

Sales-Data-Analysis Report

Project Objective

The Store owner wants to create an annual sales report for 2022. So that, the owner of the store can understand and identify sales trends and areas where the store could improve their customers and grow more sales in 2023. The analysis sheds light on crucial insights that can guide strategic decision-making and business planning.

Dataset used

[Store Data](#)

Questions (KPIs)

- ☐ Compare the sales and orders using single chart.
- ☐ Which month got the highest sales and orders?
- ☐ Who purchased more - Men or Women?
- ☐ What are different order status in 2022?
- ☐ List top 10 states contributing to the sales?
- ☐ Relation between age and gender based on number of orders.
- ☐ Which Channel is contributing maximum to the sales?
- ☐ Highest selling category?

Process

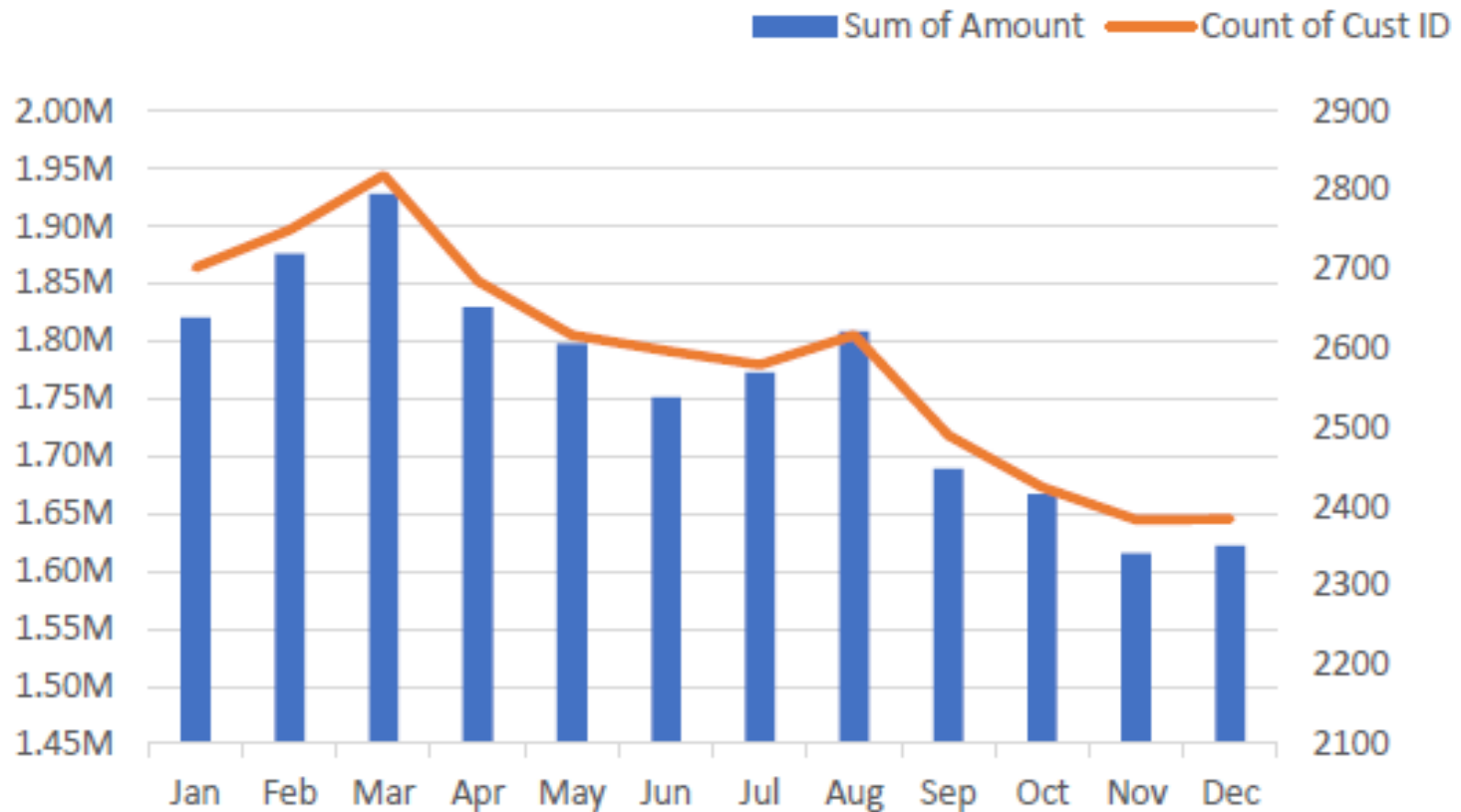
Data Cleaning: Verify data for any missing values and anomalies, and sort out the same.

