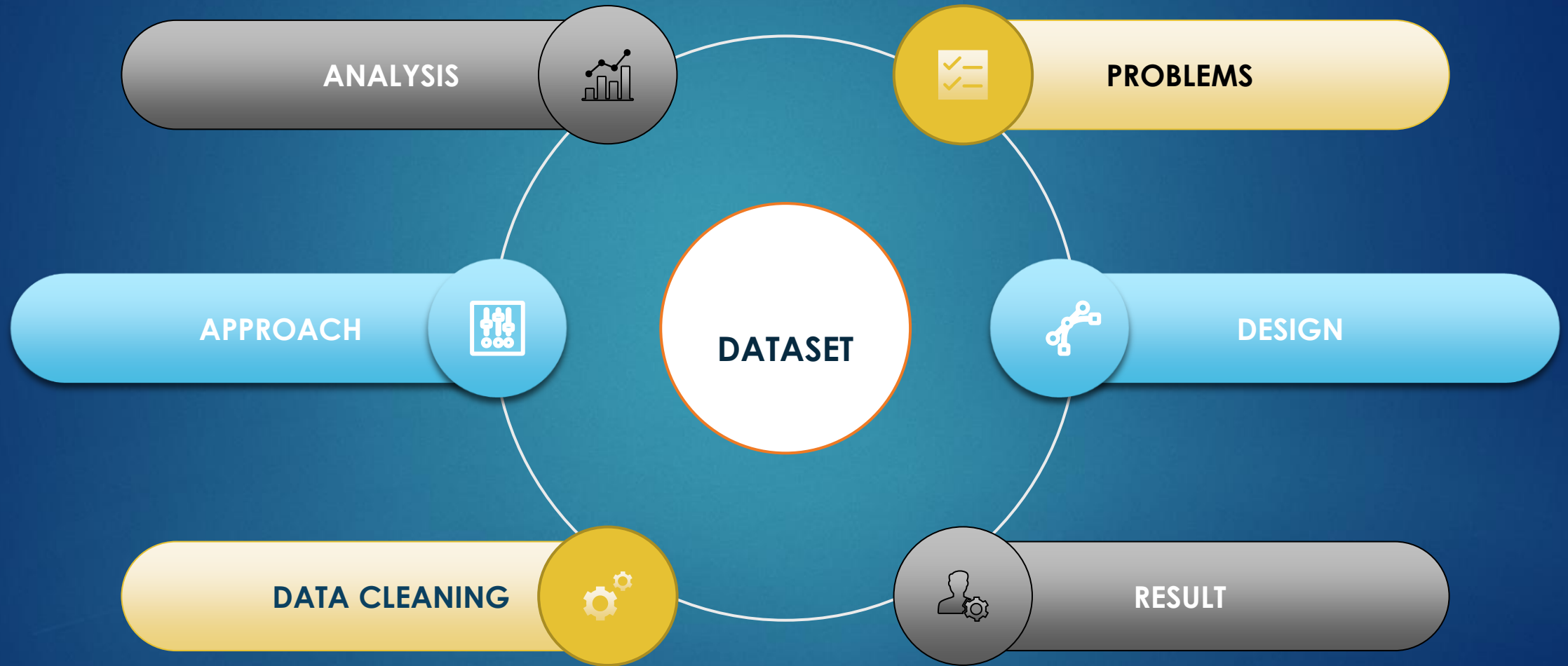




STORE Data Analysis

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Project Description

DATASET

This is a VRINDA Store Dataset.



TECHNICAL ANALYSIS

We will Analyze the Dataset using Excel.



FINANCIAL ANALYSIS

We will Analyze which type of customers are generating more revenue.

MIS REPORT

We will prepare the report to Analyze the data.

