

# ANNUAL REPORT 2022

**VRINDA**  
An E-Commerce Store

Presented By  
**RATHAN GUNTUKA**

# Steps Followed

- 
- Asking Questions
  - Collecting Data
  - Cleaning Data
  - Manipulating Data
  - Analyzing Data
  - Visualizing Data

# 1. Asking Questions

Started by identifying the key questions to address in the sales data analysis, such as

- Compare the sales and orders using a single chart.
- Which month got the highest sales in the order ?
- Who purchased more Men / Women in 2022?
- What is the different order status in 2022?
- List the Top 5 states contributing to the sales
- Relation Between age and gender based on the Number of orders
- Which Channel is contributing to maximum sales?
- Highest selling category?

# 2. Collection of data

Gathered relevant sales data from various online sources, utilizing the Internet to extract information such as product details, pricing, customer reviews, and sales volumes.

# 3. Cleaning of data

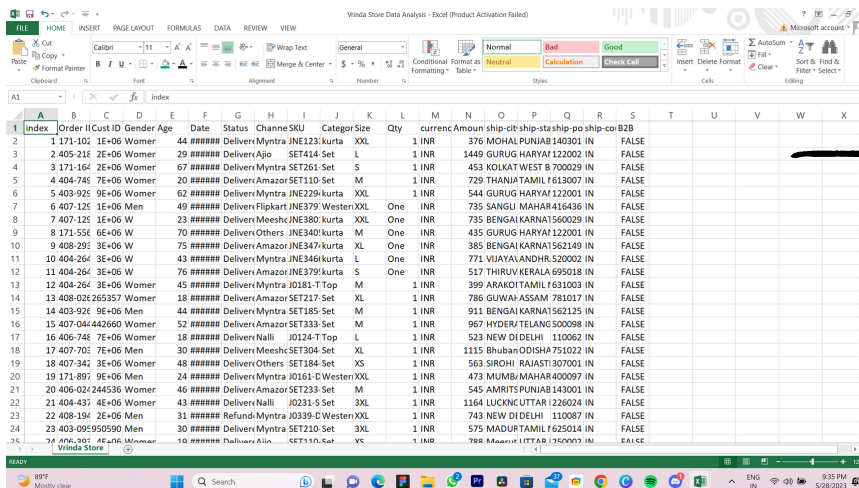
Utilized Microsoft Excel's powerful data cleaning capabilities to ensure data accuracy and consistency. Implemented various functions and operations, such as removing duplicates using the "Remove Duplicates" tool, handling missing values through functions like "IF" and "ISBLANK," and standardizing formats using text functions like "PROPER" and "TRIM." Additionally, applied filters and sorting techniques to identify and address anomalies or inconsistencies in the data, resulting in a clean and reliable dataset for further analysis.

# 4. Manipulating data

I employed a range of functions and operations to manipulate and transform the sales data effectively. This included using mathematical functions such as "**SUM**," "**AVERAGE**," and "**COUNT**" to calculate key metrics like total revenue, average order value, and customer count. Additionally, I utilized text functions like "**CONCATENATE**" to combine data from different columns, and "**SUBSTITUTE**" to replace specific values. Furthermore, I employed conditional statements with functions like "IF" and "**VLOOKUP**" to categorize data based on specific criteria, allowing for targeted analysis and segmentation. Overall, these operations enabled me to derive meaningful insights from the raw data and prepare it for further analysis and visualization.

