Analysis on Vrinda Store sell's annual report to achieve goal.

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__Introduction__

      Being the student of M-sc with the specialization in Data Science ,we were the interested in doing our project on **"study on Vrinda store sell's annual report analysis to achieve goal".**

      Firstly, we discussed our topic with our friend circle and she's motivated me to do this project. We done this project with help of only excel.

      So, we decided to carry out our project based on large sample survey related to topic **"study on Vrinda store sell's annual report analysis".** Every one exposed to related risk. Future is very uncertain related to market demand, but there is a way to protect our business with the help of data .

      Study of market values, demand, and related customer to target is very important to achive a perfect goal in the field of market and current senarios specially in pandemic.

Data collection

Our project is based on secondary data we collected the data from the website named kaggle.com. Our data contain 31048 observation and this is divided into 15 variables.

Used tools

1) For data prepration we use excel and some functions of advance excel.
2) For data visualisation we use Tableau .

Objectives

➢ **To calculate how many order we receive and total amount of buying product.**
➢ **To calculate the status of ordered product.**
➢ **To see which age group is more likes to buy product.**
➢ **To study of platform which have high selling rate.**
➢ **To detect the which top most 5 states citizens have habit to buying product.**
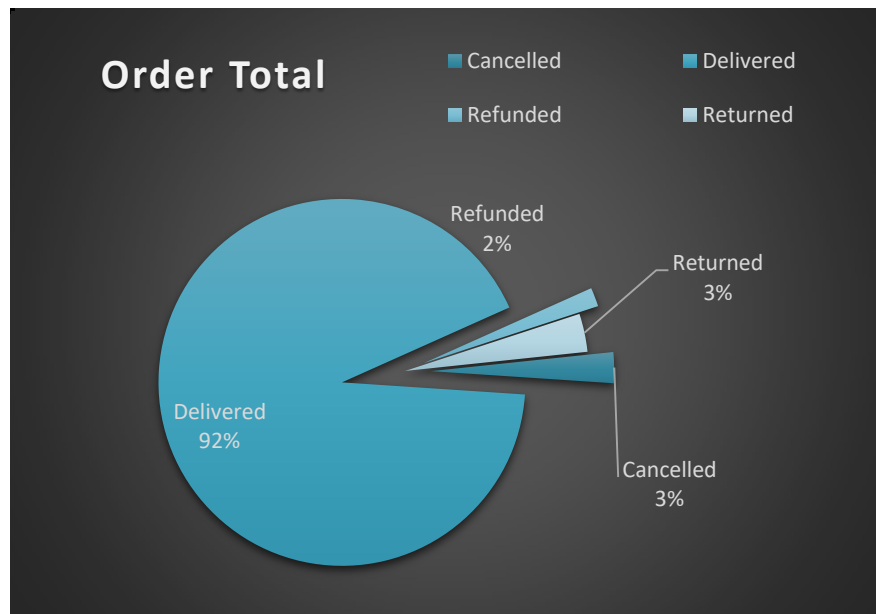
Data visualization

1)Month wise order and sell of product.
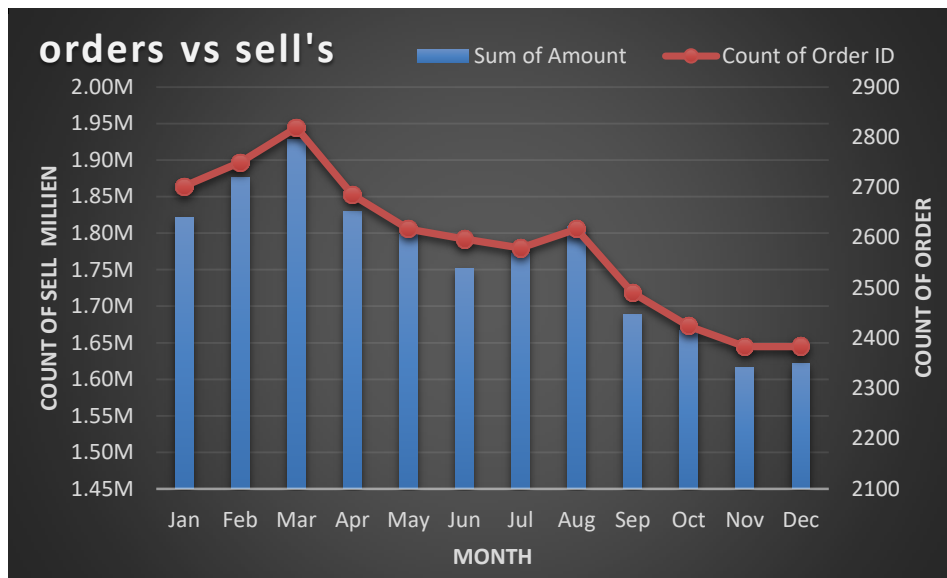
Conclusion:-

