

# Vrinda Store Data Analysis Project

Using MS Excel



 **Data-Driven  
Insights: Boosting  
Sales Performance** 

## Table Of Contents:

- Define Objective
- Data Gathering
- Data cleaning
- Data Processing
- Data Visualization
- Insights



# Define Objective

This project's goal is to examine Vrinda Store sales data in order to produce an annual sales report for 2022. to better understand their clients and increase sales in 2023 at Vrinda. The analysis will try to provide answers to issues like:

- What are the most popular categories?
- Which marketing channel is generating the most revenue?
- Which month saw the most in terms of orders and sales? How will order status change in 2022?
- What are the top 10 states that contribute to sales?
- Who will make more purchases in 2022, men or women?

In order to help Vrinda Store grow revenue and improve customer happiness, the project intends to give insights that can guide decision-making for marketing, product development, and sales tactics.



# Data Gathering

- ❖ Once your goal has been determined, you must come up with a plan for gathering and combining the necessary data. Choosing the data you require is a crucial component of this. These could be qualitative (descriptive) data, like customer reviews, or quantitative (numeric) data, like sales figures.
- ❖ Data source for this project is:  
[https://docs.google.com/spreadsheets/d/1N\\_Aa45UnkPmnwGqNr6oTzvUhb5TKlitM/edit#gid=1081836936](https://docs.google.com/spreadsheets/d/1N_Aa45UnkPmnwGqNr6oTzvUhb5TKlitM/edit#gid=1081836936)



# Data cleaning

1. Get rid of significant errors, duplication, and outliers—all issues that always arise when combining data from several sources.

2. Eliminating unnecessary observations that have no influence on your desired analysis—removing unneeded data points.

3. Giving your data structure—general "housekeeping," such as correcting typos or layout flaws, which will make it easier for you to map and handle your data.

4. Filling in significant gaps—while you're organizing, you can find that crucial facts are missing. You can start filling holes once you've found them.



index	Order	Cust	Gender	Age	Date
1	Sort A to Z			44	04-12-20
2	Sort Z to A			29	04-12-20
3	Sort by Color			67	04-12-20
4	Sheet View			20	04-12-20
5	Clear Filter From "Gender"			62	04-12-20
6	Filter by Color			49	04-12-20
7	Text Filters			23	04-12-20
8				70	04-12-20
9				75	04-12-20
10				43	04-12-20
11				76	04-12-20
12				45	04-12-20
13				18	04-12-20
14				44	04-12-20
15				52	04-12-20
16				18	04-12-20
17				30	04-12-20
18				48	04-12-20
19	171-897	9E+06	Men	24	04-12-20
20	406-024	244536	Women	46	04-12-20
21	404-437	4E+06	Women	43	04-12-20
22	408-194	2E+06	Men	31	04-12-20
23	403-095	950590	Men	30	04-12-20

Date	Status	Channel	SKU
04-12-2022	Sort A to Z		JNE1233-
04-12-2022	Sort Z to A		SET414-K
04-12-2022	Sort by Color		SET261-K
04-12-2022	Sheet View		SET110-K
04-12-2022	Clear Filter From "Channel"		JNE2294-
04-12-2022	Filter by Color		JNE3797-
04-12-2022	Text Filters		JNE3801-
04-12-2022			JNE3405-
04-12-2022			JNE3474-
04-12-2022			JNE3466-
04-12-2022			JNE3795-
04-12-2022			J0181-TP
04-12-2022			SET217-K
04-12-2022			SET185-K
04-12-2022			SET333-K
04-12-2022			J0124-TP
04-12-2022			SET304-K
04-12-2022			SET184-K
04-12-2022	Delivered	Myntra	J0161-DR
04-12-2022	Delivered	Amazon	SET233-K
04-12-2022	Delivered	Nalli	J0231-SK
04-12-2022	Refunded	Myntra	J0339-DR
04-12-2022	Delivered	Myntra	SET210-K

SKU	Categ	Size	Qty	curre	Amou	sr
J	Sort Smallest to Largest			INR	376	M
S	Sort Largest to Smallest			INR	1449	G
S	Sort by Color			INR	453	KO
S	Sheet View			INR	729	TH
J	Clear Filter From "Qty"			INR	544	G
J	Filter by Color			INR	735	SA
J	Number Filters			INR	735	BE
J				INR	435	G
J				INR	385	BE
J				INR	771	VI
J				INR	517	TH
J				INR	399	AI
S				INR	786	G
S				INR	911	BE
S				INR	967	HY
J				INR	523	N
S				INR	1115	BE
S				INR	563	SI
J	J0161-DR-XXL Western	XXL	1	INR	473	M
J	SET233-KR-PP Set	M	1	INR	545	AI
J	J0231-SKD-XX Set	3XL	1	INR	1164	LU
J	J0339-DR-XXL Western	XXL	1	INR	743	N
J	SET210-KR-PP Set	3XL	1	INR	575	M



# Data Processing

A series of calculations or actions that perform on a given set of data to produce a desired result.