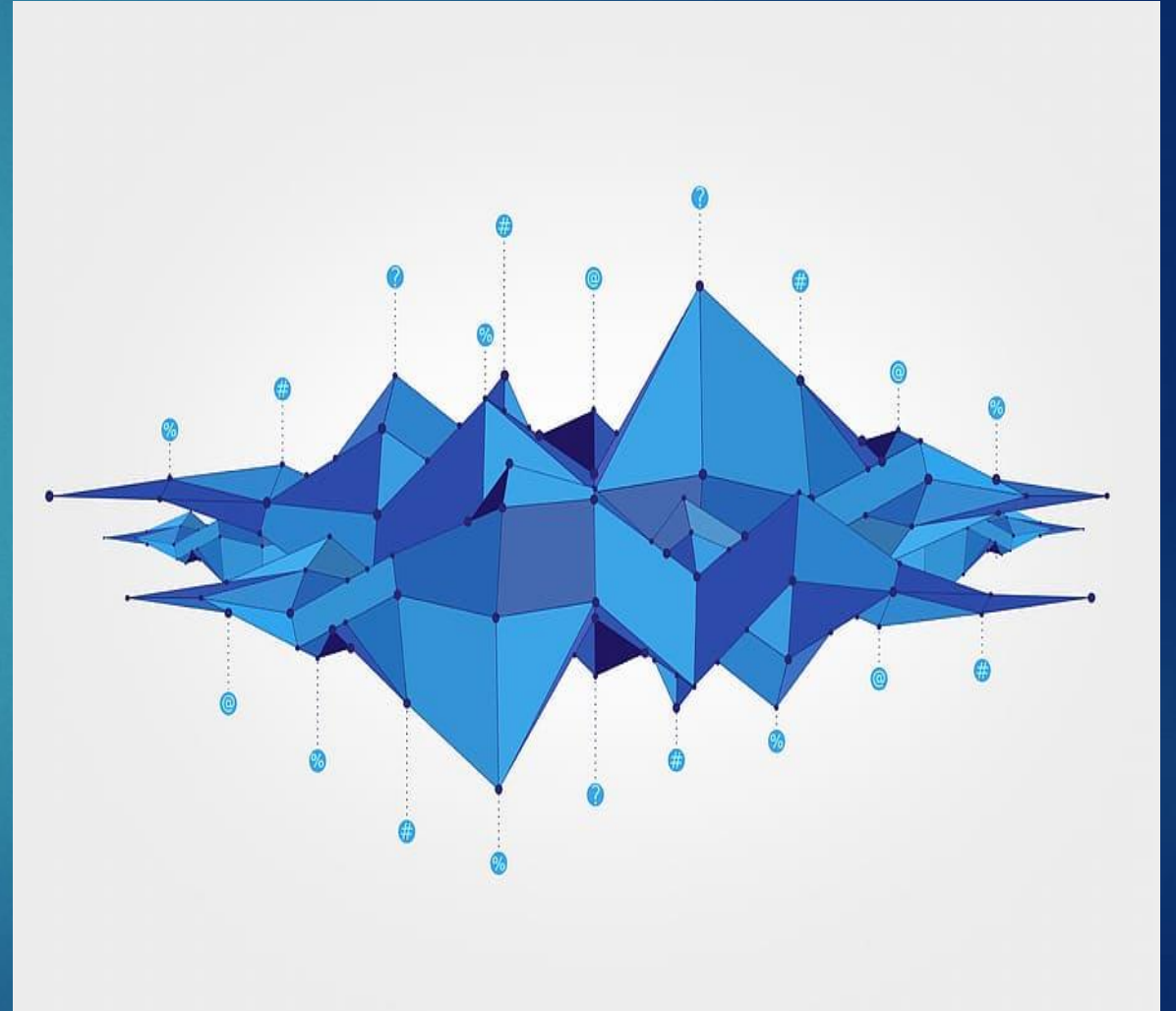


FORMULAS

We will use Excel formulas like (Vlookup, pivot, Graphs etc.)

APPROACH

- After downloading the dataset I cleaned it and developed a hypothesis to work upon.
- I used the four why's approach and understand the root cause of the problem.
- Post-cleaning, I analysed different areas and drew insights on my developed problem.
- Statement to get a wider view of the problem at hand.



