

# VRINDA STORE

# ANNUAL SALES ANALYSIS

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Project Type: Excel-Based Dashboard & Data Analysis

Date- 19.08.2025

## 1. Introduction

The Vrinda Store Sales Analysis Project was developed to analyze and visualize annual sales data using Microsoft Excel. The primary aim of this project was to understand customer patterns, identify high-performing markets, and evaluate sales channel contributions through an interactive dashboard.

The dataset consisted of detailed order information—covering customer demographics, product categories, sales channels, delivery status, and state-wise distribution. To derive meaningful insights, essential Data Analyst techniques were applied, including data cleaning, feature extraction, pivot table modeling, and KPI design.

The resulting dashboard provides a structured, intuitive view of business performance and serves as an effective analytical tool for management. By integrating pivot charts, slicers, and dynamic formatting, the dashboard enables real-time filtering and exploration of trends, equipping stakeholders with actionable information.

This project demonstrates strong analytical thinking, practical Excel skills, and the ability to translate raw data into clear business insights—skills essential for professional data analytics roles.

## 2. Project Objective

The primary objective of this project is to identify patterns and trends in Vrinda Store's 2022 sales data and convert raw information into meaningful business insights. The workbook and dashboard are designed to help management track customer demographics, monthly sales activity, order channels, and revenue contribution. This analysis enables improvement in marketing focus, inventory decisions, and customer retention strategies.

## 3. Tools, Techniques & Technical Skills Used

Excel Formulas: TRIM, CLEAN, IF, IFS, IFERROR, VLOOKUP, XLOOKUP, DATE, MONTH, YEAR

Excel Features: Pivot Tables, Slicers, Conditional Formatting, Data Validation

Charts: Line, Bar, Column, Donut, Pie, Combo

## 4. Data Cleaning & Preparation

Data cleaning ensured accuracy and clarity before analysis. All records were processed to remove duplicates, correct inconsistent text formatting, fill missing values, and convert data types where needed. Customer names, product categories, order channels, and dates were standardized so that the dashboard visuals reflected transparent and reliable results.

## 5. Dashboard Overview

The dashboard visualizes sales trends, customer demographics, order channels, and product demand. Below is the actual dashboard image generated from the dataset.



## 6. Dashboard Components & Analysis

- Monthly Sales Trends: Peaks between March–May
- Gender & Age: Women contributed 59% of sales
- State Performance: Maharashtra, UP, Karnataka lead
- Order Status: 95% successful deliveries
- Platform Insights: Amazon = 35.9% share

## 6. Key Insights

The analysis highlights several important trends that can guide business growth:

- Women customers contribute the highest share of total purchases.
- Most orders come from Amazon, Myntra, and Flipkart—showing strong online sales dependence.
- The highest sales occurred between March and August, signaling seasonal buying patterns.

- Top product categories include Kurti, Western Dress, Saree, and Ethnic Wear.
- Certain states such as Maharashtra, Karnataka, and Tamil Nadu contribute a major share of revenue.

## 7. Recommendations

Based on the analysis, the following actions are recommended to increase sales and profitability:

- Increase targeted marketing toward female customers to expand the most profitable segment.
- Focus ad campaigns on peak-season months to maximize revenue impact.
- Improve stock levels for top-selling categories to avoid inventory shortages.
- Strengthen partnerships with top-performing sales channels like Amazon and Myntra.
- Introduce bundle offers during low-performing months to stabilize sales throughout the year.

## 8. Challenges Encountered

Formatting inconsistencies, missing labels, and additional derived fields were required to enable accurate analysis.

## 9. Additional Visuals & Interpretation

Dashboard visuals include combo charts, pie charts, and bar graphs with slicers for real-time filtering.

## 10. Conclusion

The Vrinda Store Sales Dashboard Project demonstrates the effective use of Excel for professional-level data analysis and reporting. By converting raw data into a functional dashboard, the project highlights how structured analytics can support strategic business decisions. The insights generated provide clear opportunities for improving sales performance, customer targeting, and operational planning. This report reflects strong analytical capability and dashboard-building proficiency required for a Data Analyst role.