

Data Analytics Team



Md. Shabbir Ansari

Data Analyst
Business Analyst



Objective

The vrinda store wants to create an annual sales report for 2022. So that, the owner of the vrinda store can understand their customers and grow more sales in 2023.



Problem

- ☐ 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 the sales ?
- ☐ Relation between age and gender based on number of orders .
- ☐ Which Channel is contributing maximum to the sales ?
- ☐ Highest selling Category ?

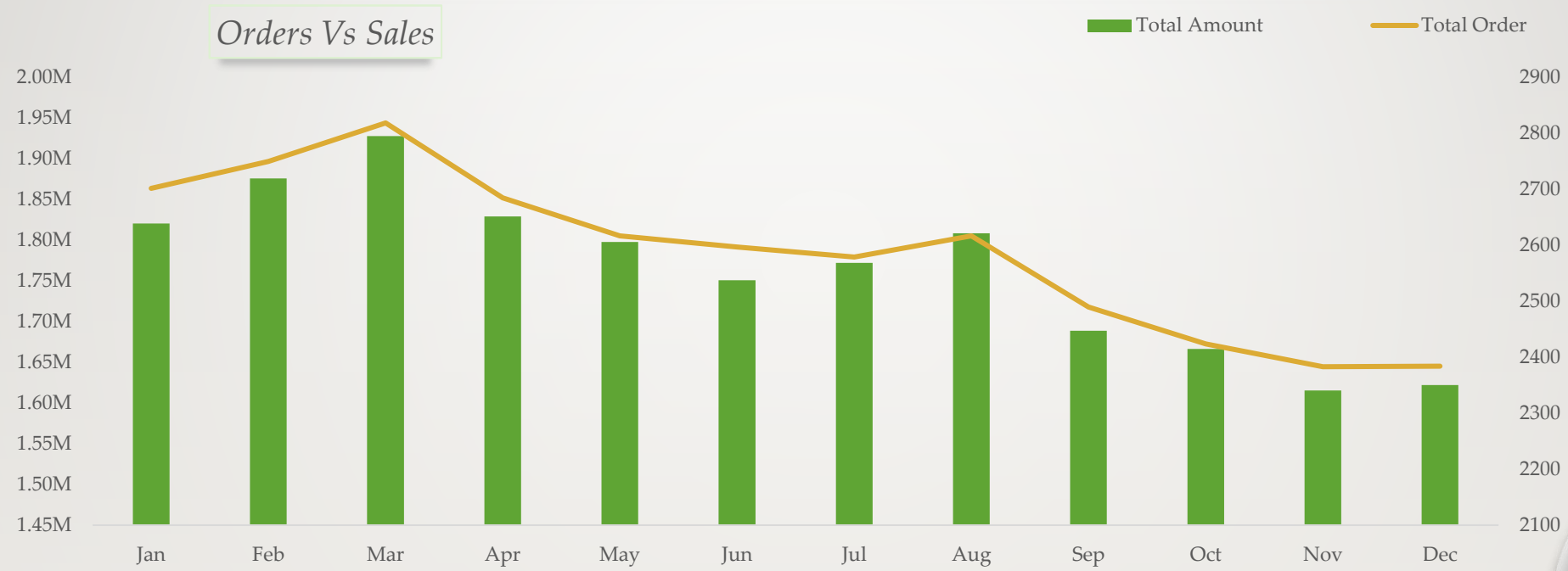


Process

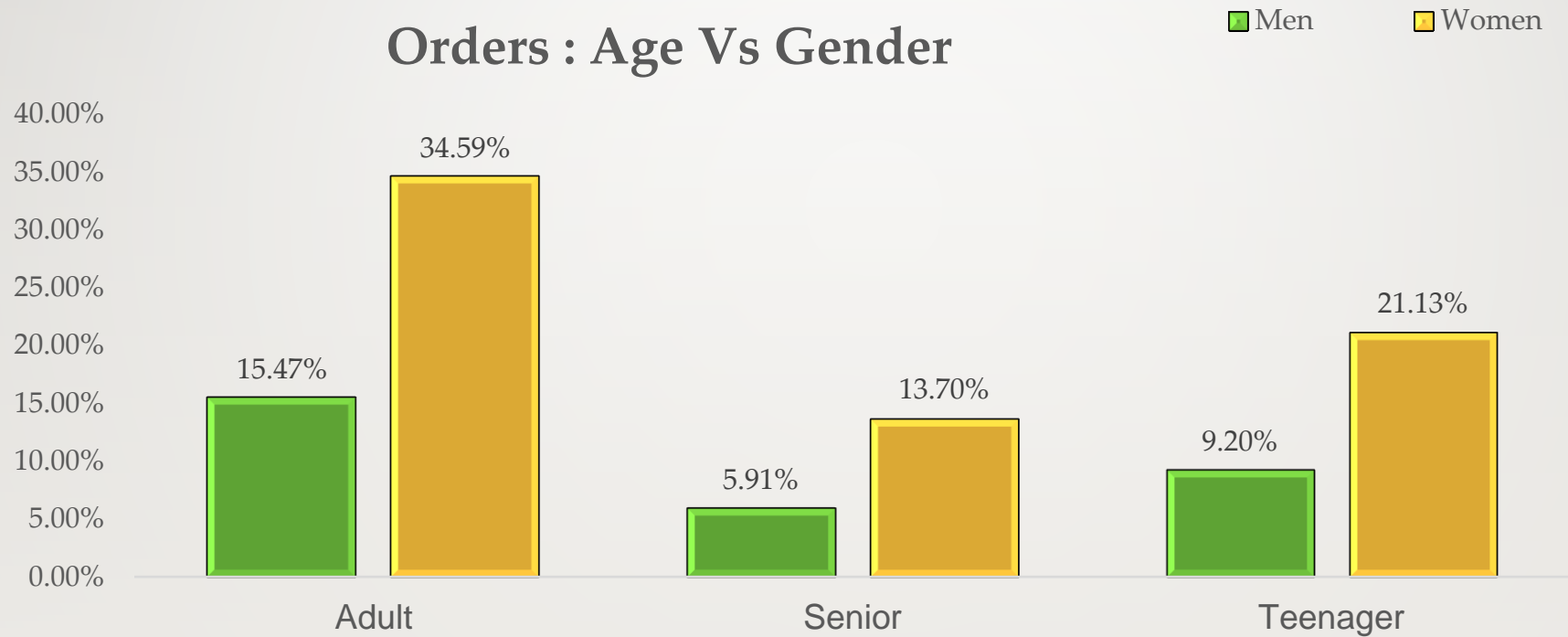
- 1 Data Understanding
- 2 Data Cleaning
- 3 Data Modelling
- 4 Data Analysis
- 5 Uncover Insights



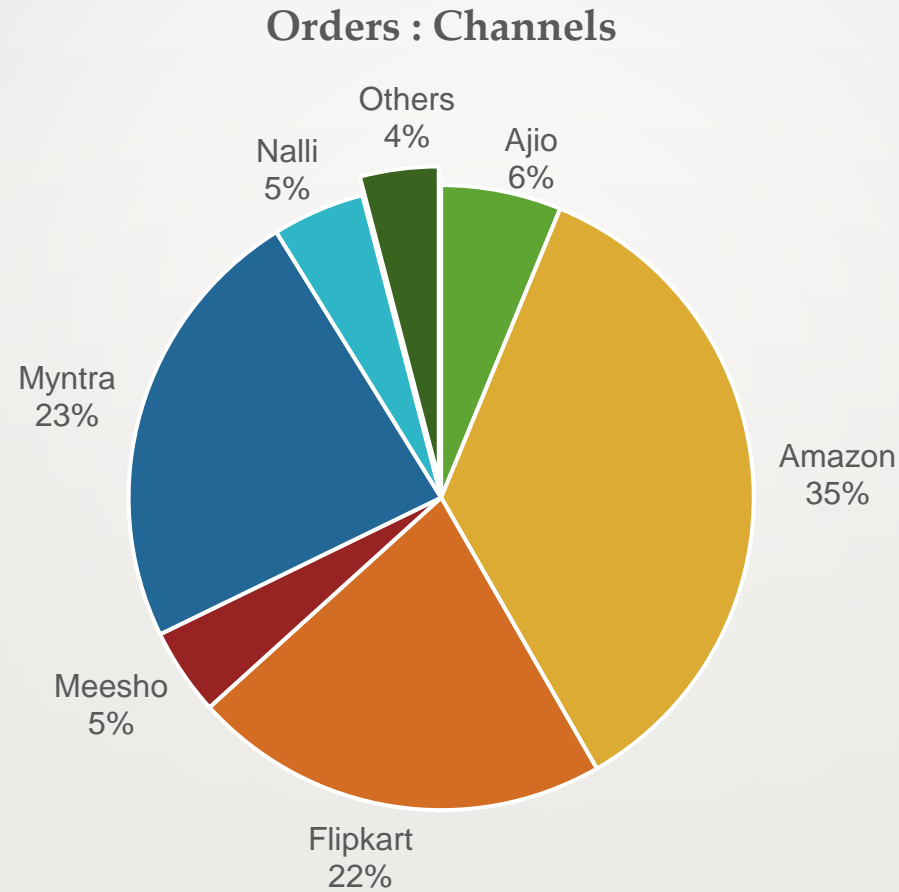
Annual Sales & Orders



Who Purchased more – Men or Women ?