From above diagram we conclude that sell in march is higher than feb respect to count of orders.
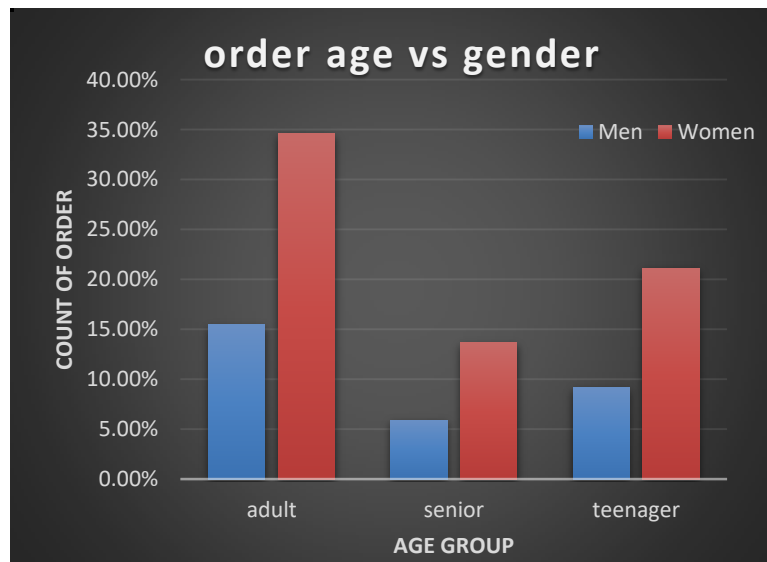
2) Status of ordered product

Conclusion:-

From above diagram we have shown that 92% order was delivered and only 2% order was refunded and return 3%, and cancelled 3%.

When we see over all total order rate is good.
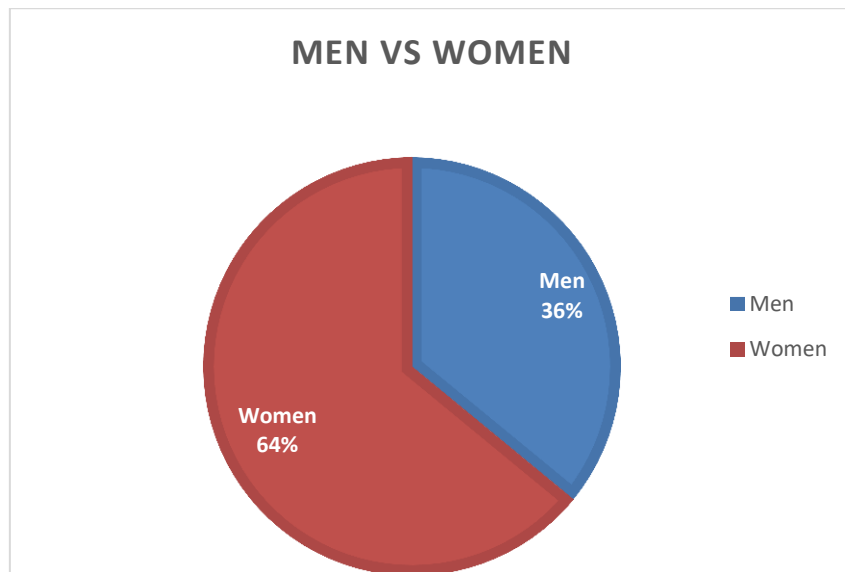
3) Age group is more likes to buy product.

