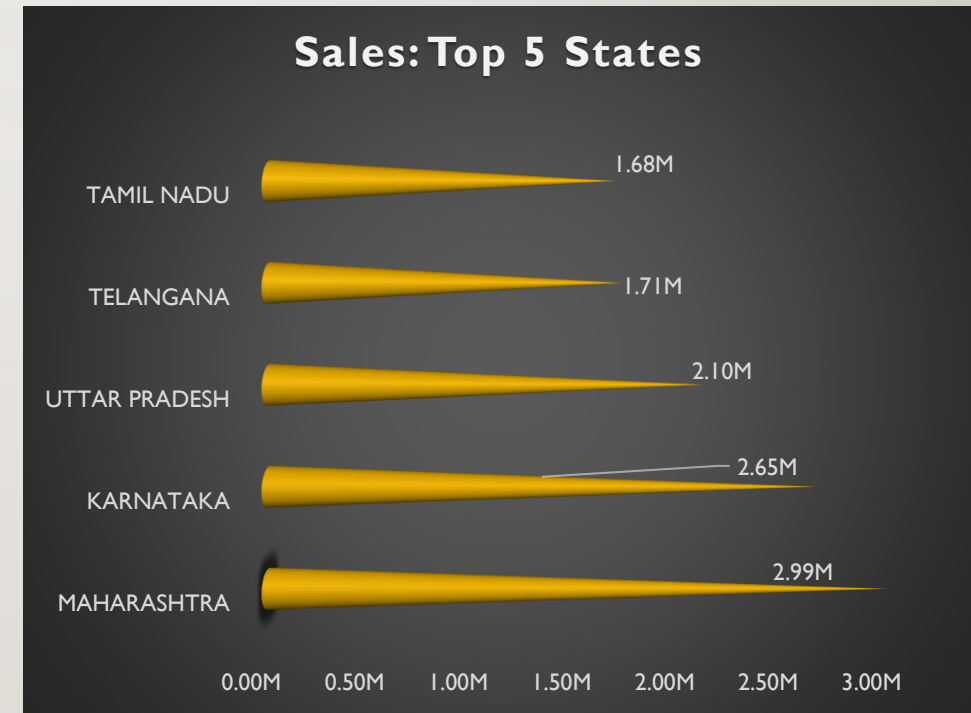
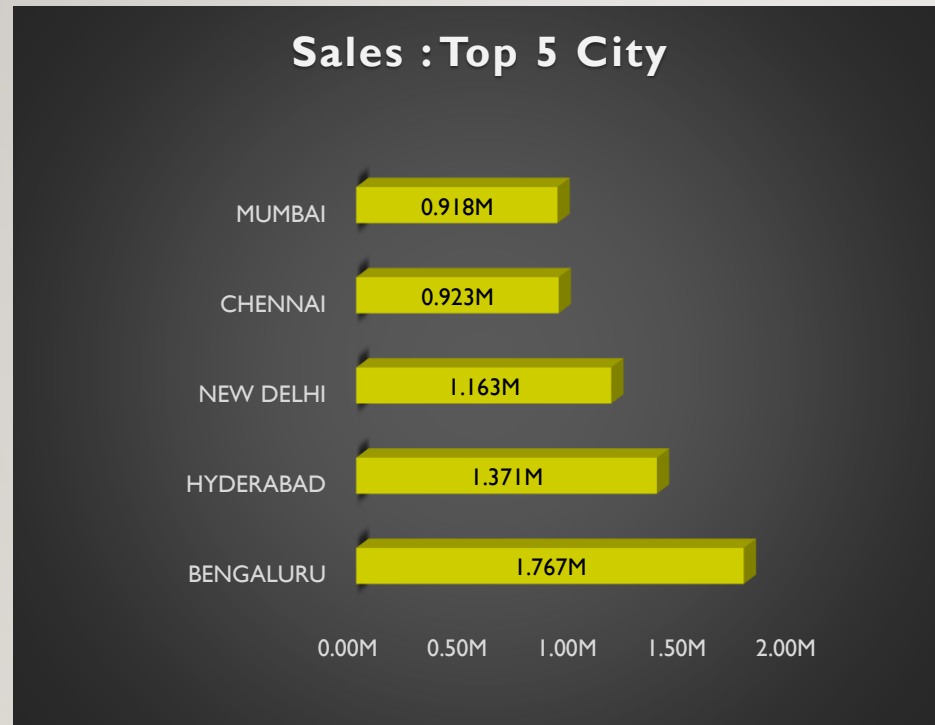
Row Labels	Sum of Amount
Ajo	6.29%
Amazon	35.51%
Flipkart	21.60%
Meesho	4.38%
Myntra	23.34%
Nalli	4.79%
Others	4.10%
Grand Total	100.00%

6. HOW DOES THE RETURN/REFUND STATUS IMPACT OVERALL SALES?



Row Labels	Count of Order ID
Cancelled	2.72%
Delivered	92.25%
Refunded	1.67%
Returned	3.37%
Grand Total	100.00%

7. LIST TOP 5 STATES AND CITIES CONTRIBUTING TO SALES?



SAMPLE INSIGHTS:

- Maximum sales taking place in March and August month
 - Women are more likely to buy compared to men (~69%)
 - Bengaluru , Hyderabad and New Delhi are top 3 cities (~28%)
 - Maharashtra , Karnataka and Uttar Pradesh are top 3 states (~26%)
 - Adult age group(20- 40 yrs) are maximum contributing (W~32%)(M~18%)
 - Amazon , Flipkart and Myntra are contributing more to sales (~35%)
 - Highest selling category : Set, kurta and western dress (~50%)
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FINAL CONCLUSION TO IMPROVE VRINDA STORE SALES:

- **Target Peak Months (March and August):**

Plan major sales events, promotions, and marketing campaigns specifically for March and August when maximum sales are recorded ,Offering “Big Sales” and “Discounts” in these months

- **Focus on Women Shoppers:**

Develop targeted marketing campaigns, offers, rewards and products tailored to women of age group of 20-40 yrs

- **Optimize for Top Cities and States**

Allocate more resources, advertisements, and promotions in these regions. Consider region-specific deals and localized marketing strategies.

- **Leverage Major E-commerce Platforms (Amazon, Flipkart, Myntra):**

Strengthen partnerships with these platforms, enhance product listings, and invest in platform-specific marketing and promotions.

- Therefore, by following the outlined strategies, sales in 2023 could potentially be improved by approximately 11.51%