Data Processing: Make sure data is consistent and clean with respect to data type, data format and values used.

Data Analysis: Created pivot tables according to the questions asked. Merge all pivot tables into one dashboard and apply slicer to make dashboard interactive and dynamic.

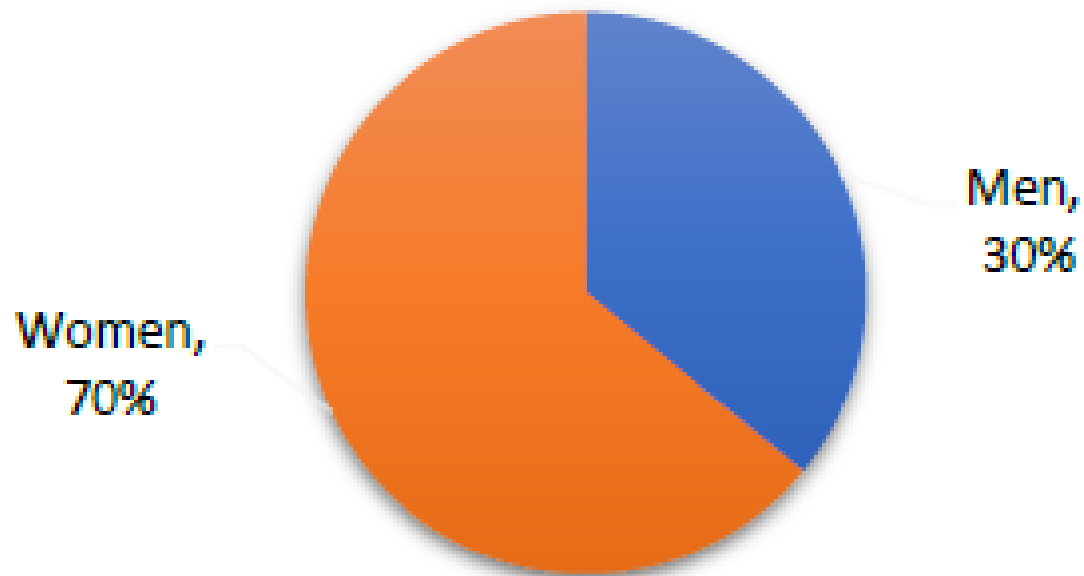
Financial Performance by Month

The data indicates that the company's financial performance varies by month, with the highest total amount in March and the lowest in November and December. This information can be used to identify trends and seasonality in sales, enabling better financial planning.