EXPLORING THE DATASET

VRINDA Store Dataset had 31048 rows and 21 columns, named as :

- Index
- Order Id
- Cust Id
- Gender
- Age
- Age Group
- Date
- Month
- Status
- Channel
- SKU
- Category
- Size
- Qty
- Currency
- Amount
- Ship-City
- Ship-State
- Ship-Postal-code
- Ship-Country
- B2B

DATA CLEANING

- Initially, there were 32048 rows and 21 columns which include duplicates, blanks, and unknown values.
- I remove the duplicate rows, and unnecessary column replaced null values with '0', and highlighted them for better understanding.
- After cleaning, the total number of retained rows were 31048, using which I performed my further analysis.



Tech-Stack Used



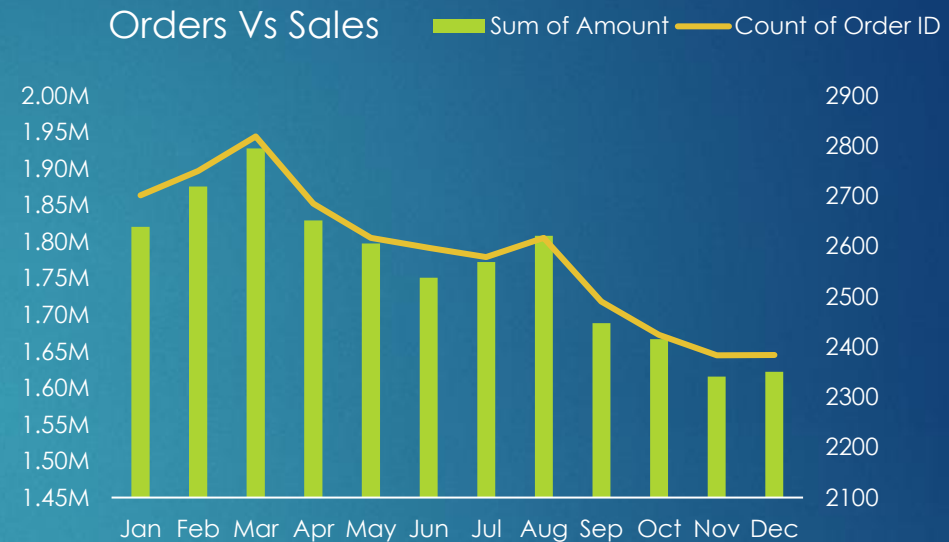
- ▶ Since the problem statement of the case study was easily to be done using excel pivot tables, functions, and charts, I only used Microsoft Excel throughout the project.

Sample Problems

- Compare the sales and orders using single chart.
- Which month got the highest sales and orders ?
- Who purchased more – men or women in 2022 ?
- What are different order status in 2022 ?
- List top 5 states contributing to the sales ?
- Relation between age and gender based on number sales.
- Which channel is contributing to maximum sales ?
- Highest selling category ? , etc.

Order Vs Sales

Row Labels	Sum of Amount	Count of Order ID
Jan	1820601	2702
Feb	1875932	2750
Mar	1928066	2819
Apr	1829263	2685
May	1797822	2617
Jun	1750966	2597
Jul	1772300	2579
Aug	1808505	2617
Sep	1688871	2490
Oct	1666662	2424
Nov	1615356	2383
Dec	1622033	2384

