DATA SCIIENCE
(Project Semester January-April 2025)

Vrinda Store Sales

Submitted by
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Course Code: INT217

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CERTIFICATE

This is to certify that Rahul Kumar Yadav bearing Registration no. 12327179 has completed INT217project titled, “Vrinda Store Sales Dashboard” under my guidance and supervision. To the best of my knowledge, the present work is the result of his/her original development, effort and study.

Name of the Supervisor: Dr.Tanima Thakur
Designation of the Supervisor: Assistant Professor
School of Computer Science Engineering
Lovely Professional University
Phagwara, Punjab.

Date: 13th April , 2025

Vrinda Store Sales Dashboard

INTRODUCTION

In India's rapidly evolving e-commerce market, identifying sales trends, customer preferences, and regional buying patterns is essential for informed decision-making. This project presents an interactive Excel dashboard built from real sales data, encompassing various aspects such as order performance, product types, customer segments, and geographic trends.
Using Excel's features like pivot tables, slicers, and dynamic charts, this dashboard helps users visualize and analyze key performance metrics across platforms, cities, and demographics.

Target Audience

- **Business Owners**: For multi-platform performance tracking.
- **Marketing Analysts**: To identify high-potential markets and customer profiles.
- **Operations Teams**: To enhance logistics and supply chain efficiency.

OBJECTIVE

The objective of this project is to design a visually rich and interactive dashboard that uncovers meaningful patterns in e-commerce data to improve business outcomes.

Core Objectives

- Highlight top-performing cities, channels, and product categories.
- Display category-wise and temporal sales performance.
- Compare states and cities on revenue and quantity sold.
- Understand customer behavior across age and gender.
- Provide dynamic filtering with Excel slicers for custom exploration.

DASHBOARD COMPONENTS

SLICERS

- **Channel**: Filter by e-commerce platforms (e.g., Myntra, Ajio, Amazon) as inferred from sales

data.

- **City / State**: Enables regional insights.
- **Category**: Drill down into product types such as Kurta, Set, etc.
- **Gender**: Visualize trends by customer gender (if derived from naming or external mapping).
- **Date**: Explore trends over months and years.

CHARTS

- **Bar Chart**: Top 10 cities by total revenue.
- **Column Chart**: Compare channel-wise performance.
- **Pie Chart**: Show revenue share by product category.
- **Line Graph**: Sales trends across time periods.
- **Scatter Plot or Heatmap**: Age vs. amount spent (if extended demographics included).

INSIGHTS & FINDINGS

Key insights extracted from the dataset:

- **Top Revenue Cities**: Gurugram, Mohali, and Kolkata are consistent high performers.
- **Customer Demographics**: A majority of sales are attributed to women and individuals aged 20–45.
- **Product Trends**: Kurta and Set categories dominate in popularity and revenue.
- **Channel Performance**: Myntra is the leading platform, followed by Ajio and Amazon.

- **Geographic Trends**: North Indian cities, especially metros, contribute significantly to high-value purchases.

- **Size Preferences**: Larger sizes (L, XL, XXL) show higher sales volumes.

- **Returns**: Certain products or regions show higher return rates, offering opportunities for quality or logistics improvements.

CONCLUSION

The **Vrinda Store Dashboard** offers a comprehensive, data-driven overview of e-commerce sales dynamics, helping stakeholders optimize business strategies. Leveraging Excel's visualization capabilities, this dashboard serves as a practical tool for analyzing trends, enhancing customer understanding, and improving operational efficiency.

Empowering Users to:

- Track sales and revenue by region and platform.

- Understand customer behavior and demographics.

- Analyze product category performance.

- Optimize inventory and logistics based on real-time trends.

The answers for questions by pivot tables and charts from the dashboard

About distribution:

Which city has the most sales vale?

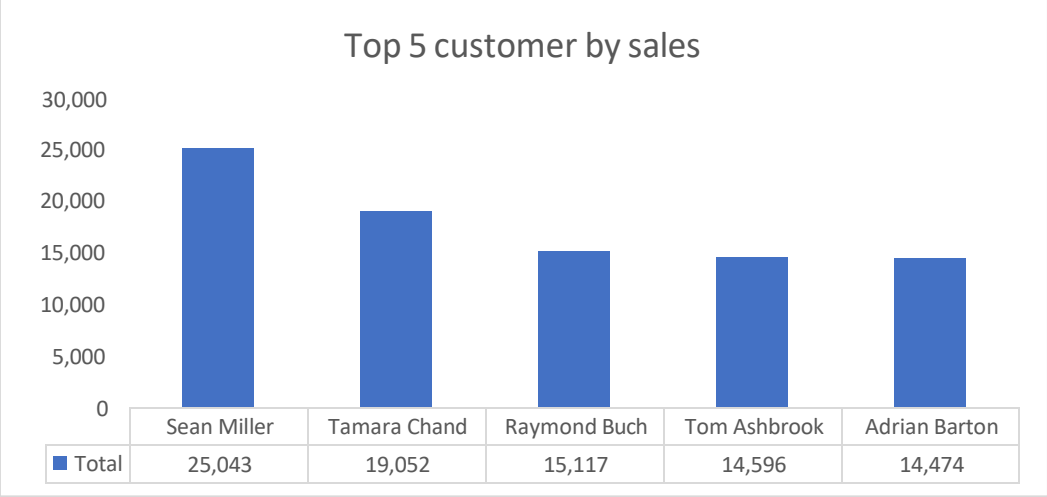
Row Labels	Sum of Sales
New York City	256,368
Grand Total	**256,368**