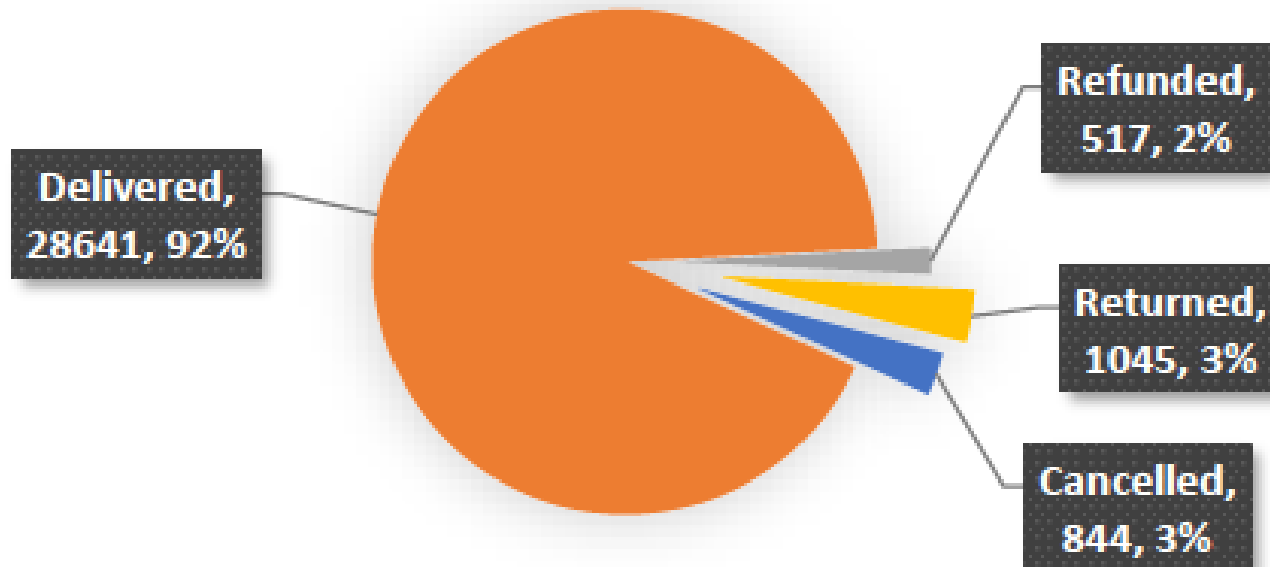
Gender-based Sales

The data suggests that the majority of sales are attributed to the "Women" category, accounting for 69.42% of the total, while "Men" contribute 30.58%. This insight can be valuable for marketing and product development strategies tailored to different genders.



