Vrinda Retail Data Analysis
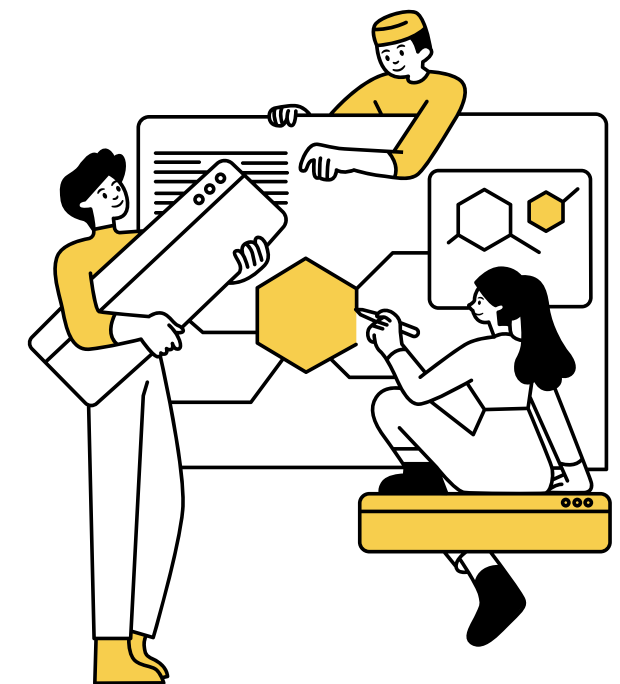
The uniqueness of the store lies in its ideas.

Project Overview

The dashboard allows for automatic changes based on user selections, making it a powerful tool for data analysis

The objective of the project is to analyze sales data for Vrinda Store and create an annual report to help improve business performance
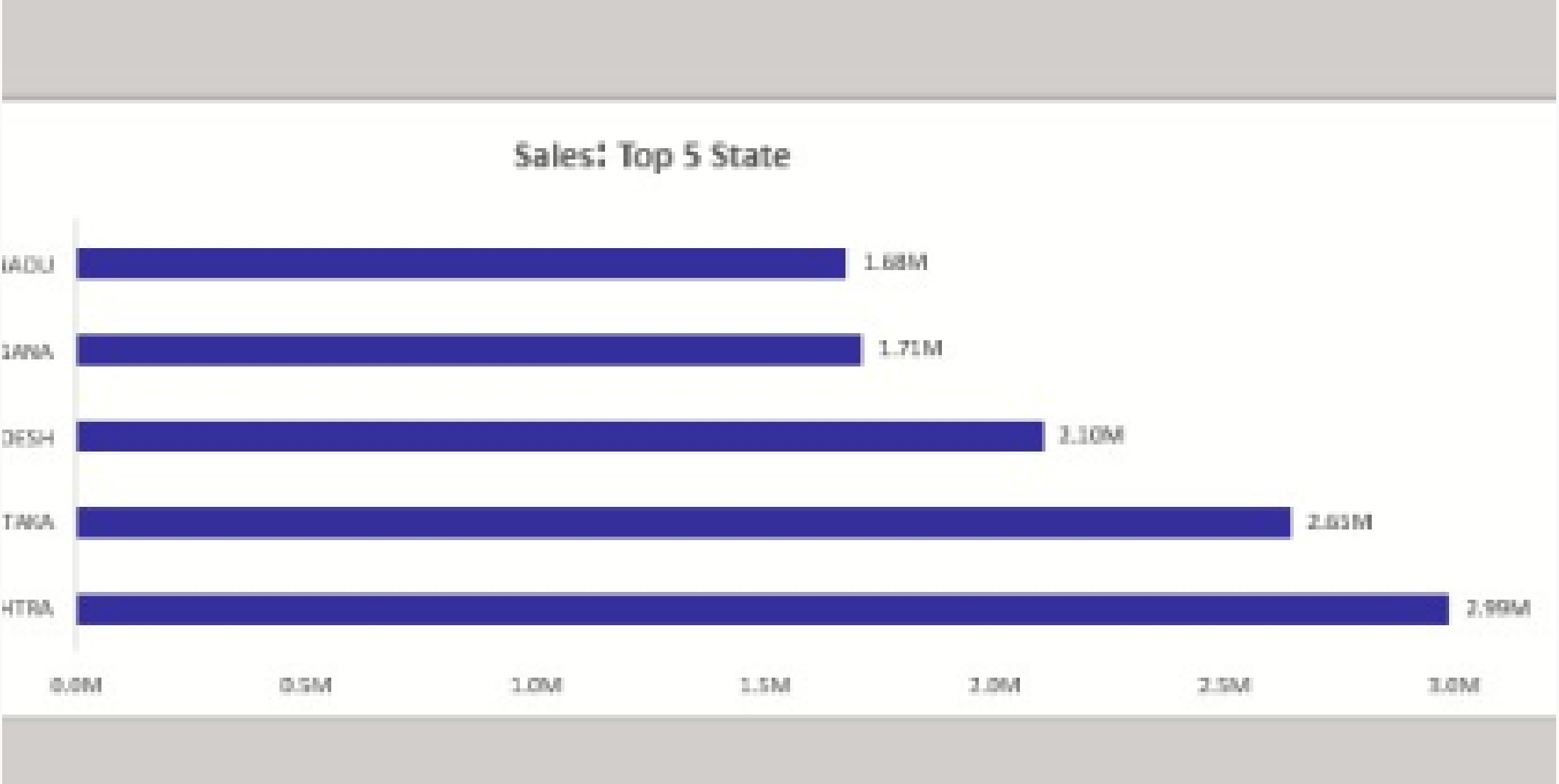
order vs Sales