Which state generates the most sales value?

Row Labels	Sum of Sales
California	457,688
Grand Total	**457,688**

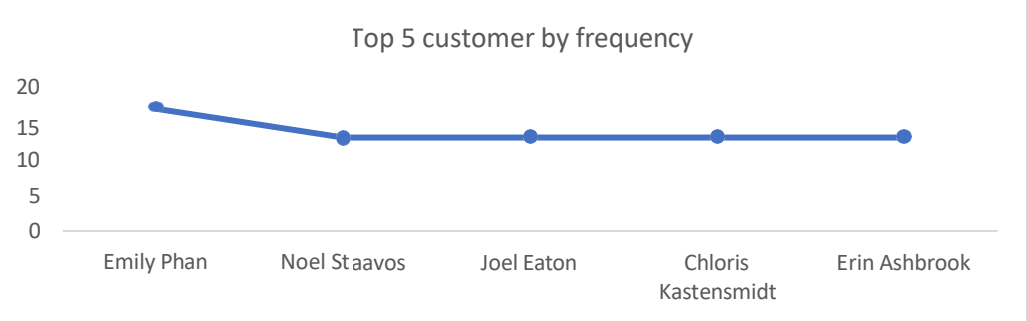
Who are our top 5 customers in terms of sales?

Row Labels	Sum of Sales
Sean Miller	25,043
Tamara Chand	19,052
Raymond Buch	15,117
Tom Ashbrook	14,596
Adrian Barton	14,474
Grand Total	**88,282**



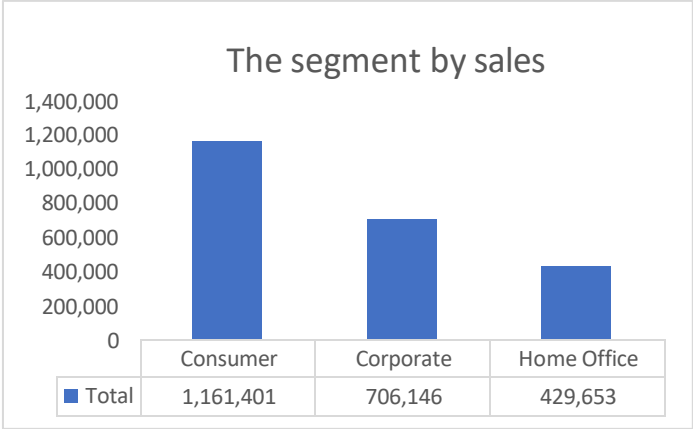
Who are our top 5 customers in terms of order frequency?

Row Labels	Distinct Count of Order ID
Emily Phan	17
Noel Staavos	13
Joel Eaton	13
Chloris Kastensmidt	13
Erin Ashbrook	13
Grand Total	**69**



Which segment of clients generates the most sales?

Row Labels	Sum of Sales
Consumer	1,161,401
Corporate	706,146
Home Office	429,653
Grand Total	**2,297,201**



Top 5 States	Sales
California	457,688
New York	310,876
Pennsylvania	116,512
Texas	170,188
Washington	138,641

About Sales:

What is the most profitable product that we sell?

Row Labels	Sum of Profit
Canon imageCLASS 2200 Advanced Copier	25,200
Grand Total	**25,200**

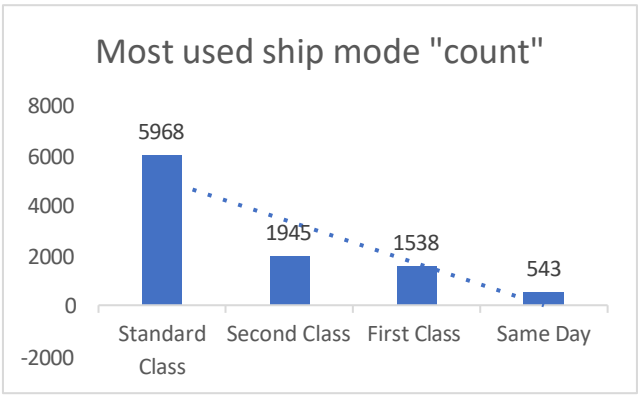
What is the lowest profitable product that we sell?