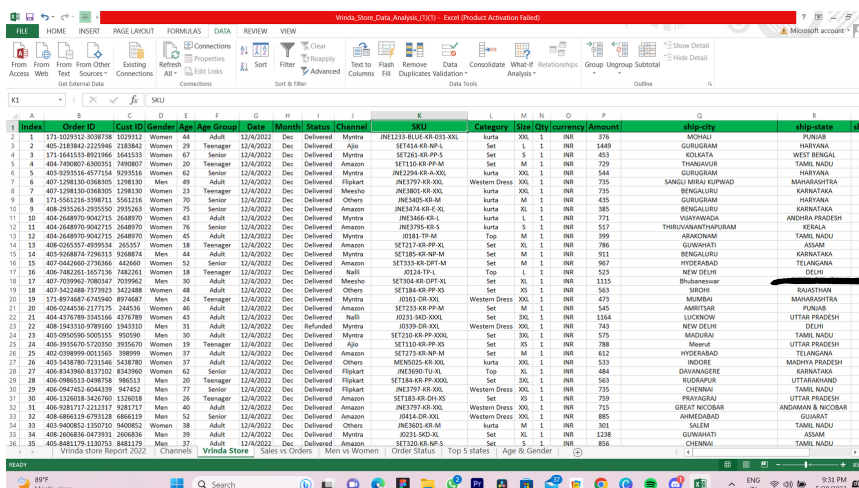
# 5. Analyzing data

Through a thorough examination and exploration of the sales data, I conducted a comprehensive analysis using various Excel functionalities. I employed **sorting** and **filtering** techniques to identify top-selling products, high-performing customer segments, and popular purchase trends. By utilizing **pivot tables**, I summarized and **aggregated data** to uncover patterns, spot **outliers**, and understand the overall sales performance. Furthermore, I employed **conditional formatting** to highlight specific data points of interest, such as identifying sales growth or decline. Through these analytical approaches, I gained valuable insights into sales trends and patterns, which informed decision-making processes for strategic improvements and future growth opportunities.