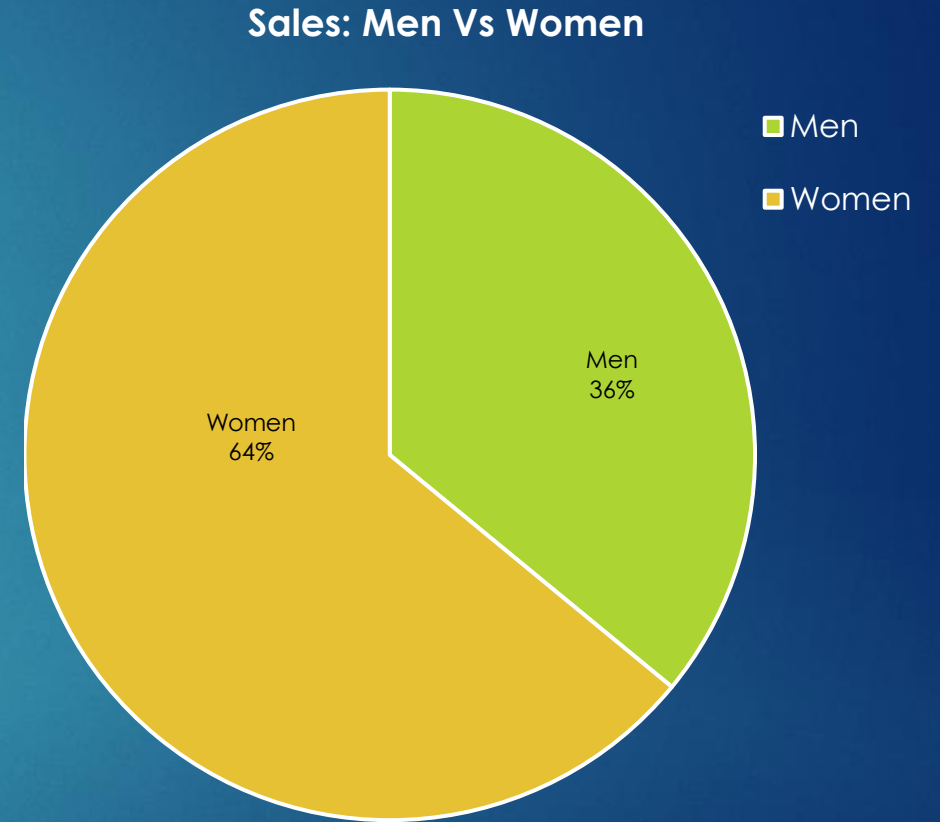


This chart and table are representing the total **Sum Of Amount** and **Count Of Order ID** of sales of 2022 in each month.

Men Vs Women

Row Labels	Sum of Amount
Men	35.95%
Women	64.05%

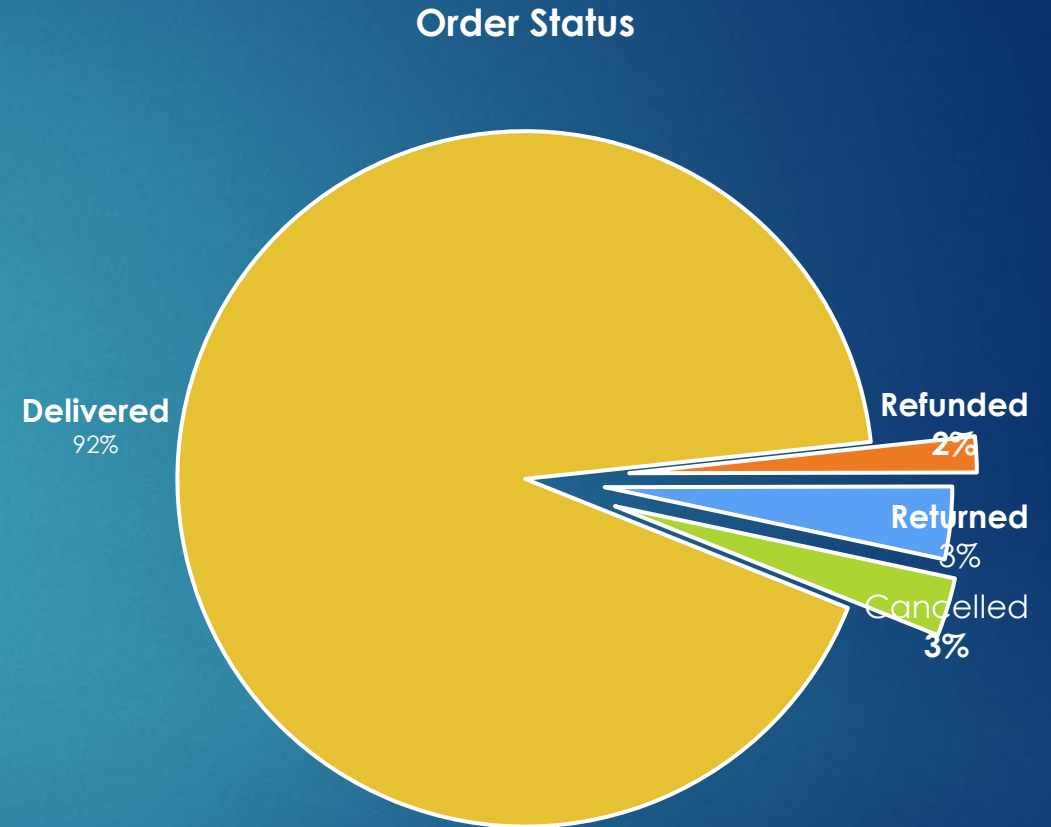
We get the output from this chart and table that Women shopping rate is much more than Men shopping rate.