In the Month of March highest number of sales order estimated
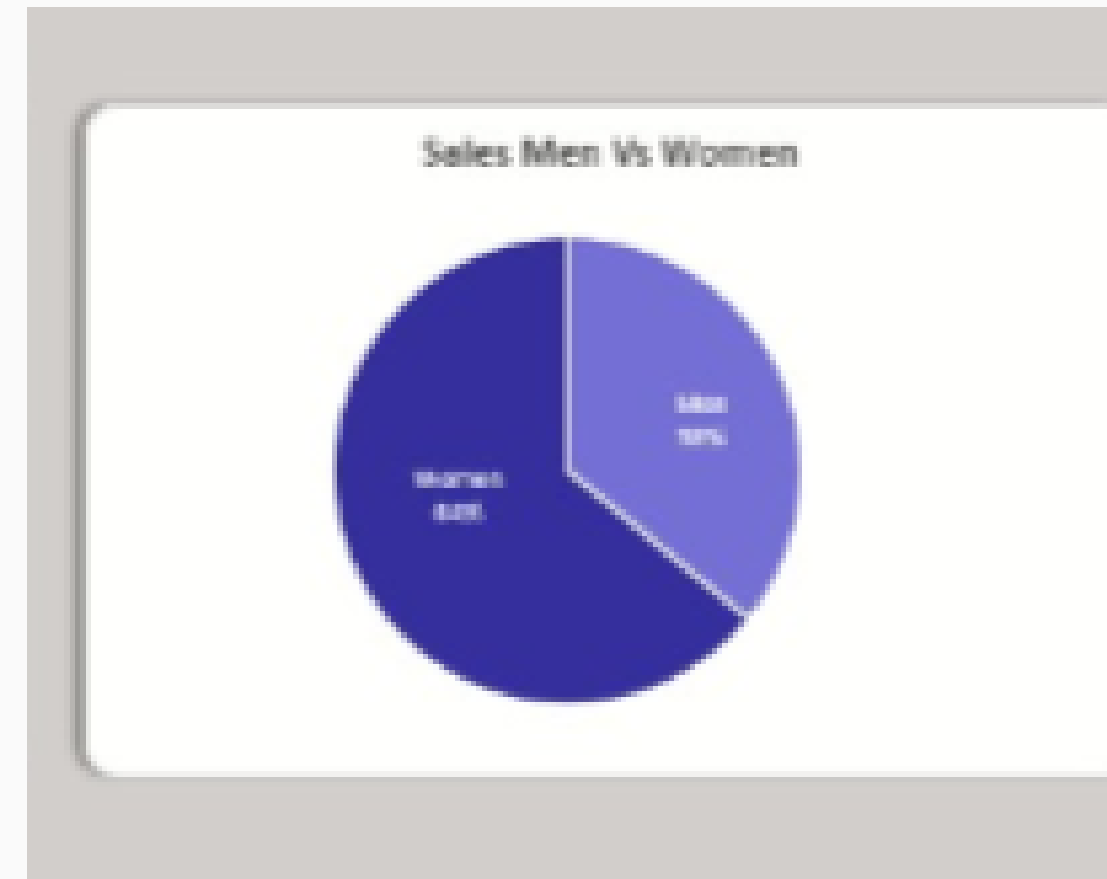
Top 5 states by sales value