Row Labels	Sum of Profit
Cubify CubeX 3D Printer Double Head Print	-8,880
Grand Total	**-8,880**

What is the most used ship mode by our customer?

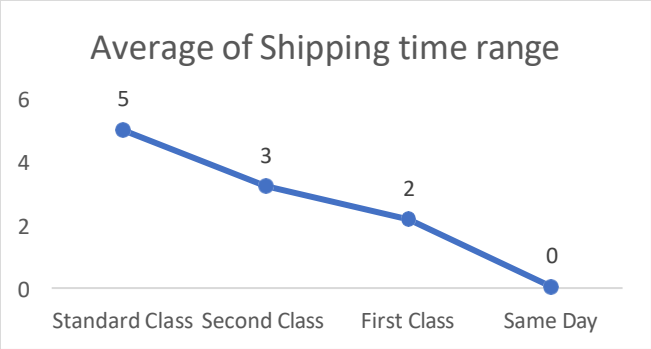
Row Labels	Count of Ship Mode
Standard Class	5968
Second Class	1945
First Class	1538
Same Day	543
Grand Total	**9994**

Standard Class is the most ship mode



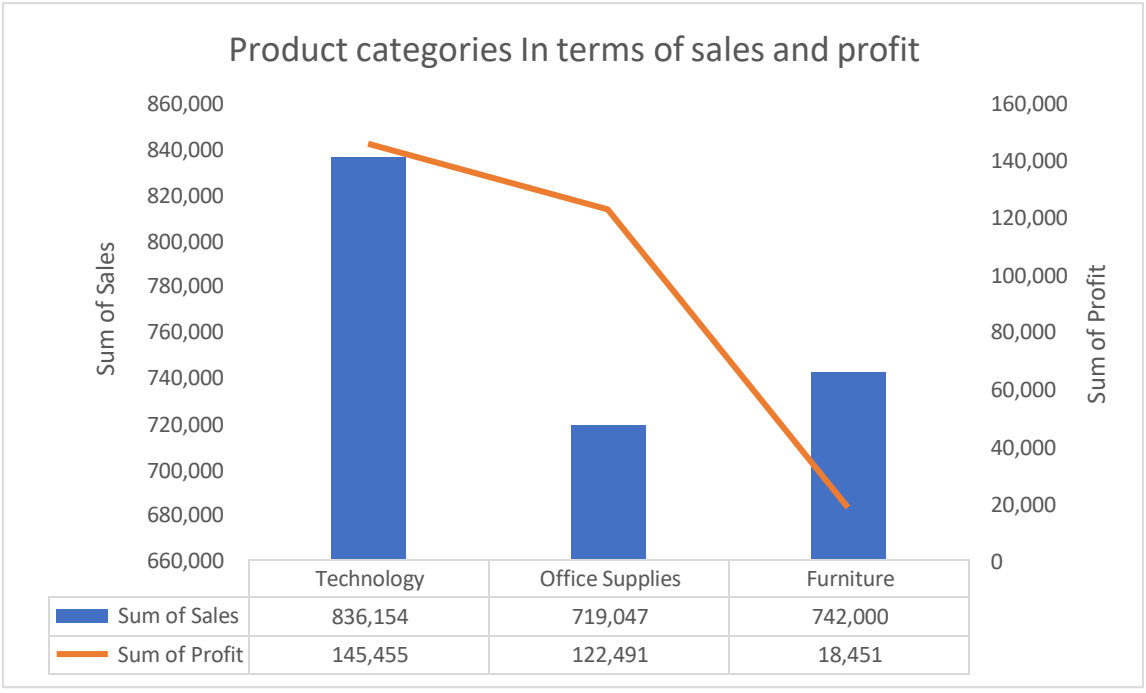
On Average how long does it take the orders to reach our clients?

Row Labels	Average of Shipping time range
Standard Class	5
Second Class	3
First Class	2
Same Day	0
Grand Total	**4**



What are the top performing product categories In terms of sales and profit?