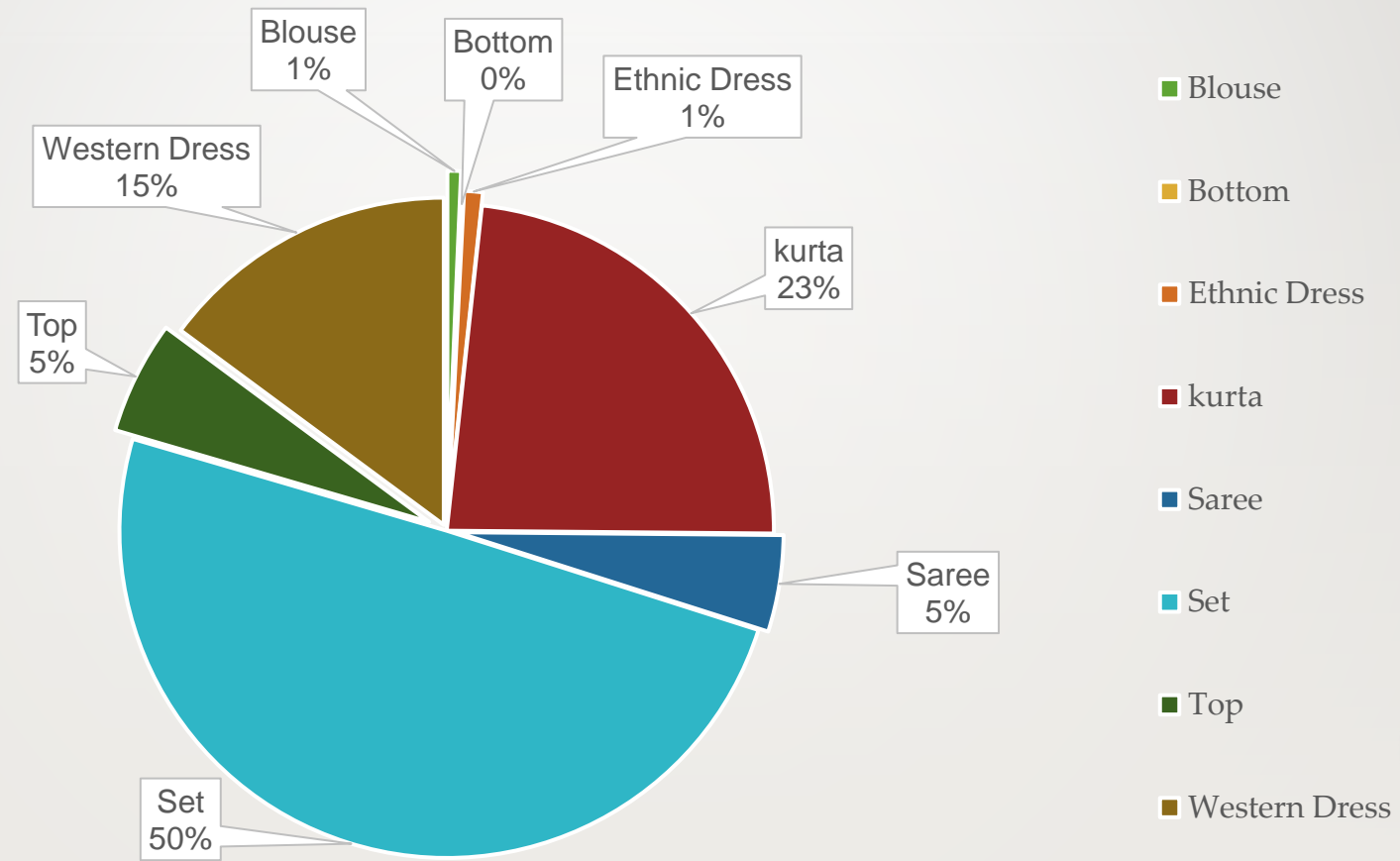


Channel is Contributing to the Maximum Sales



Category

Categories



| Insights

- ❑ 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.



Summary

Annual Sales & Orders

- The highest sales were in March, while the lowest were in December.
- There was a noticeable peak in both orders and sales in the first half of the year followed by a decline towards the end of the year.
- Total amount and total order trends show a similar pattern, with sales peaking slightly earlier than the number of orders.

Purchased more – Men or Women

- Adults (34.59% women, 15.47% men) are the largest group of customers, making up around half of the total orders.
- Teenagers (21.13% women, 9.20% men) are the second largest group, followed by seniors (13.70% women, 5.91% men).
- Women dominate the customer base across all age groups, with a significant majority in each category.

Channel is Contributing to the Maximum Sales

- Amazon is the leading channel, accounting for 35% of the orders.
- Myntra and Flipkart are also significant channels, with 23% and 22% of the orders, respectively.
- Other channels include Ajio (6%), Meesho (5%), and Nalli (5%), with a small percentage of orders coming from other unspecified channels.

Category

- The 'Set' category has the highest sales, contributing 49.62% of the total amount.
- 'Kurta' follows with 23.42%, and 'Western Dress' accounts for 14.87%.
- Other categories include 'Top' (5.60%), 'Saree' (4.77%), 'Ethnic Dress' (0.92%), 'Blouse' (0.67%), and 'Bottom' (0.13%).
- The 'Set' and 'Kurta' categories together make up the majority of sales, indicating a strong preference for these products among customers



Final Conclusion To Improve Vrinda Store Sales

- ❑ 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.

Thank you
Thank you

