ANNUAL REPORT 2022

VRINDA

An E-Commerce Store

Presented By

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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.
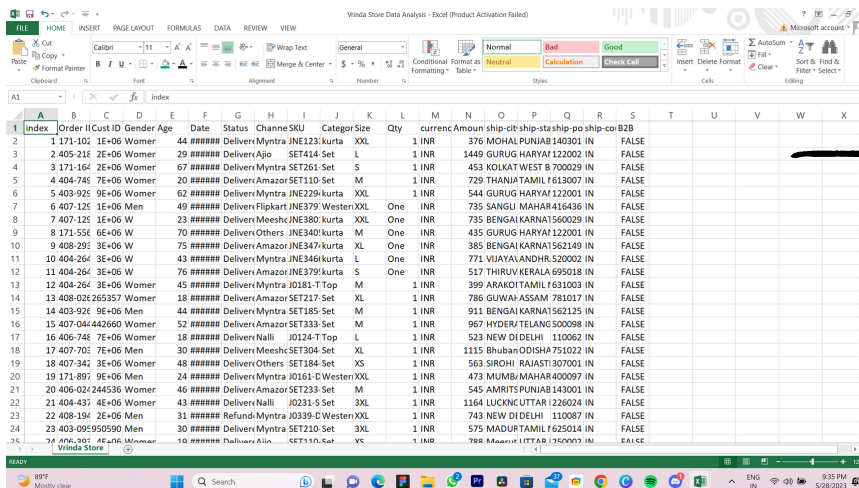
3. Cleaning of data

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.
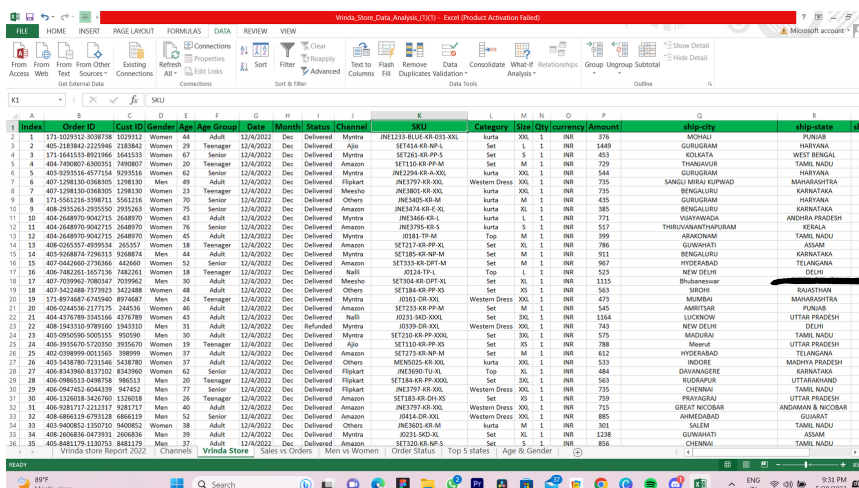
5. Analyzing data

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.