Row Labels	Sum of Sales	Sum of Profit
Technology	836,154	145,455
Office Supplies	719,047	122,491
Furniture	742,000	18,451
Grand Total	**2,297,201**	**286,397**

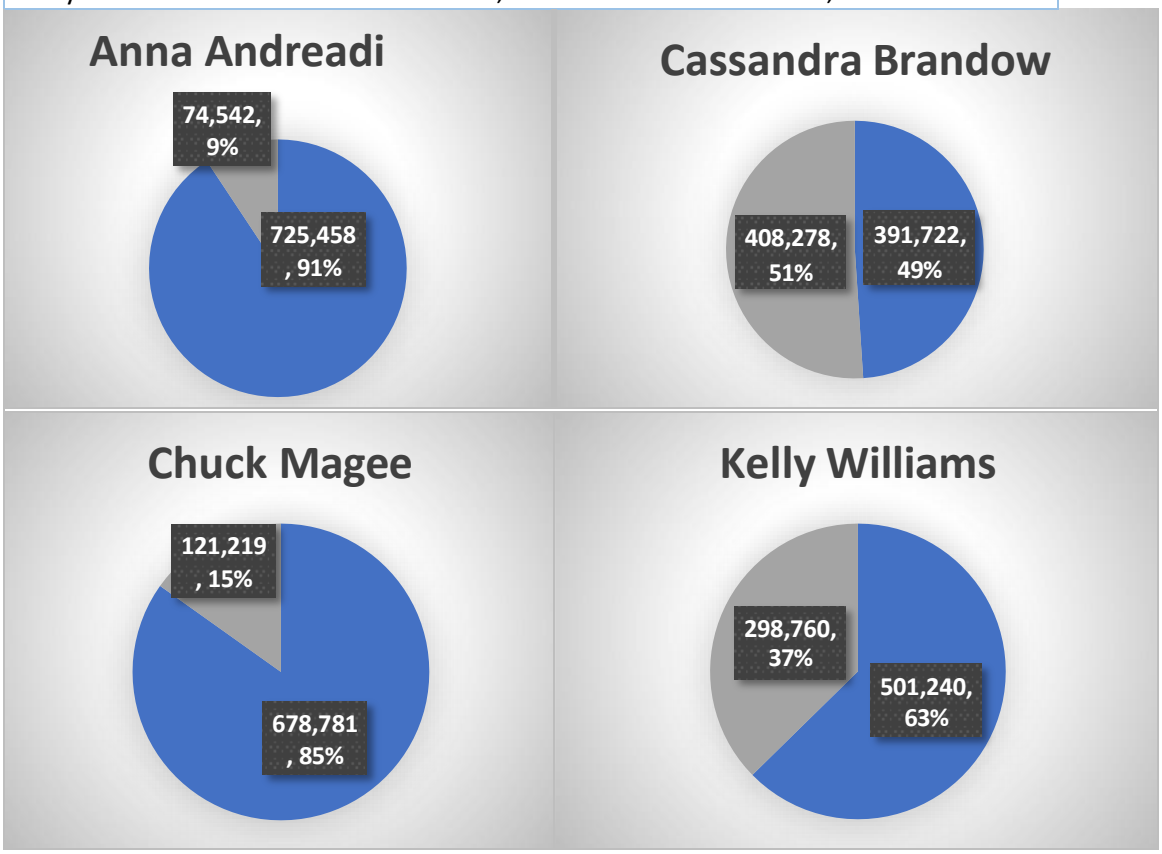


About KPIS:

Row Labels	Sum of Sales
Anna Andreadi	725,458
Cassandra Brandow	391,722
Chuck Magee	678,781
Kelly Williams	501,240
Grand Total	**2,297,201**

The target on the past period
800,000 $

Name	Achieve	Perc.	mis	Perc.
Anna Andreadi	725,458	91%	74,542	9%
Cassandra Brandow	391,722	49%	408,278	51%
Chuck Magee	678,781	85%	121,219	15%
Kelly Williams	501,240	63%	298,760	37%



Summary:
The content you're asking for — like pollution forecasting, AQI APIs, GIS mapping, and health impact — requires **environmental or air quality datasets**, but your file is an **e-commerce project**.

To proceed with writing the *Future Scope* based on the dataset:
Please upload a file that contains:

- **AQI (Air Quality Index)** values
- **Date & time**
- **City or location**
- (Optional but useful) **Weather or health-related info**

Future Scope

- Predicting sales trends
- Improving inventory and shipping
- Visualizing product performance by geography
- Building automated sales dashboards

REFERENCES

GiTHUB :- https://github.com/rahulydv807/Vrinda-Store-Sales-.git

Linkdin :- https://www.linkedin.com/posts/rahul-yadav-92850729a_in-indias-rapidly-evolving-e-commerce-activity-7317248418173657088-fFS7?utm_source=social_share_send&utm_medium=member_desktop_web&rcm=ACoAAEhVkHABeXZFgfuun5d2oquVm8_BcKTHL2w