Index	Order ID	Cust ID	Gender	Age	Date	Status	Channel	SKU	Category	Size	Qty	current	Amount	ship-city	ship-state	ship-co	B2B
1	171-102	1E+06	Womer	44	12/02/2022	Delivered	Myntra	JNE123-kurta	XXL		1	INR	376	MOHAL PUNJAB	140301	IN	FALSE
2	405-218	2E+06	Womer	29	12/02/2022	Delivered	Ajo	SET414-Set	L		1	INR	1449	GURUG HARYAI	122002	IN	FALSE
3	171-164	2E+06	Womer	67	12/02/2022	Delivered	Myntra	SET261-Set	S		1	INR	453	KOLKAT WEST B	700029	IN	FALSE
4	404-745	7E+06	Womer	20	12/02/2022	Delivered	Amazon	SET110-Set	M		1	INR	729	THANJA TAMIL	1613007	IN	FALSE
5	503-925	9E+06	Womer	62	12/02/2022	Delivered	Myntra	JNE229-kurta	XXL		1	INR	544	GURUG HARYAI	122001	IN	FALSE
6	607-125	1E+06	Men	49	12/02/2022	Delivered	Flipkart	JNE379-Wester	XXL		One	INR	735	SANGU MAHAR	416436	IN	FALSE
7	407-125	1E+06	W	23	12/02/2022	Delivered	Myntra	JNE380-kurta	XXL		One	INR	735	BENGAI KARNAT	560029	IN	FALSE
8	171-556	6E+06	W	70	12/02/2022	Delivered	Others	JNE340-kurta	M		One	INR	435	GURUG HARYAI	122001	IN	FALSE
9	908-293	3E+06	W	75	12/02/2022	Delivered	Amazon	JNE347-kurta	XL		One	INR	385	BENGAI KARNAT	562149	IN	FALSE
10	1004-264	3E+06	W	43	12/02/2022	Delivered	Myntra	JNE346-kurta	L		One	INR	771	VIAJAY ANDHR	520002	IN	FALSE
11	1104-264	3E+06	W	76	12/02/2022	Delivered	Amazon	JNE379-kurta	S		One	INR	517	THIRUV KERALA	695018	IN	FALSE
12	1004-264	3E+06	Womer	45	12/02/2022	Delivered	Myntra	JJ0181-T Top	M		1	INR	399	ARAKOT TAMIL	631003	IN	FALSE
13	408-022	265357	Womer	18	12/02/2022	Delivered	Amazon	SET217-Set	XL		1	INR	786	GUWAI ASSAM	781017	IN	FALSE
14	1403-926	9E+06	Men	44	12/02/2022	Delivered	Myntra	SET185-Set	M		1	INR	911	BENGAI KARNAT	562125	IN	FALSE
15	1507-044	442660	Womer	52	12/02/2022	Delivered	Amazon	SET333-Set	M		1	INR	967	HYDER TELANG	500098	IN	FALSE
16	1606-748	7E+06	Womer	18	12/02/2022	Delivered	Nalli	JJ0124-T Top	L		1	INR	523	NEW DI DELHI	110062	IN	FALSE
17	1707-705	7E+06	Men	30	12/02/2022	Delivered	Myntra	SET304-Set	XL		1	INR	1115	Bhuban ODISHA	751022	IN	FALSE
18	1807-342	3E+06	Womer	18	12/02/2022	Delivered	Others	SET184-Set	XS		1	INR	563	SIRCHI RAJAST	307001	IN	FALSE
19	171-891	9E+06	Men	24	12/02/2022	Delivered	Myntra	JJ0161-D Wester	XXL		1	INR	473	MUMBI MAHAR	400097	IN	FALSE
20	2006-024	244536	Womer	46	12/02/2022	Delivered	Amazon	SET233-Set	M		1	INR	545	AMRITS PUNJAB	143001	IN	FALSE
21	2104-431	4E+06	Womer	43	12/02/2022	Delivered	Nalli	JJ0231-S Set	3XL		1	INR	1164	LUCKNO UTTAR	126024	IN	FALSE
22	2208-194	2E+06	Men	31	12/02/2022	Refund	Myntra	JJ0339-D Wester	XXL		1	INR	743	NEW DI DELHI	110087	IN	FALSE
23	403-095	950590	Men	30	12/02/2022	Delivered	Myntra	SET210-Set	3XL		1	INR	575	MADUR TAMIL	625014	IN	FALSE
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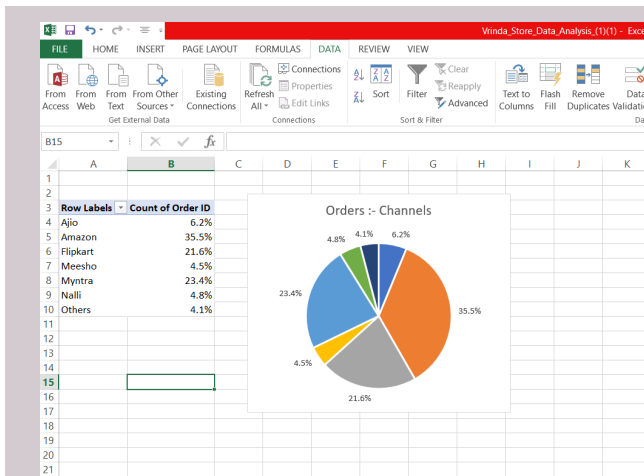
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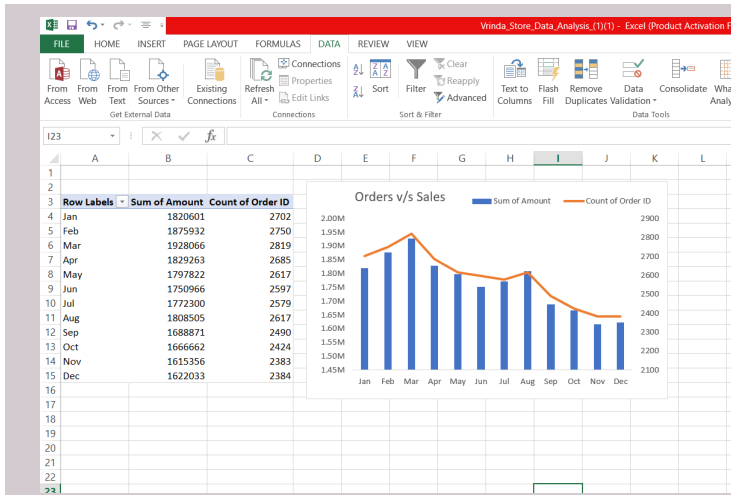
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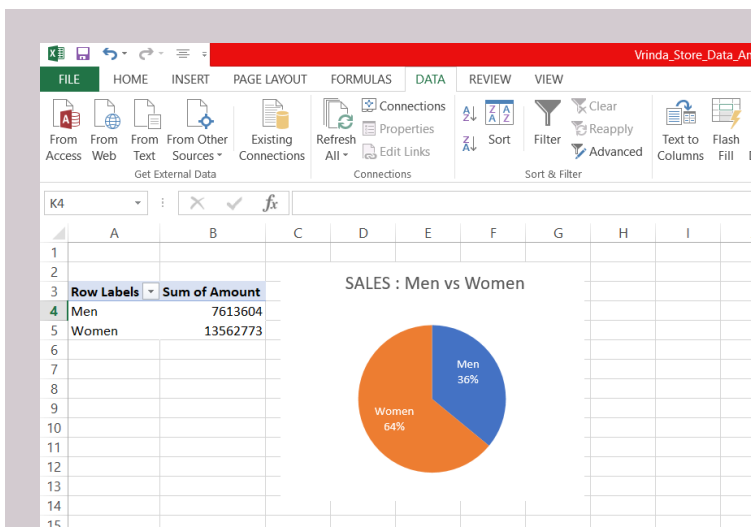
# 6. Visualizing data



