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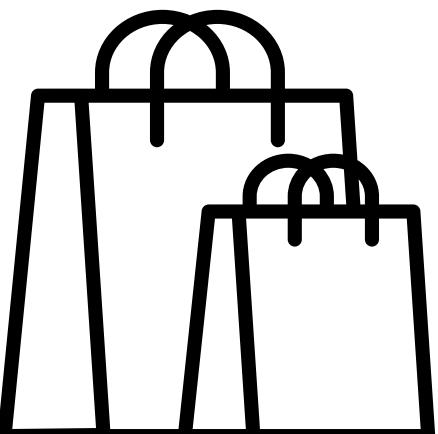
Vrinda Store Sales report 2022



2022

Objective

Vrinda store wants to create an annual sales report for 2022. so that vrinda store can understand thei customers and grow more sales in 2023.



Vrinda store Data Analysis Excel file



Index	Order ID	Cust ID	Gender	Age	Age group	Date	Month	Status	Channel	SKU	Category	Size	Qty
1	1 171-1029312-3038738	1029312	Women	44	Adult	12/4/2022	Dec	Delivered	Myntra	JNE1233-BLUE-KR-031-XXL	kurta	XXL	1
2	2 405-2183842-2225946	2183842	Women	29	Teenager	12/4/2022	Dec	Delivered	Ajio	SET414-KR-NP-L	Set	L	1
3	3 171-1641533-8921966	1641533	Women	67	Senior	12/4/2022	Dec	Delivered	Myntra	SET261-KR-PP-S	Set	S	1
4	4 404-7490807-6300351	7490807	Women	20	Teenager	12/4/2022	Dec	Delivered	Amazon	SET110-KR-PP-M	Set	M	1
5	5 403-9293516-4577154	9293516	Women	62	Senior	12/4/2022	Dec	Delivered	Myntra	JNE2294-KR-A-XXL	kurta	XXL	1
6	6 407-1298130-0368305	1298130	Men	49	Adult	12/4/2022	Dec	Delivered	Flipkart	JNE3797-KR-XXL	Western Dress	XXL	1
7	7 407-1298130-0368305	1298130	Women	23	Teenager	12/4/2022	Dec	Delivered	Meesho	JNE3801-KR-XXL	kurtä	XXL	1
8	8 171-5561216-3398711	5561216	Women	70	Senior	12/4/2022	Dec	Delivered	Others	JNE3405-KR-M	kurtä	M	1
9	9 408-2935263-2935550	2935263	Women	75	Senior	12/4/2022	Dec	Delivered	Amazon	JNE3474-KR-E-XL	kurta	XL	1
10	10 404-2648970-9042715	2648970	Women	43	Adult	12/4/2022	Dec	Delivered	Myntra	JNE3466-KR-L	kurtä	L	1
11	11 404-2648970-9042715	2648970	Women	76	Senior	12/4/2022	Dec	Delivered	Amazon	JNE3795-KR-S	kurtä	S	1
12	12 404-2648970-9042715	2648970	Women	45	Adult	12/4/2022	Dec	Delivered	Myntra	J0181-TP-M	Top	M	1
13	13 408-0265357-4939534	265357	Women	18	Teenager	12/4/2022	Dec	Delivered	Amazon	SET217-KR-PP-XL	Set	XL	1
14	14 403-9268874-7296313	9268874	Men	44	Adult	12/4/2022	Dec	Delivered	Myntra	SET185-KR-NP-M	Set	M	1
15	15 407-0442660-2736366	442660	Women	52	Senior	12/4/2022	Dec	Delivered	Amazon	SET333-KR-DPT-M	Set	M	1
16	16 406-7482261-1657136	7482261	Women	18	Teenager	12/4/2022	Dec	Delivered	Nalli	J0124-TP-L	Top	L	1
17	17 407-7039962-7080347	7039962	Men	30	Adult	12/4/2022	Dec	Delivered	Meesho	SET304-KR-DPT-XL	Set	XL	1
18	18 407-3422488-7373923	3422488	Women	48	Adult	12/4/2022	Dec	Delivered	Others	SET184-KR-PP-XS	Set	XS	1
19	19 171-8974687-6745940	8974687	Men	24	Teenager	12/4/2022	Dec	Delivered	Myntra	J0161-DR-XXL	Western Dress	XXL	1
20	20 406-0244536-2177175	244536	Women	46	Adult	12/4/2022	Dec	Delivered	Amazon	SET233-KR-PP-M	Set	M	1

Sample Questions

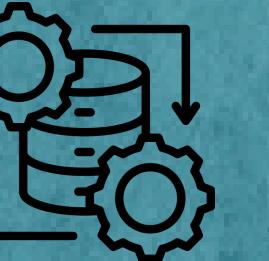
- 1) Compare the sales and orders using single chart.
- 2) Which month got the highest sales and orders?
- 3) who purchased more in 2022? , Men or Women?
- 4) What are different order status in 2022?
- 5) List to 5 states contributing to the sales.
- 6) Relation between age and gender based on number of orders.
- 7) Which channel is contributing to maximum sale?