Maharashtra having highest no of sales

Sales: Top 5 State

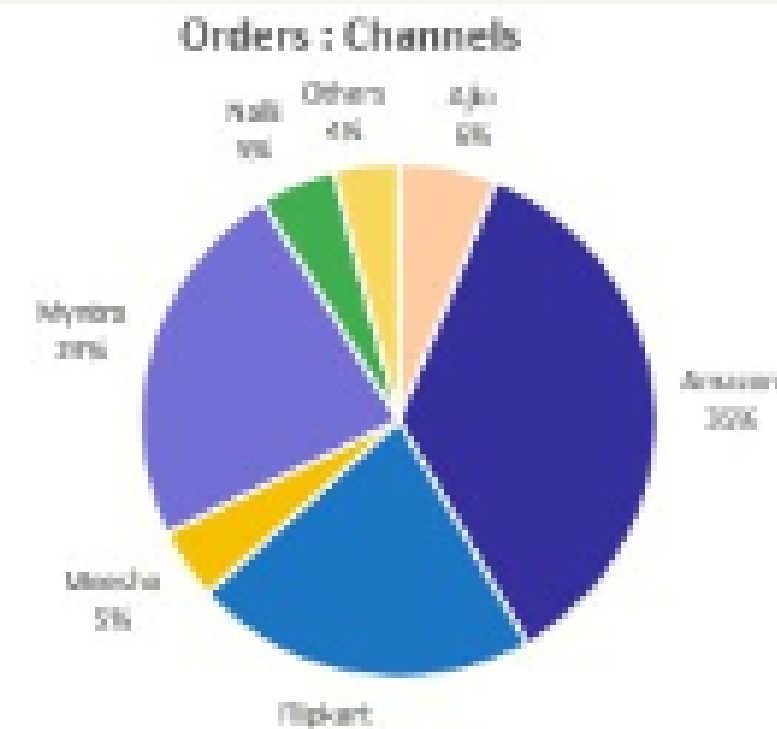| State	Sales
...ADU	1.68M
...ANA	1.71M
...DESH	2.10M
...TAKA	2.63M
...HTRA	2.99M

Sales made based on Gender wise

Adult category women have the highest shopping contribution at 64%

Distribution Channels sales

- Focusing on women in the age group of 30-49 from Maharashtra and Karnataka
- Utilizing platforms like Amazon and Flipkart to offer ad coupons

CONCLUSION

✦

Insights from sales data analysis

1) Highest sales occur in March, with women making the highest sales.

2) Orders that are delivered are most common, with Maharashtra, Karnataka, UP, Telangana, and Tamil Nadu being the top five states for sales.

3) The highest sales are from adult women, and 35% of sales come from Amazon, followed by Flipkart and Myntra.

Thank You

priyagupta **in**