VRINDA STORE ANNUAL REPORT

By : Pooja Poundkar

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.

PROBLEM STATEMENT

- Compare sales and orders using a single chart.
- Identify the month with the highest sales and orders.
- Determine whether men or women made more purchases.
- Identify the various order statuses in 2022.
- List the top 10 states contributing to sales.
- Analyze the relationship between age and gender based on numerical data.
- Determine which sales channel contributes the most.
- Identify the highest-selling category.

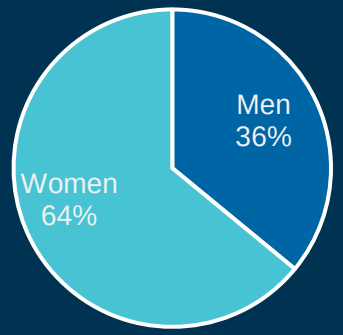
PIVOT TABLE

Row Labels	Sum of Amount
Men	7.6M
Women	13.6M

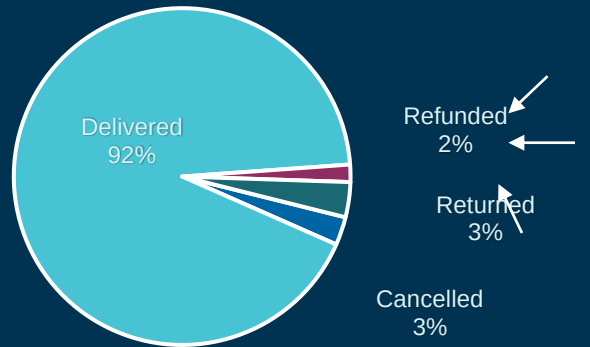
Row Labels	Count of Order ID
Cancelled	844
Delivered	28641
Refunded	517
Returned	1045

Row Labels	Sum of Amount
KARNATAKA	2.6M
MAHARASHTRA	3.0M
TAMIL NADU	1.7M
TELANGANA	1.7M
UTTAR PRADESH	2.1M