Excel interface showing a spreadsheet titled "Vrinda Store Data Analysis (1) - Excel". The formula bar displays the formula `=TEXT(G2,"mmm")`, which is highlighted with a red box. The spreadsheet contains data columns: Index, Order ID, Cust ID, Gender, Age, Age Group, Date, Month, Status, Channel, SKU, Category, Size, Quantity, Currency, Amount, and various shipping locations (ship to). The data is organized into rows, with the first row (row 2) highlighted in green.

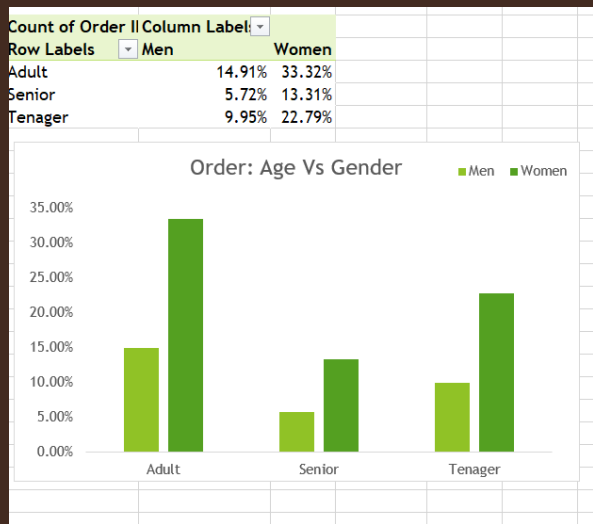
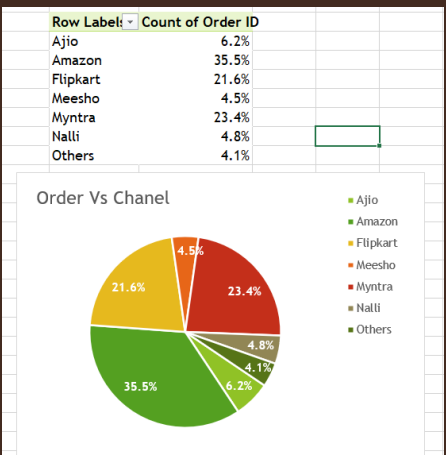
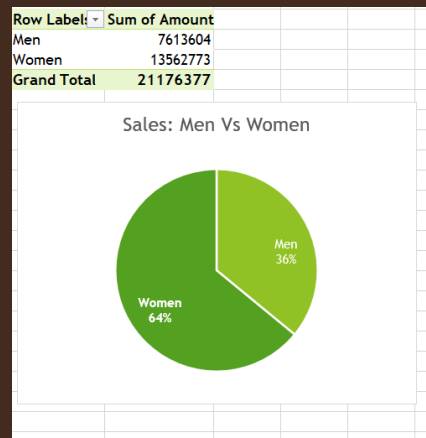
Index	Order ID	Cust ID	Gender	Age	Age Group	Date	Month	Status	Channel	SKU	Category	Size	Quantity	Currency	Amount	ship to	ship to	ship to	ship to	B2B
1	1 171-102931	1029312	Womer	44	Adult	04-12-2022	Dec	Deliver	Myntra	JNE123 kurta	XXL		1	INR		376	MOHAL PUNJAE	140301	IN	FALSE
2	2 405-218384	2183842	Womer	29	Tenager	04-12-2022	Dec	Deliver	Ajio	SET414 Set	L		1	INR		1449	GURUG HARYAN	122002	IN	FALSE
3	3 171-164153	1641533	Womer	67	Senior	04-12-2022	Dec	Deliver	Myntra	SET261 Set	S		1	INR		453	KOLKAT WEST E	700029	IN	FALSE
4	4 404-749080	7490807	Womer	20	Tenager	04-12-2022	Dec	Deliver	Amazon	SET110 Set	M		1	INR		729	THANJA TAMIL N	613007	IN	FALSE
5	5 403-929351	9293516	Womer	62	Senior	04-12-2022	Dec	Deliver	Myntra	JNE229 kurta	XXL		1	INR		544	GURUG HARYAN	122001	IN	FALSE
6	6 407-129813	1298130	Men	49	Adult	04-12-2022	Dec	Deliver	Flipkart	JNE379 Wester	XXL		1	INR		735	SANGLI MAHAR	416436	IN	FALSE
7	7 407-129813	1298130	Womer	23	Tenager	04-12-2022	Dec	Deliver	Meesho	JNE380 kurta	XXL		1	INR		735	BENGAI KARNAT	560029	IN	FALSE
8	8 171-556121	5561216	Womer	70	Senior	04-12-2022	Dec	Deliver	Others	JNE340 kurta	M		1	INR		435	GURUG HARYAN	122001	IN	FALSE
9	9 408-293526	2935263	Womer	75	Senior	04-12-2022	Dec	Deliver	Amazon	JNE347 kurta	XL		1	INR		385	BENGAI KARNAT	562149	IN	FALSE
10	10 404-264897	2648970	Womer	43	Adult	04-12-2022	Dec	Deliver	Myntra	JNE346 kurta	L		1	INR		771	VIJAYA ANDHR	520002	IN	FALSE
11	11 404-264897	2648970	Womer	76	Senior	04-12-2022	Dec	Deliver	Amazon	JNE379 kurta	S		1	INR		517	THIRUV KERALA	695018	IN	FALSE
12	12 404-264897	2648970	Womer	45	Adult	04-12-2022	Dec	Deliver	Myntra	J0181-1Top	M		1	INR		399	ARAKOI TAMIL N	631003	IN	FALSE
13	13 408-026535	265357	Womer	18	Tenager	04-12-2022	Dec	Deliver	Amazon	SET217 Set	XL		1	INR		786	GUWAH ASSAM	781017	IN	FALSE
14	14 403-926887	9268874	Men	44	Adult	04-12-2022	Dec	Deliver	Myntra	SET185 Set	M		1	INR		911	BENGAI KARNAT	562125	IN	FALSE
15	15 407-044266	442660	Womer	52	Senior	04-12-2022	Dec	Deliver	Amazon	SET333 Set	M		1	INR		967	HYDER TELANC	500098	IN	FALSE
16	16 406-748226	7482261	Womer	18	Tenager	04-12-2022	Dec	Deliver	Nalli	J0124-1Top	L		1	INR		523	NEW DIDEHI	110062	IN	FALSE
17	17 407-703996	7039962	Men	30	Tenager	04-12-2022	Dec	Deliver	Meesho	SET304 Set	XL		1	INR		1115	Bhuban ODISHA	751022	IN	FALSE
18	18 407-342248	3422488	Womer	48	Adult	04-12-2022	Dec	Deliver	Others	SET184 Set	XS		1	INR		563	SIROHI RAJAST	307001	IN	FALSE
19	19 171-897468	8974687	Men	24	Tenager	04-12-2022	Dec	Deliver	Myntra	J0161-1Wester	XXL		1	INR		473	MUMBA MAHAR	400097	IN	FALSE
20	20 406-024453	244536	Womer	46	Adult	04-12-2022	Dec	Deliver	Amazon	SET233 Set	M		1	INR		545	AMRITS PUNJAE	143001	IN	FALSE
21	21 404-437678	4376789	Womer	43	Adult	04-12-2022	Dec	Deliver	Nalli	J0231-1Set	3XL		1	INR		1164	LUCKNKUTTAR	226024	IN	FALSE
22	22 408-194331	1943310	Men	31	Adult	04-12-2022	Dec	Refund	Myntra	J0339-1Wester	XXL		1	INR		743	NEW DIDEHI	110087	IN	FALSE
23	23 403-095059	950590	Men	30	Tenager	04-12-2022	Dec	Deliver	Myntra	SET210 Set	3XL		1	INR		575	MADUR TAMIL N	625014	IN	FALSE
24	24 406-393567	3935670	Womer	19	Tenager	04-12-2022	Dec	Deliver	Ajio	SET110 Set	XS		1	INR		788	Meerut UTTAR	250002	IN	FALSE