Steps Included

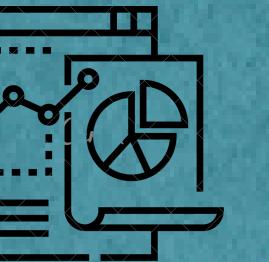
1) Data Cleaning



2) Data Processing

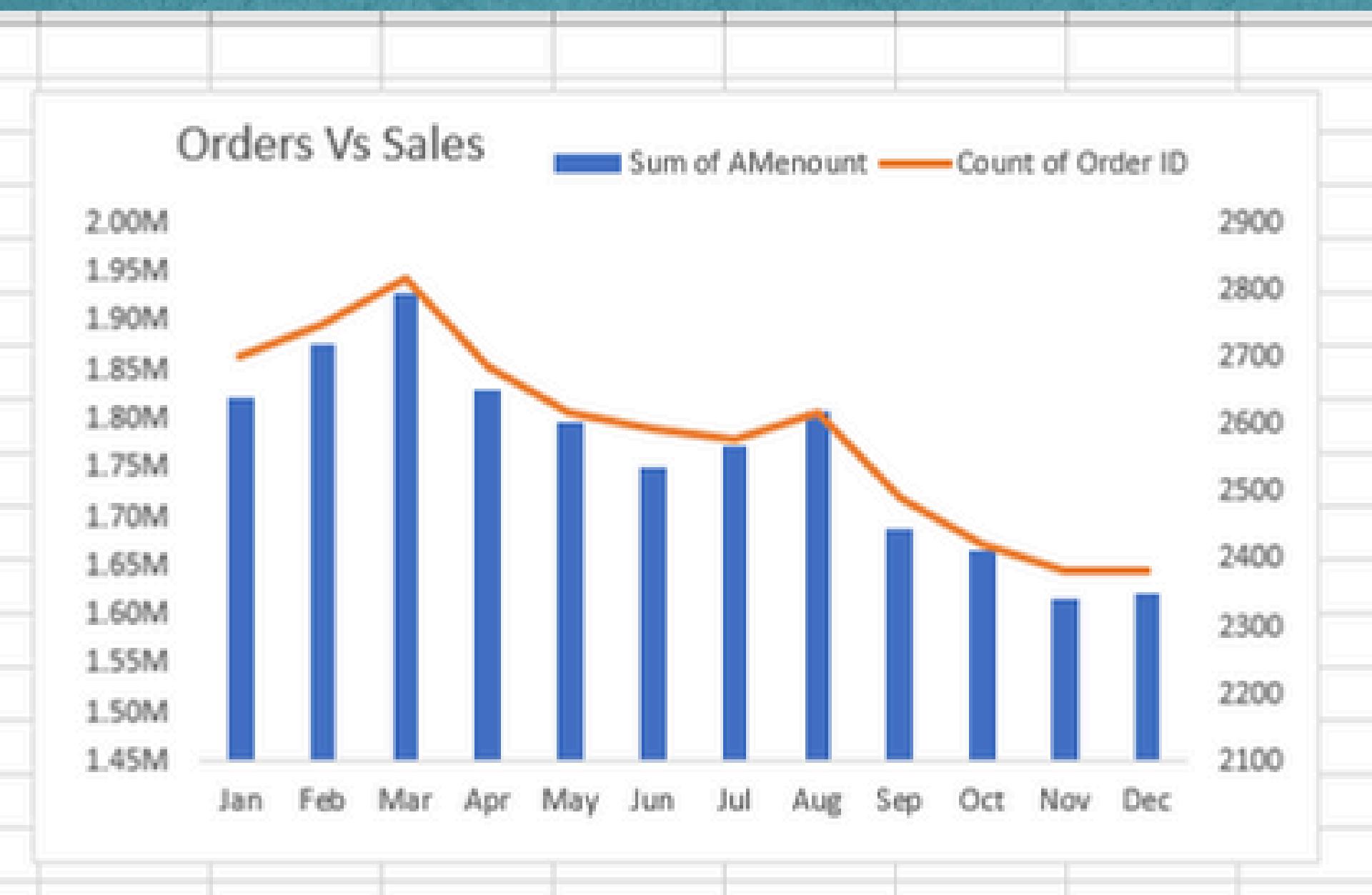


3) Data Analysis