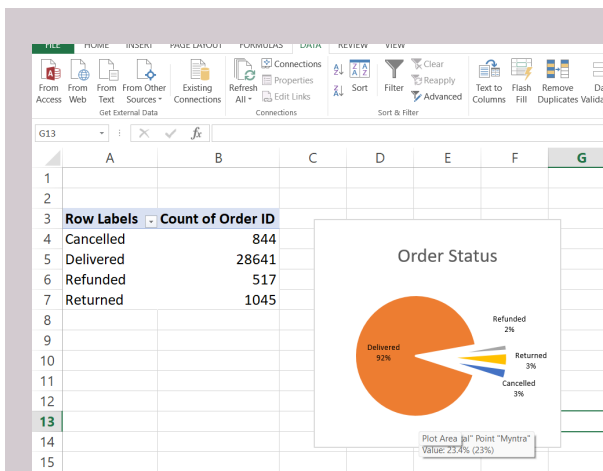
Pivot chart showing Orders through different channels (Chart 1)



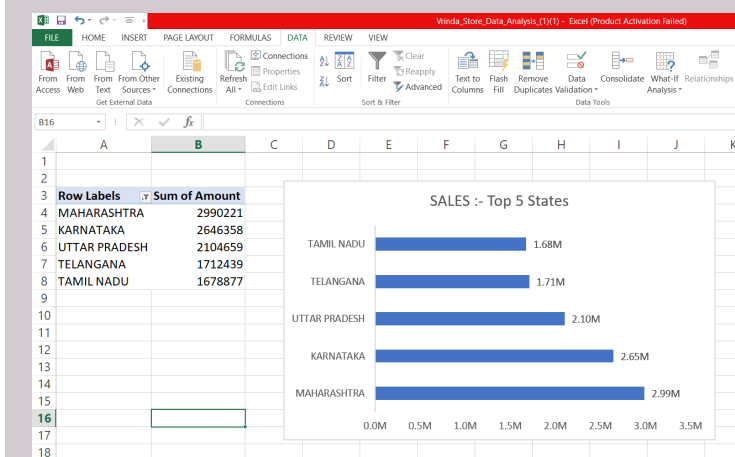
Orders v/s Sales Pivot chart (Chart 2)



Sales made by Men v/s Women (Chart 3)



Orders Status Chart  
(Chart 4)