Order Status

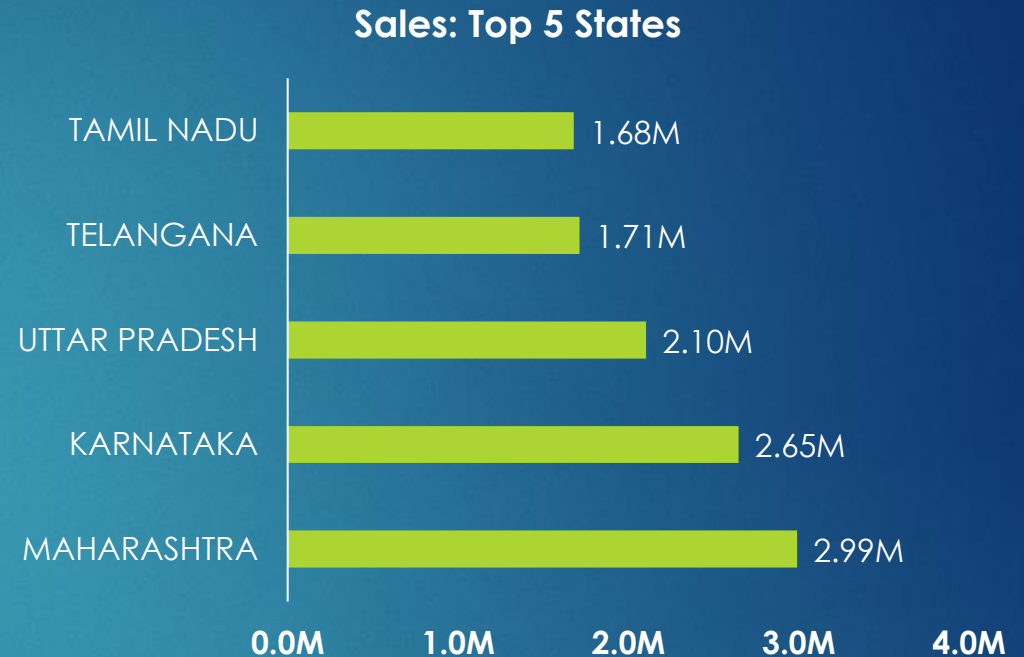
Row Labels	Count of Order ID
Cancelled	844
Delivered	28641
Refunded	517
Returned	1045

Here, We can see the distribution of Order Status of customers i.e. **Cancelled**, **Delivered**, **Refunded** and **Returned**.



Top 5 States

Row Labels	Sum of Amount
MAHARASHTRA	2990221
KARNATAKA	2646358
UTTAR PRADESH	2104659
TELANGANA	1712439
TAMIL NADU	1678877

