**Project Report**

**Vrinda Store Report 2022 Dashboard**

**Abstract:**  
This report provides an in-depth analysis of sales data from Vrinda Store for the year 2022, highlighting key performance metrics and providing actionable insights to improve sales strategies and performance.

**Introduction:**  
Sales performance analysis is crucial for understanding business trends and making informed decisions. This project leverages Microsoft Excel to create a comprehensive sales dashboard for Vrinda Store, featuring slicers for month, channel, and category, and providing key insights to support data-driven decision-making.

**Data Source:**  
The dataset was sourced from internal sales databases, including monthly sales records, channel performance data, and product category sales.

**Methodology:**  
The analysis, conducted with Microsoft Excel, focuses on key sales metrics such as monthly sales, top-selling channels, and successful delivery rates.

* **Pre-processing:** Data was cleaned and formatted using Excel functions such as Pivot Table, if functions, etc.
* **Data Cleaning:** Duplicate removal and handling missing values ensured data accuracy.
* **Analysis:** Total monthly sales, sales by channel, and delivery success rates were calculated. Sales performance by demographic factors and top-performing states were analyzed and visualized.

**Insights and Results:**  
The analysis revealed the following key findings:

* Sales exceeded 1.50M each month of the year.
* Women are the top buyers, accounting for 64% of total sales.
* 92% of products were successfully delivered.
* The top sales channels are Amazon, Flipkart, and Myntra.
* The top 5 states by sales are Maharashtra (highest), Karnataka, Uttar Pradesh, Telangana, and Tamil Nadu.

**Discussion:**  
The findings suggest focusing on enhancing customer satisfaction and retention strategies for women buyers and ensuring efficient logistics to maintain high delivery success rates. Sales strategies should target top-performing channels and states to maximize revenue.

**Conclusion:**  
The project delivers actionable insights for optimizing sales strategies and improving performance. Future work could involve more granular analysis of customer demographics and predictive modeling to forecast sales trends.

**References:**

1. Internal Sales Database
2. Microsoft Excel Documentation