Conclusion:-

When we see above graph, we calculate that the age group of adult people which is basically belongs to 30-50 years old women's category.
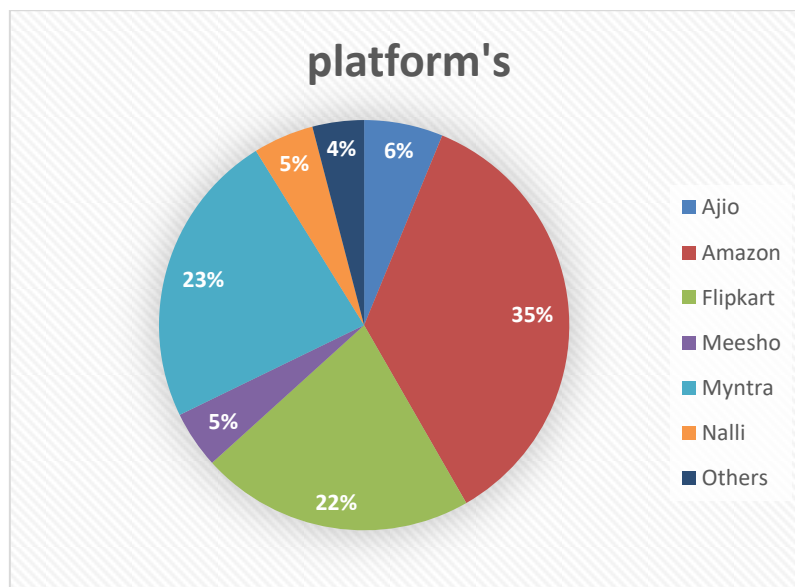
4) Man vs Women in buying product

Conclusion :

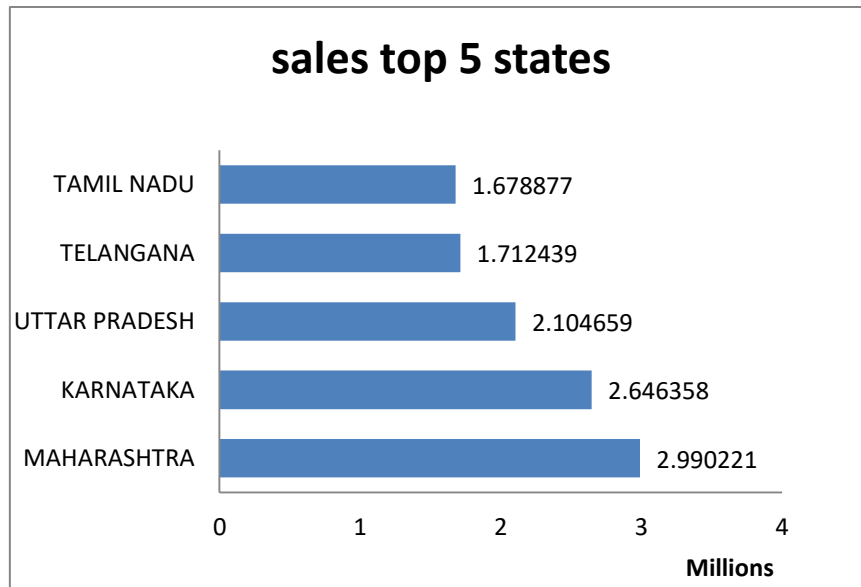From above, we say around 64% product was buying by Women's in cmpare to Man

5) Platform which have high selling rate.

Conclusion:-

From above pie chart we see that amazon has more efficient and more usable platform to buying product.

6) Top most 5 states in selling product

Conclusion:-

Here we clearly see that Maharashtra is high selling of product states in india

conclusion

In over all analysis we get the meaningful information and studinging this information we can conlude below the suggestion to improve our selling rate.

Suggestions:-

From above graph we conclude that Target women customers of the age group (30-49yrs)living in Maharastra ,Karnataka and Utter Pradesh by showing ads/offers/coupons available on amazon, Flipkart and myntra