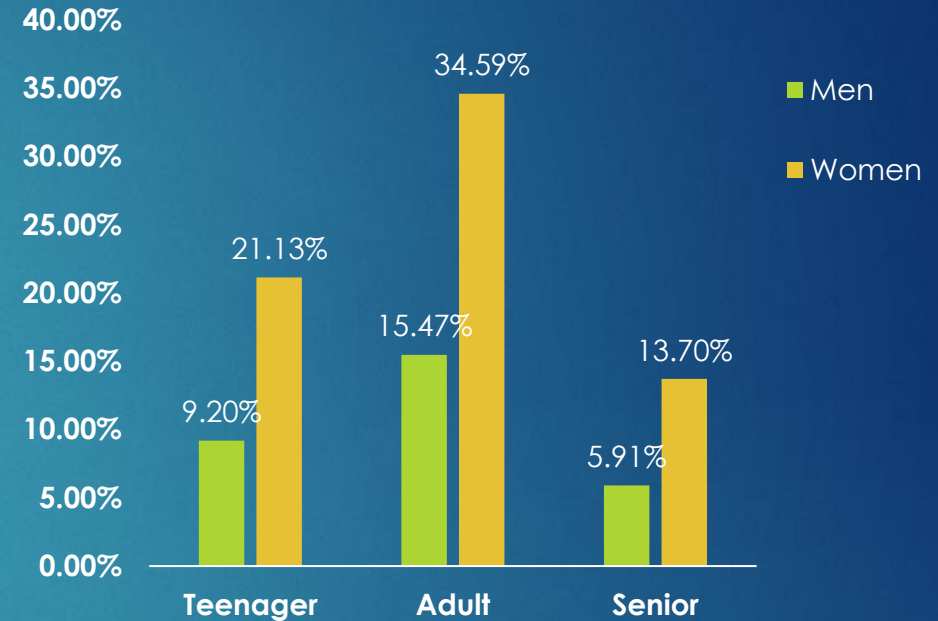


- These are the **top 5 States** that sold the most products in 2022.
- Maharashtra appears to be the most sold products states till 2022.

Age Vs Gender

Count of Order ID	Column Labels	
Row Labels	Men	Women
Teenager	9.20%	21.13%
Adult	15.47%	34.59%
Senior	5.91%	13.70%

Orders: Age Vs Gender

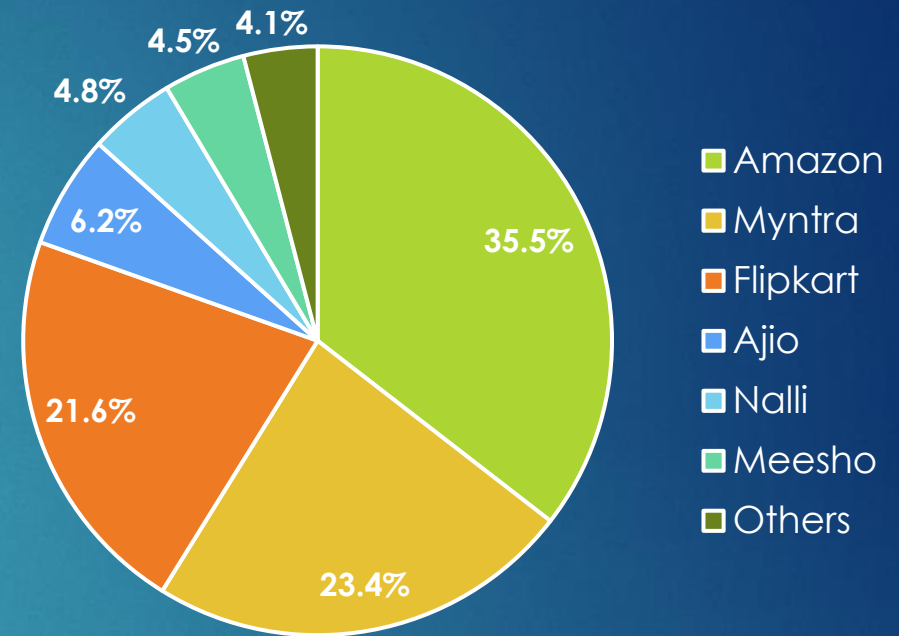


- Adult Age Group of Women buy the more products.