Before

After
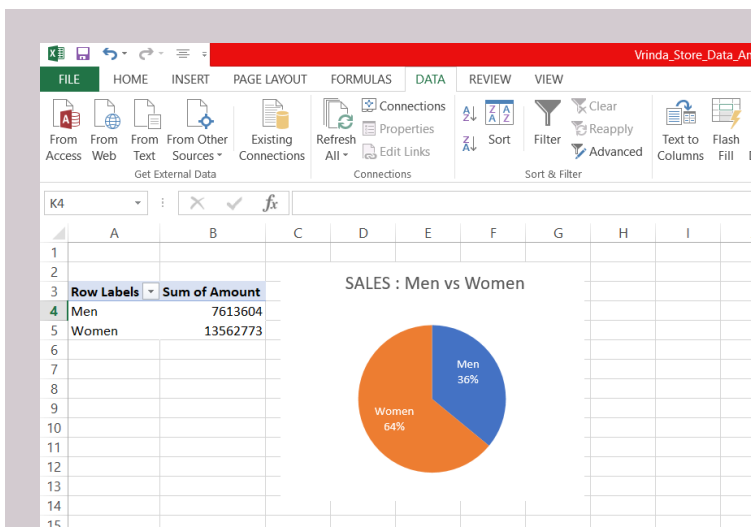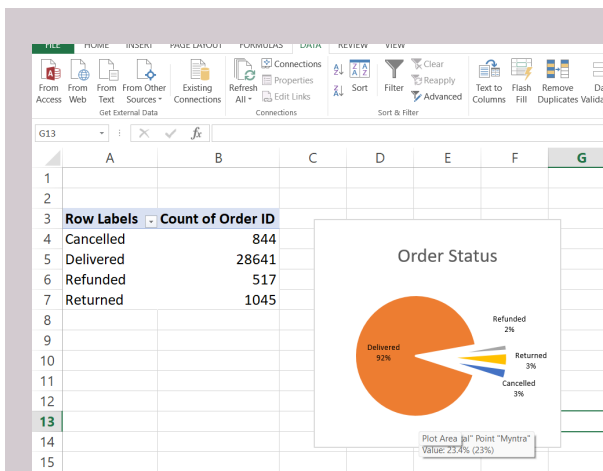
6.Visualizing data
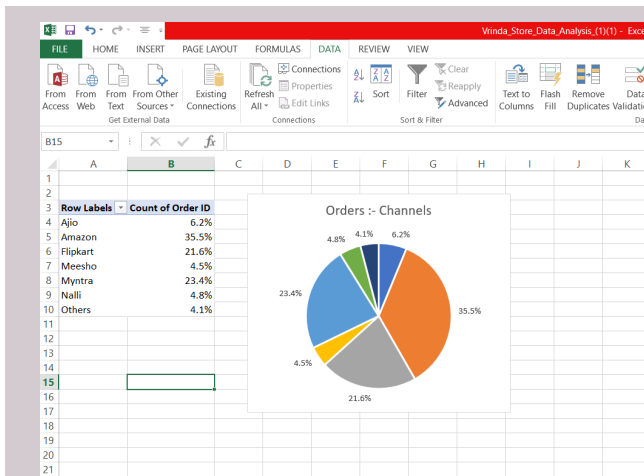
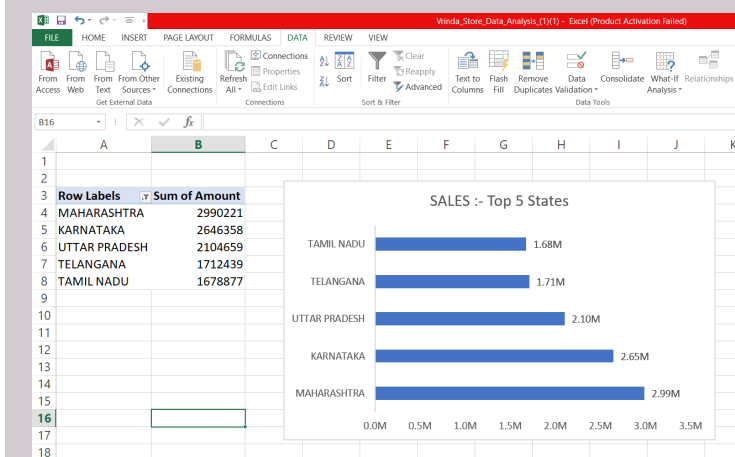Pivot chart showing Orders through diffrent channels (Chart 1)
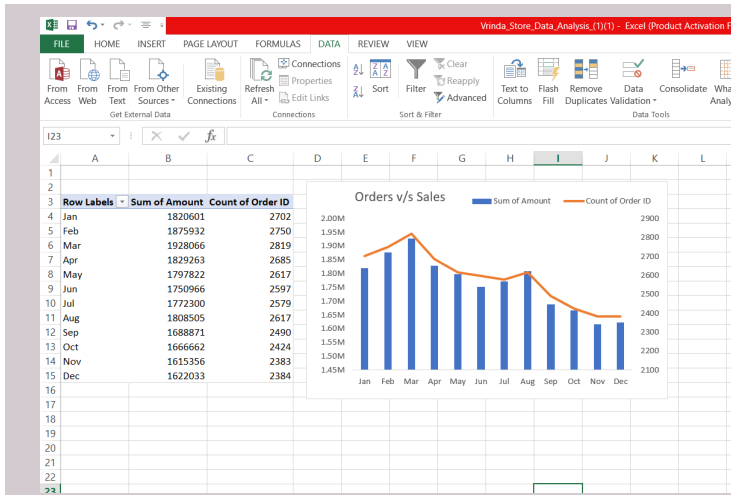
Orders v/s Sales Pivot chart (Chart 2)

