Vrinda Store Analysis

Problem Statement

1. **Comparative Sales Analysis:**
    - How does the sales date compare when visualized through charts?

2. **Highest Sales Month:**
    - Which month exhibited the highest sales performance?

3. **Gender Purchasing Analysis:**
    - What is the gender distribution of purchases, and who contributes more to sales?

4. **Order Status Breakdown:**
    - What are the different statuses of orders, and what percentage do they represent?

5. **Top Sales Identification:**
    - Which states are the top contributors to sales, and what distinguished them?

6. **Demographic Insights:**
    - How does age and gender correlate with purchasing behaviour and sales?
    - Age ranges up to 30 years old – Teenager, up to 60 years of old – Adult and 61 or above senior Citizen.

7. **Channel Contribution:**
    - Which Sales channel are the primary contributors, and how do they compare in terms of sales volume?

Solution

1. **Comparative Sales Analysis:**
   - The analysis employs various chart types to compare sales data visually, offering insights into trends and patterns over time.

2. **Highest Sales Month:**
   - March emerged as the highest performing month, closely followed by February, January and August.

3. **Gender Purchasing Analysis:**
   - Women account for 64% of purchases, indicating a significant contribution to overall sales compared to men (36%).

4. **Order Status Breakdown:**
   - The majority of orders (93%) are delivered successfully, with returns (4%), cancellations (2%), and refunds (1%) representing minor percentages.

5. **Top State Identification:**
   - Maharashtra, Karnataka, Uttar Pradesh, Telangana and Tamil Nadu are the top five states contributing to sales, showcasing significant market percentage and potential.

6. **Demographic Insights:**
   - Adult demographics (age 31 to 60), both male and female, exhibit the highest purchasing behaviour, followed by teens and senior citizens.

7. **Channel Contribution:**
   - Amazon leads as the primary sales channel, contributing 36% of total sales, followed by Myntra (23%) and Flipkart (22%).

Conclusion:

To drive sales growth, Vrinda Store should focus on targeting its largest demographic contributors, women, who account for 64% of sales. Additionally, prioritizing advertising efforts in high performing regions such as Maharashtra, Karnataka, Uttar Pradesh, Telangana and Tamil Nadu can maximize market impact. By catering to adult customers (Age 31 to 60) and prioritizing sales channels like Amazon, Myntra and Flipkart which collectively contributes 81% of sales, Vrinda Store can optimize its strategies for maximum effectiveness and sustained growth.