Channel

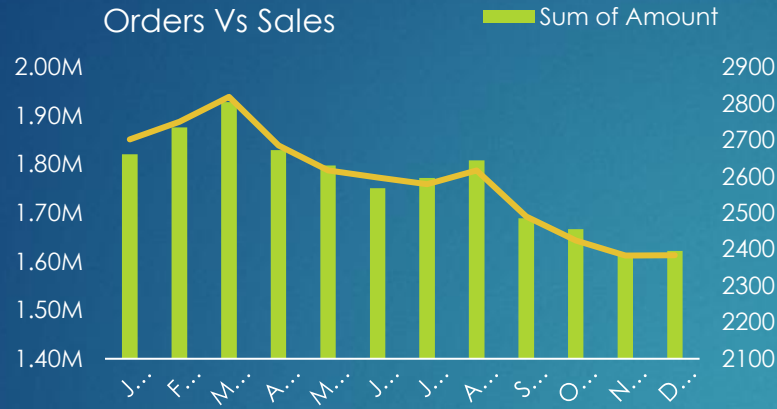
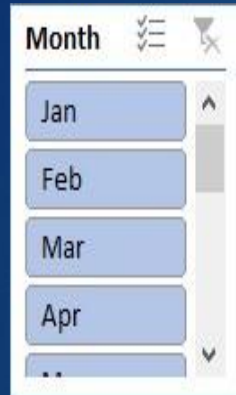
Orders: Channels

Row Labels	Count of Order ID
Amazon	35.5%
Myntra	23.4%
Flipkart	21.6%
Ajio	6.2%
Nalli	4.8%
Meesho	4.5%
Others	4.1%

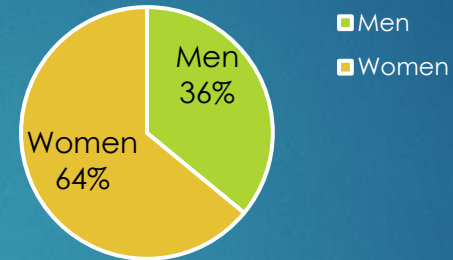


In 2022 **Amazon** did the **highest** sales as compare to other e-commerce company.

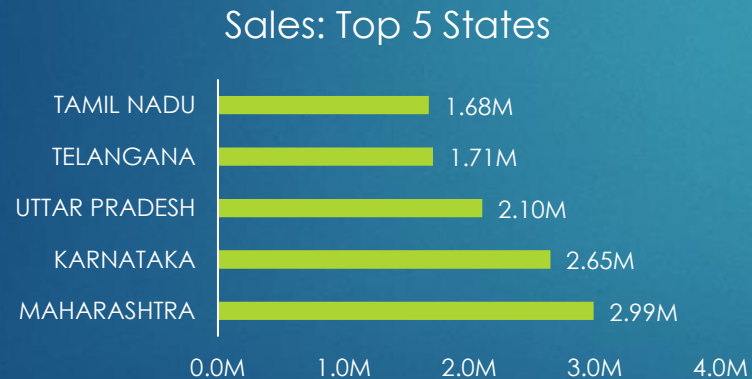
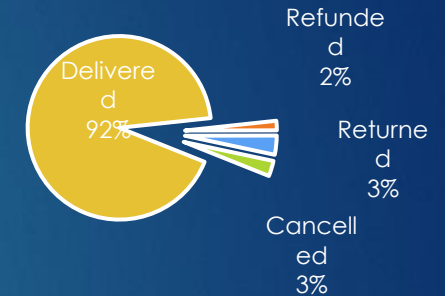
Store Annual Report 2022