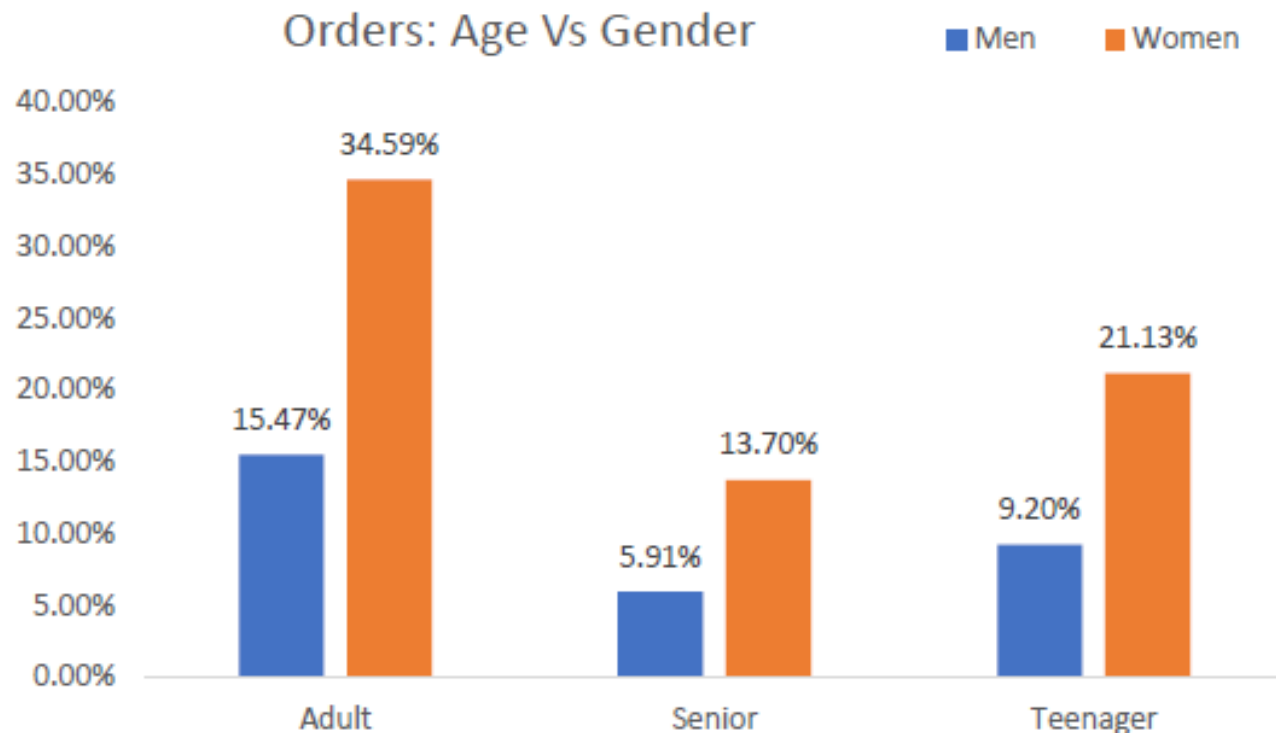
Customer Order Status

The analysis of customer order status reveals that most orders fall under "Delivered" (92.24% of total orders), with a smaller proportion in "Returned," "Cancelled," and "Refunded" categories. This information can help in improving order management processes and customer satisfaction.



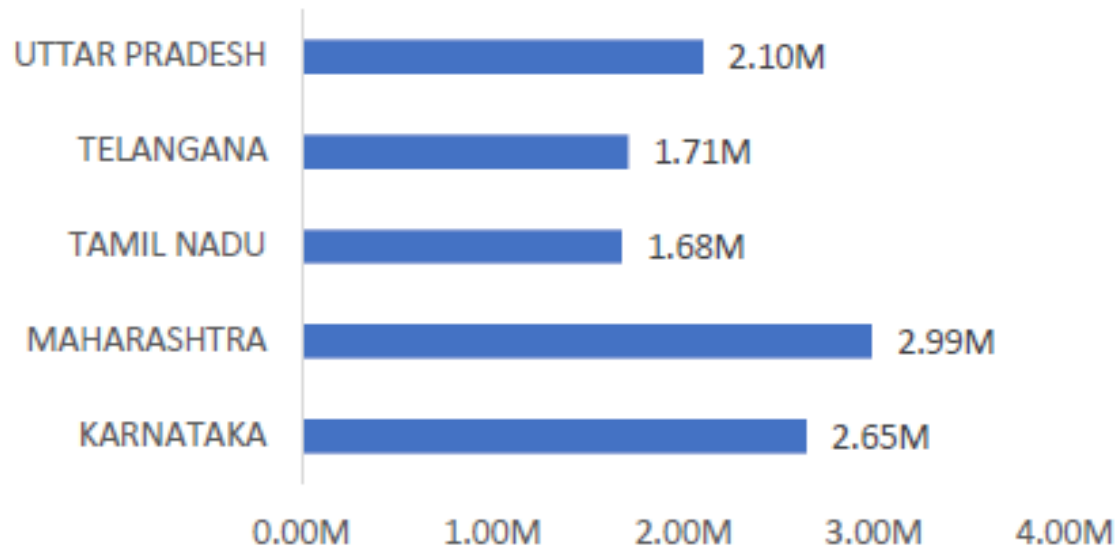
Age Group and Gender Distribution

The data indicates that the highest percentage of customers belong to the "Adult" age group, with women in this category being the most significant customer segment. Understanding the age and gender distribution can inform marketing and product targeting strategies.