FileHomeInsertPage LayoutFormulasDataReviewViewHelpTell me what you want to do

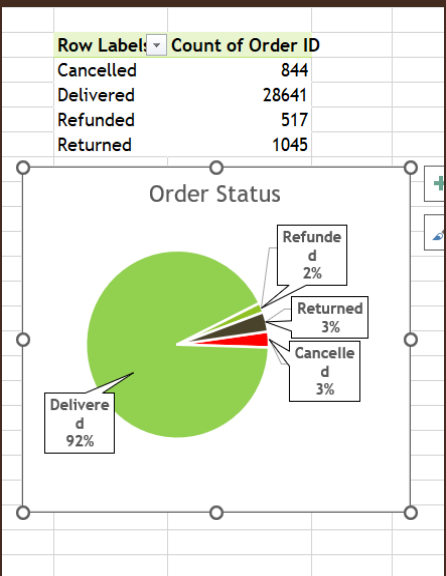
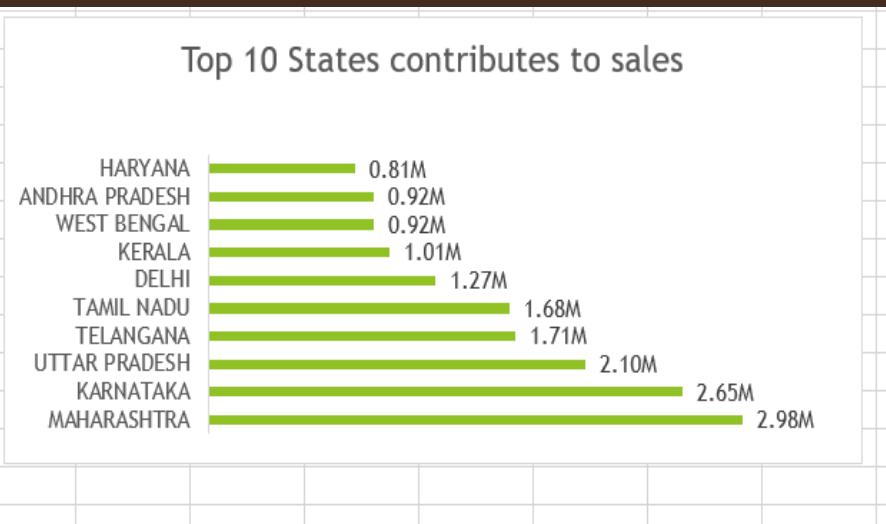