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

Orders Status Chart (Chart 4)

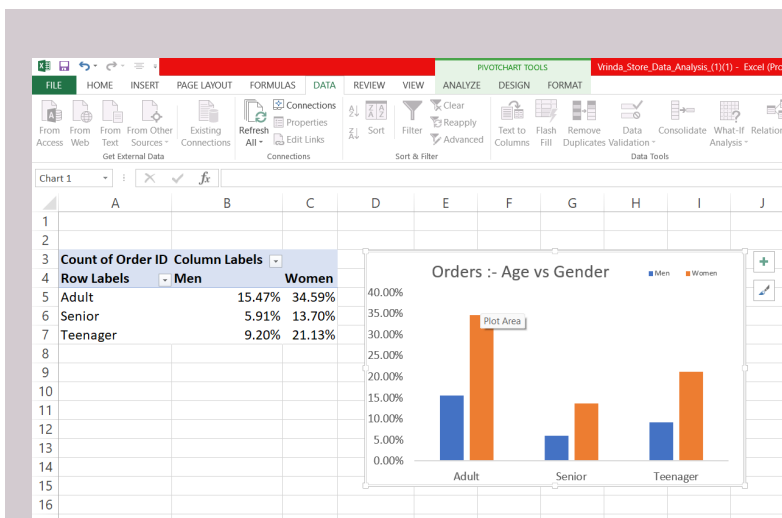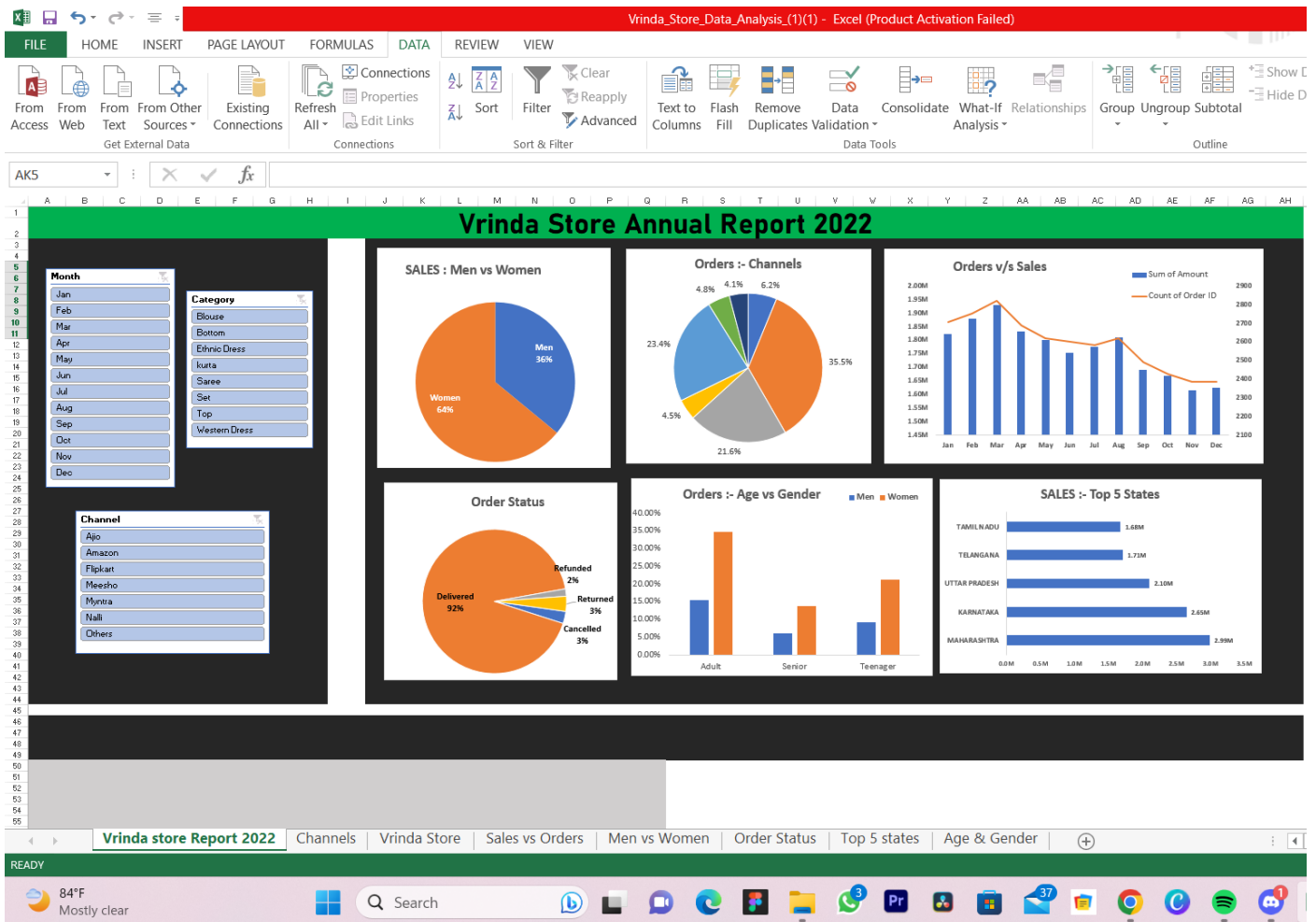

Top 5 States by sales (Chart 5)