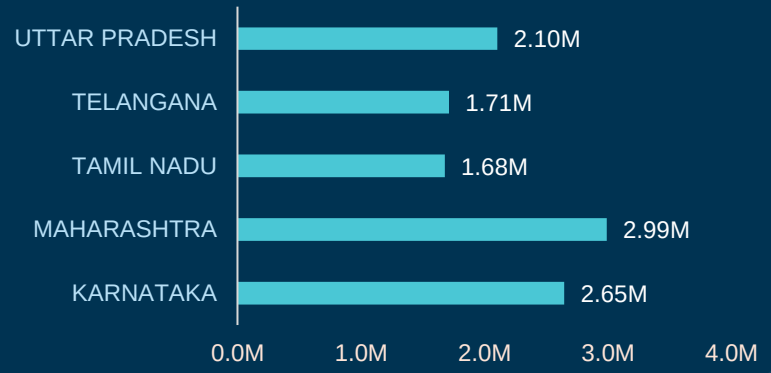
Sales: Men Vs Women



Order Status

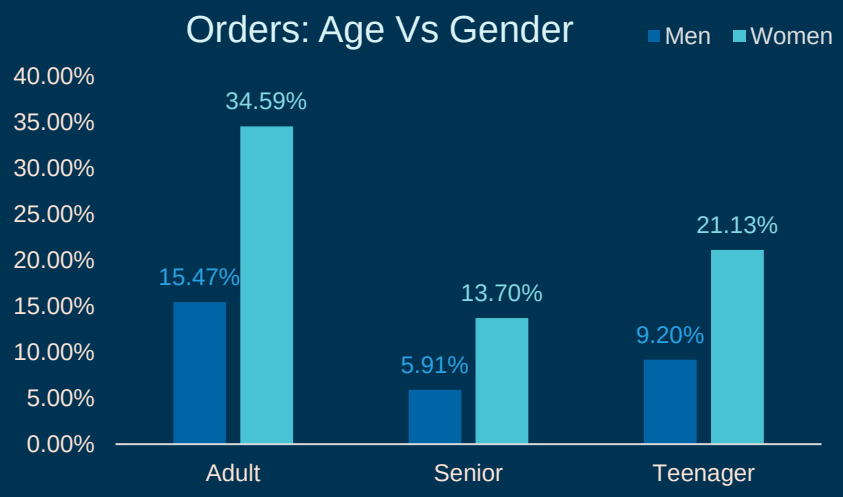


Sales: Top 5 States

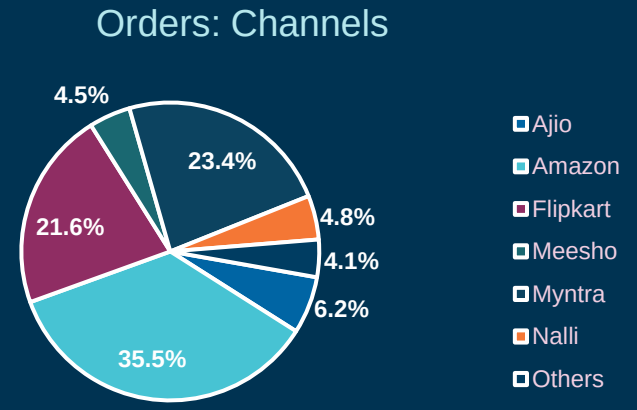


PIVOT TABLE

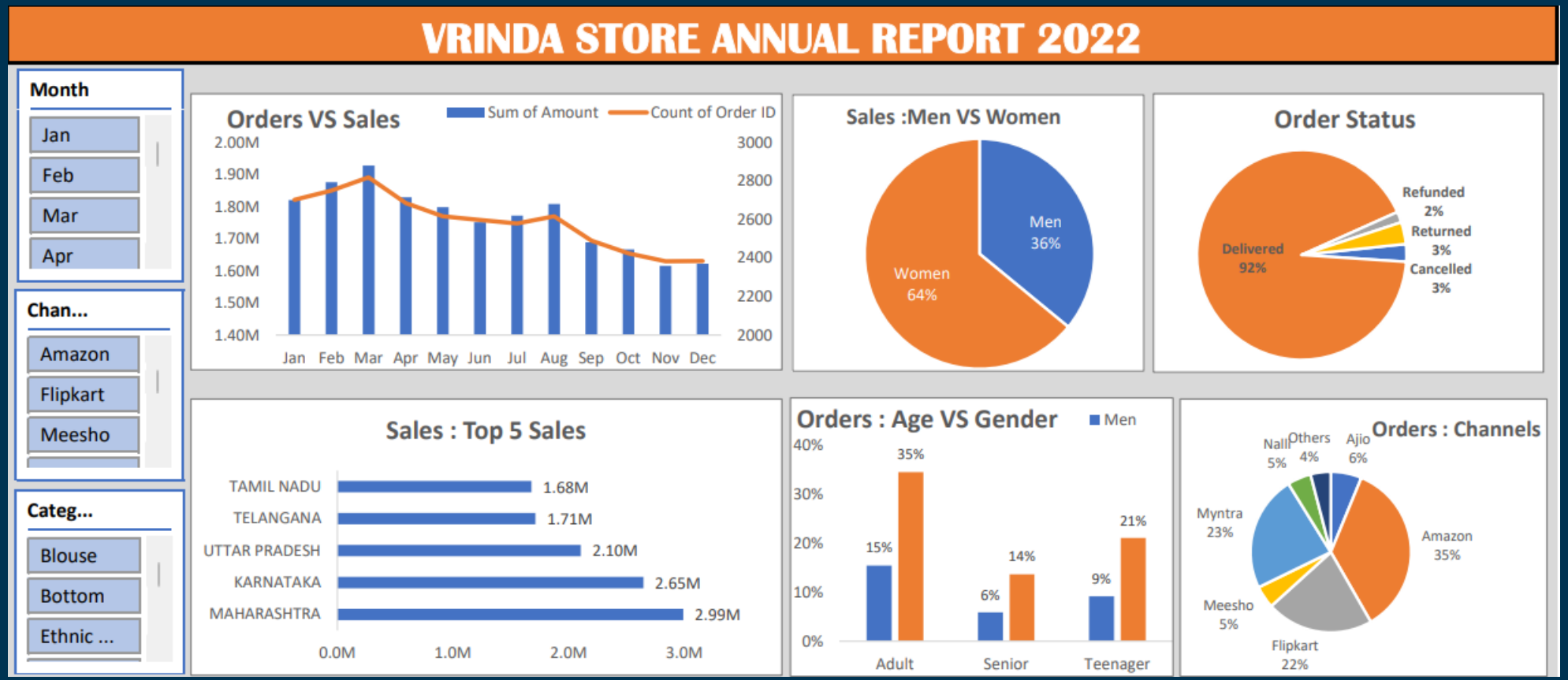
Count of Order ID	Column Labels	
Row Labels	Men	Women
Adult	15.47%	34.59%
Senior	5.91%	13.70%
Teenager	9.20%	21.13%



Row Labels	Count of Order ID
Ajio	6.2%
Amazon	35.5%
Flipkart	21.6%
Meesho	4.5%
Myntra	23.4%
Nalli	4.8%
Others	4.1%



DASHBOARD


VRINDA STORE ANNUAL REPORT 2022
Month
Jan
Feb
Mar
Apr
Chan...
Amazon
Flipkart
Meesho
Categ...
Blouse
Bottom
Ethnic ...
Orders VS Sales
Sum of Amount
Count of Order ID
2.00M
1.90M
1.80M
1.70M
1.60M
1.50M
1.40M
3000
2800
2600
2400
2200
2000
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec
Sales :Men VS Women
Men
36%
Women
64%
Order Status
Refunded
2%
Returned
3%
Cancelled
3%
Delivered
92%
Sales : Top 5 Sales
TAMIL NADU
1.68M
TELANGANA
1.71M
UTTAR PRADESH
2.10M
KARNATAKA
2.65M
MAHARASHTRA
2.99M
0.0M
1.0M
2.0M
3.0M
Orders : Age VS Gender
Men
40%
30%
20%
10%
0%
35%
15%
14%
6%
21%
9%
Adult
Senior
Teenager
Orders : Channels
Nalli
5%
Others
4%
Ajio
6%
Myntra
23%
Amazon
35%
Meesho
5%
Flipkart
22%

INSIGHTS

- **Women make a higher percentage of purchases compared to men, accounting for approximately 65% of total purchases.**
- **The top three states in terms of product purchases are Maharashtra, Karnataka and Uttar Pradesh.**
- **The age group between 30 and 49 years contributes the most, making up around 50% of total purchases and they are also the most frequent buyers.**
- **Amazon, Flipkart, and Myntra are the channels through which customers place the maximum number of product orders.**

THANK YOU