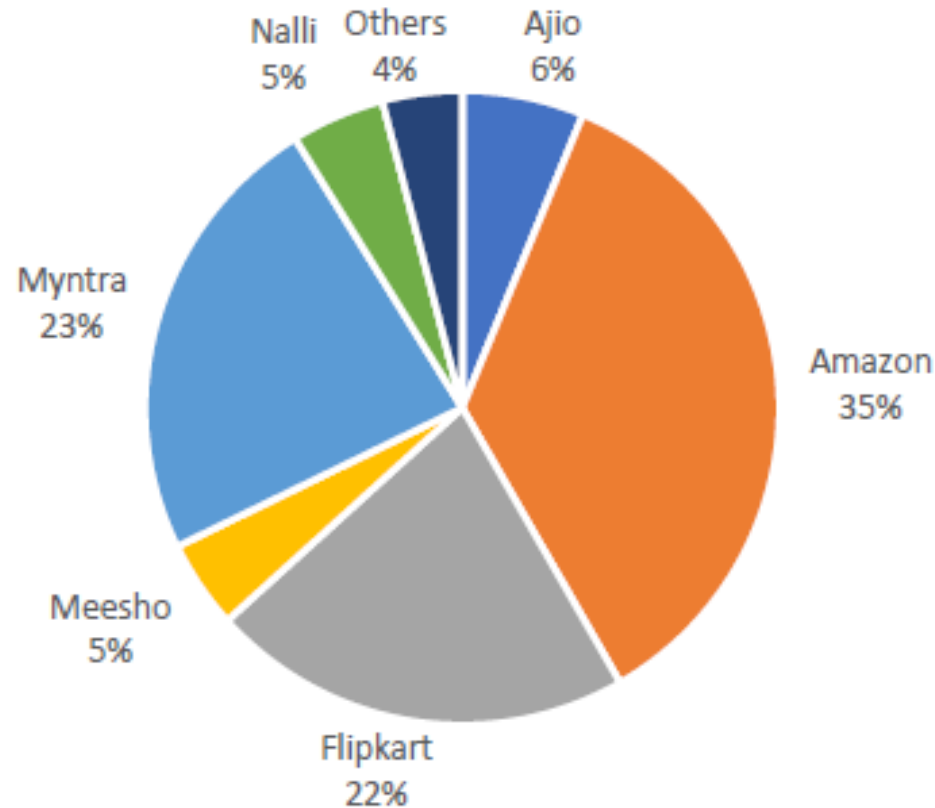
Geographical Regional Sales

Regional data highlights variations in sales by geographic regions, with "Maharashtra" and "Uttar Pradesh" being the top contributors. This information can assist in regional marketing and distribution strategies.



Order Source Distribution

The report shows that "Amazon" is the most significant source of orders, contributing 35.48% of the total, followed by "Myntra" and "Flipkart." Analyzing order sources can guide advertising and partnership decisions.



Vrinda Annual Store Report 2022

Month

Jan

Feb

Mar

Apr

Channel

Ajio

Amazon

Flipkart

Meesho

Category

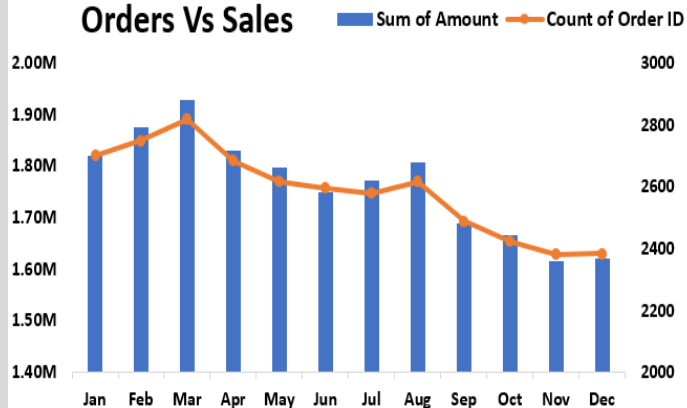
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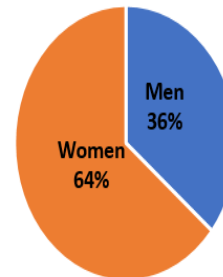
Ethnic Dress