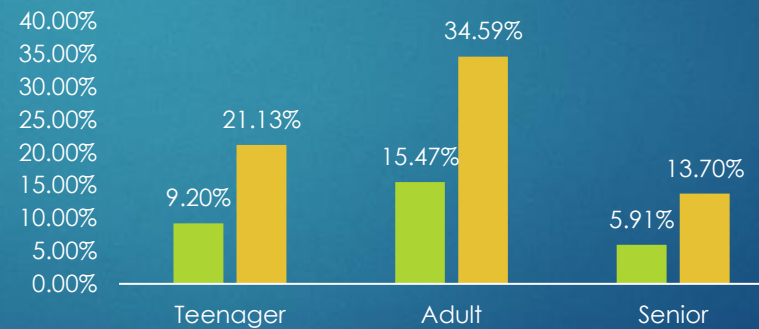
Sales: Men Vs Women



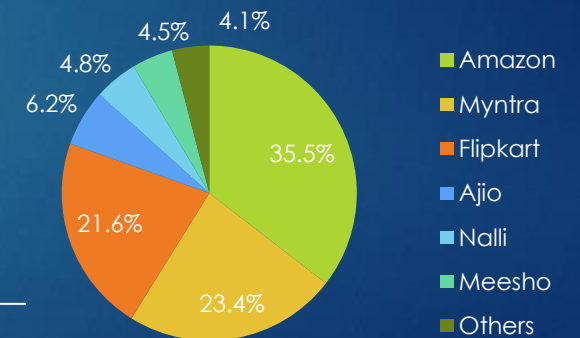
Order Status



Orders: Age Vs Gender



Orders: Channels



This page is represented store annual report of 2022.

MIS Report (Management Information System Report)

Filter Section

Gender	(All)
Size	(All)
Qty	(All)
Age	(All)

Date

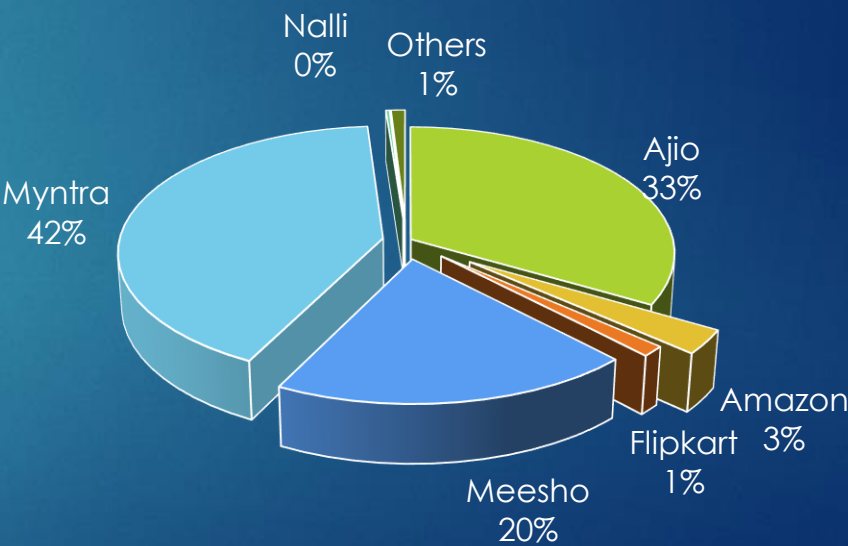
All Periods MONTHS

2022

MARAPRMAYJUNJULAUGSEP OCTNOVDE

TimeLine

Sum of Amount	Column Labels							
Row Labels	Blouse	Bottom	Ethnic Dress	kurta	Saree	Set	Top	Western Dress
Ajio	4,964		1,243	25,037	969	48,974	7,570	16,386
Amazon		690	6,176	1,27,324	41,117	3,05,829	34,251	1,04,955
Flipkart		705	3,058	1,00,700	31,976	2,00,555	15,927	94,127
Meesho	539	329	1,125	20,226		26,513	4,167	18,739
Myntra	2,540	1,038	1,589	93,909	23,747	1,73,107	31,739	74,600
Nalli			388	20,343	5,541	46,651	5,026	12,665
Others	418			17,862	1,910	33,935	3,972	13,354



Sample Insights

- Women are more likely to buy compared to men (**~65%**)
- Maharashtra, Karnataka and Uttar Pradesh are the top **3 states** who sales the more products.
- Adult age group (30 -49 Years) is max contributing (**~50%**) in sales.
- Amazon, Flipkart and Myntra channels are max contributed (**~80%**)



Final conclusion to improve store sales :

Target Women customers of age group (30-49 Years) living in **Maharashtra**, **Karnataka** and **Utter Pradesh** by showing ads/offers/coupons available on **Amazon**, **Flipkart** and **Myntra**.



THANK YOU!