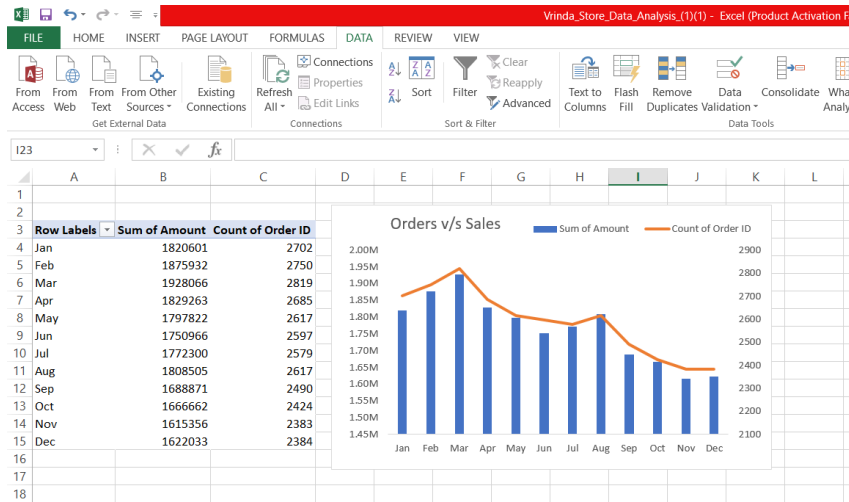## chart showing sales by Age and Gender (Chart 6)

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 contribuiting 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**