# Data Visualization

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



Row Labels	Sum of Amount
MAHARASHTRA	2982659
KARNATAKA	2646358
UTTAR PRADESH	2104659
TELANGANA	1712439
TAMIL NADU	1678244
DELHI	1266328
KERALA	1008940
WEST BENGAL	920621
ANDHRA PRADESH	918499
HARYANA	813320
Grand Total	16052067





# The Final Interactive Dashboard



# VRINDA STORE ANNUAL REPORT 2022



## Channel



Ajio

Amazon

Flipkart

## Category

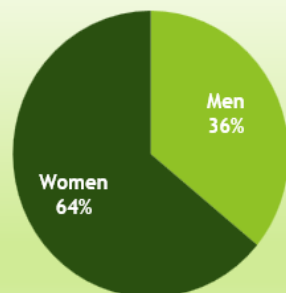


Blouse

Bottom

Ethnic Dress

## Sales: Men Vs Women

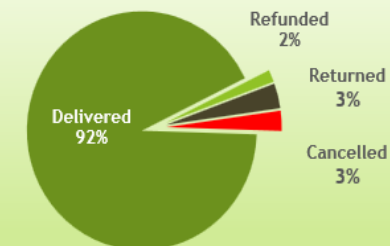


## Order Vs Sales

Count of Order ID (Blue bars), Sum of Amount (Red line)



## Order Status



## Month



Jan

Feb

Mar

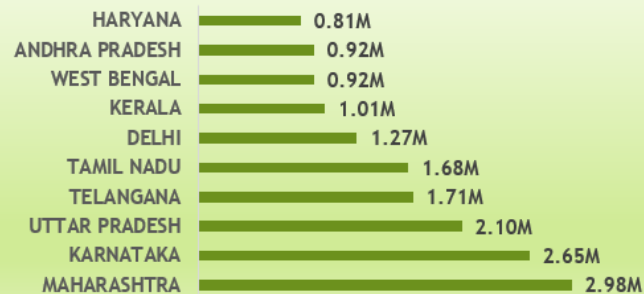
Apr

May

Jun

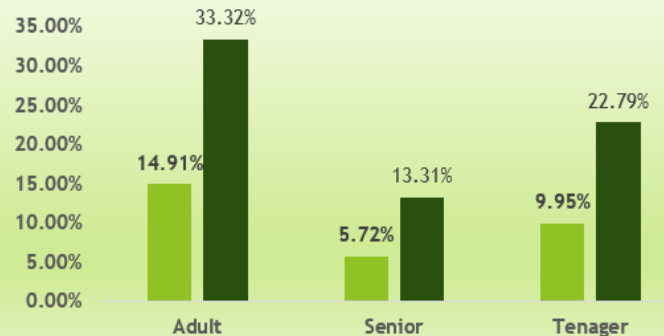
Jul

## Top 10 States contributes to sales

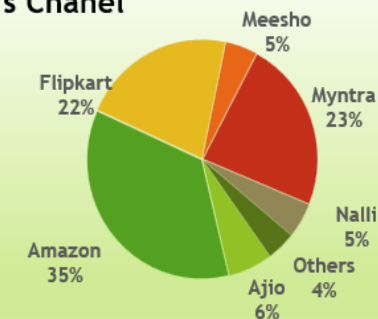


## Order: Age Vs Gender

Men (Blue bars), Women (Red bars)



## Order Vs Channel





# Insights

- Women are more likely to buy as compared to men.
- Maharashtra, Karnataka, and Uttar Pradesh are the top three states.
- The senior age group (30-49yrs) is max contributing.
- Amazon, Flipkart, and Myntra channels are max contributing.