kurta

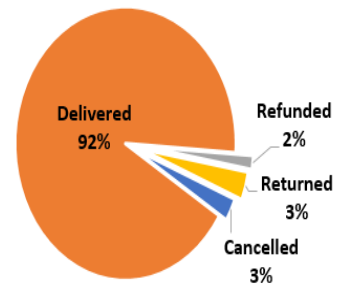
Orders Vs Sales



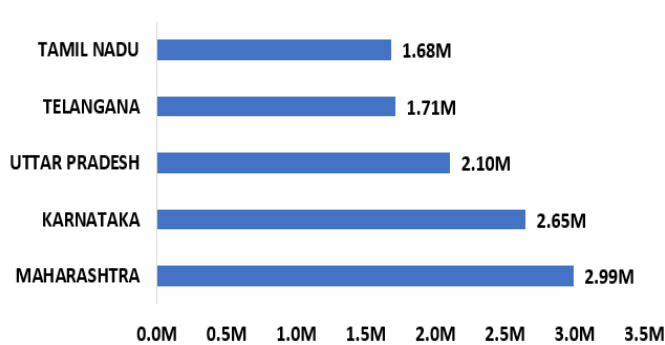
Sales: Men Vs Women



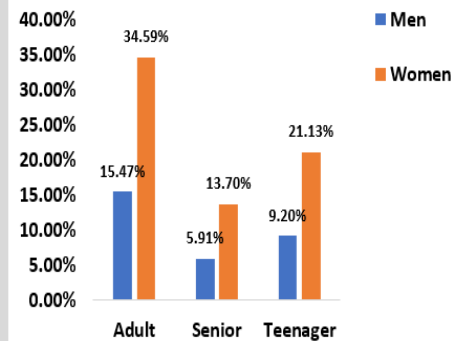
Order Status



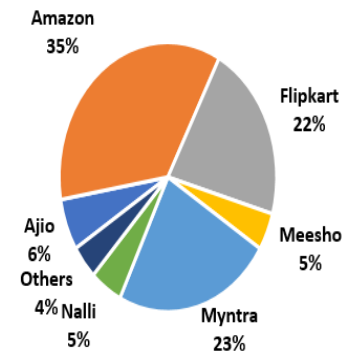
Sales: Top 5 States



Order: Age Vs Gender



Orders: Channels



Project Insight (Style 1)

Women customers are more likely to buy products compared to men (~65%).
The states of Maharashtra, Karnataka and Uttar Pradesh are the top 3 product buyers.

The adult age group (30-49 yrs) is max contributing (~50%) and buys the most products.

The maximum number of products customer orders from Amazon, Flipkart and Myntra channels.

92% orders are delivered.

Highest sales (2,819) reported in Month of March.

(Style 2)

❑ From the analysis, I found that female customers had a higher purchase rate of products (64%) compared to their male counterparts.

❑ The top-performing states were Maharashtra, Karnataka, and Uttar Pradesh (35%)

❑ The adult age group between 18 to 50 contributed more towards the sales (50%).

❑ Furthermore, most of the sales came from Amazon, Flipkart, and Myntra (80%).

Final Conclusion:

To improve sales of Vrinda Store, women customers of the age group (30-49 yrs) living in Maharashtra, Karnataka and Uttar Pradesh must be targeted by showing ads/offers/coupons available on Amazon, Flipkart and Myntra.

Conclusion

To analyse and track the orders and sales of Vrinda store online across india, a dashboard is prepared using Microsoft Excel. Based on the findings, I concluded that the store should prioritize targeting female customers between the ages of 30-49 residing in Maharashtra, Karnataka, and Uttar Pradesh. They could do so by utilizing advertisements, coupons and discounts, offers, and other value-added services available on Amazon, Myntra, and Flipkart. The store should also monitor returns, refunds, and cancellations closely.

In summary, this data analysis report provides valuable insights into various aspects of our business. The data-driven findings can be leveraged to optimize operations, marketing, and customer targeting. These insights are vital for making informed decisions to enhance the company's overall performance and profitability.