Top 5 States by sales  
(Chart 5)

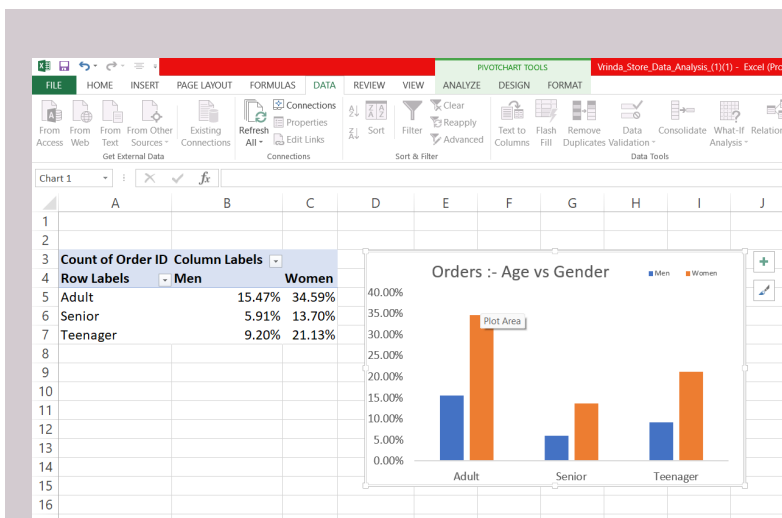
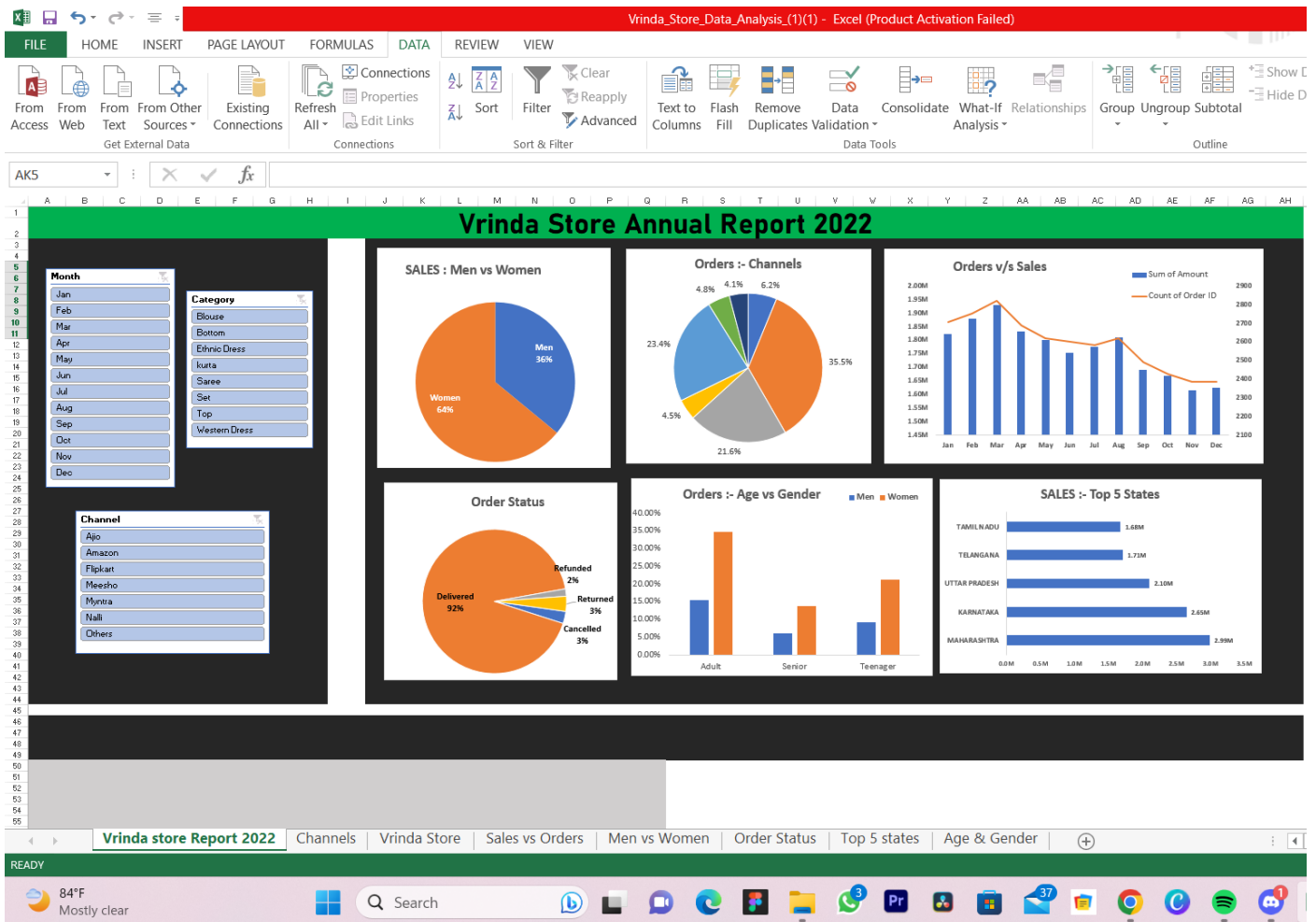


chart showing sales  
by Age and Gender  
(Chart 6)

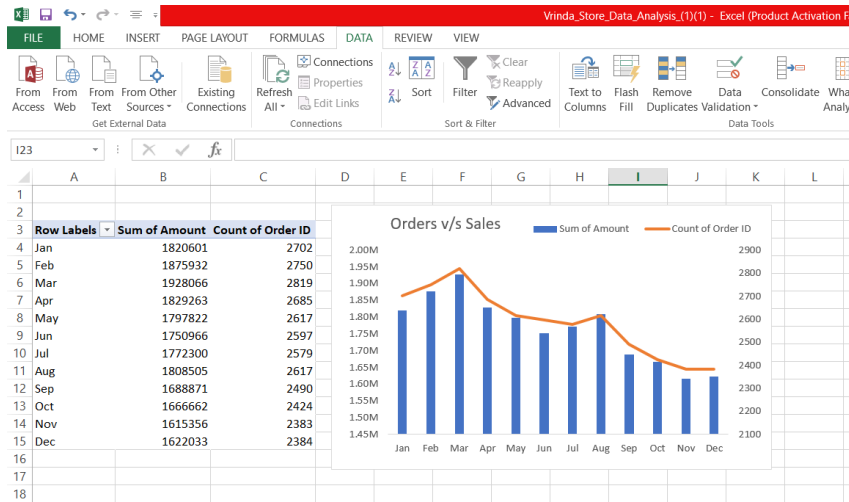
# Interactive Dashboard



Now with the help of the following charts ,Lets answer the questions



- **Compare the sales and orders using a single chart.**



- **Which month got the highest sales in the order ?**

We got more sales in the month of **March** (from chart 2)

- **Who purchased more Men / Women in 2022?**

Women purchased more than Men (from chart 3)

- **What is the different order status in 2022?**

Order status in 2022 is 92 % of items are delivered (from char 4)

- **Relation Between age and gender based on the Number of orders**

When i compared Age v/s Gender, Adults are frequent customers to Vrinda store. (from chart 6)

- **Which Channel is contributing to maximum sales?**

Amazon is contributing to maximum sales (from chart 1)

- **List the Top 5 states contributing to the sales**

- 1.Tamil nadu
- 2.Telangana
- 3.Uttar pradesh
- 4.Karnataka
- 5.Maharastra

# Conclusion

Target Women customers of age group (30-49 years) living in **Maharashtra, Karnataka** and **Uttar Pradesh** by showing ads/offers/coupons on **Amazon, Flipkart**, and **Myntra**