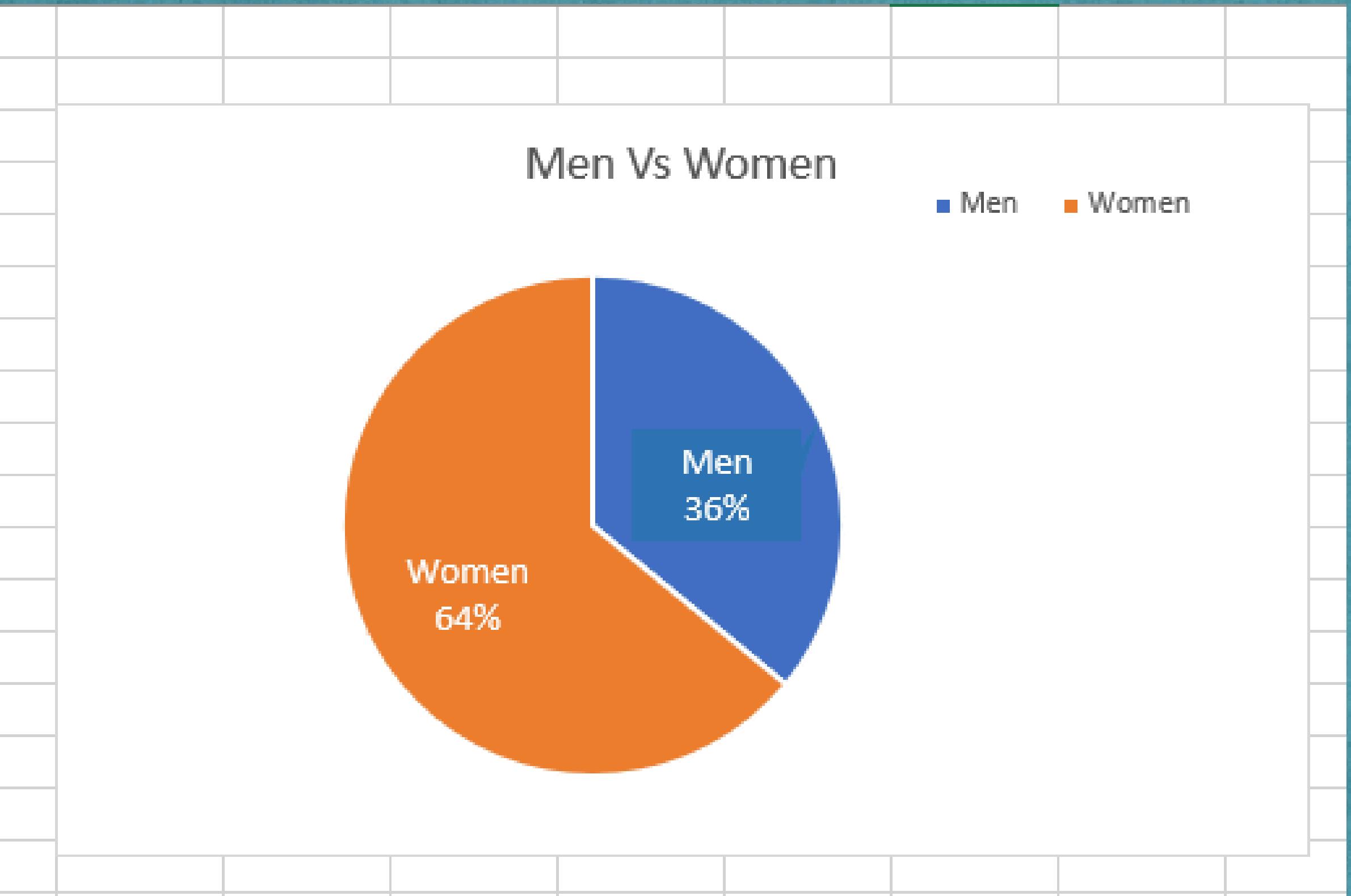


- 1) Compare the sales and orders using single chart. and
 2) Which month got the highest sales and orders?

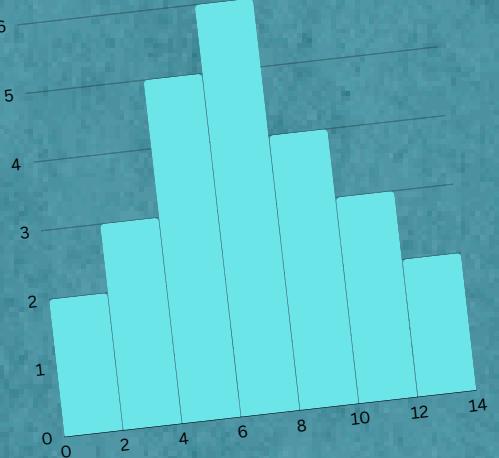
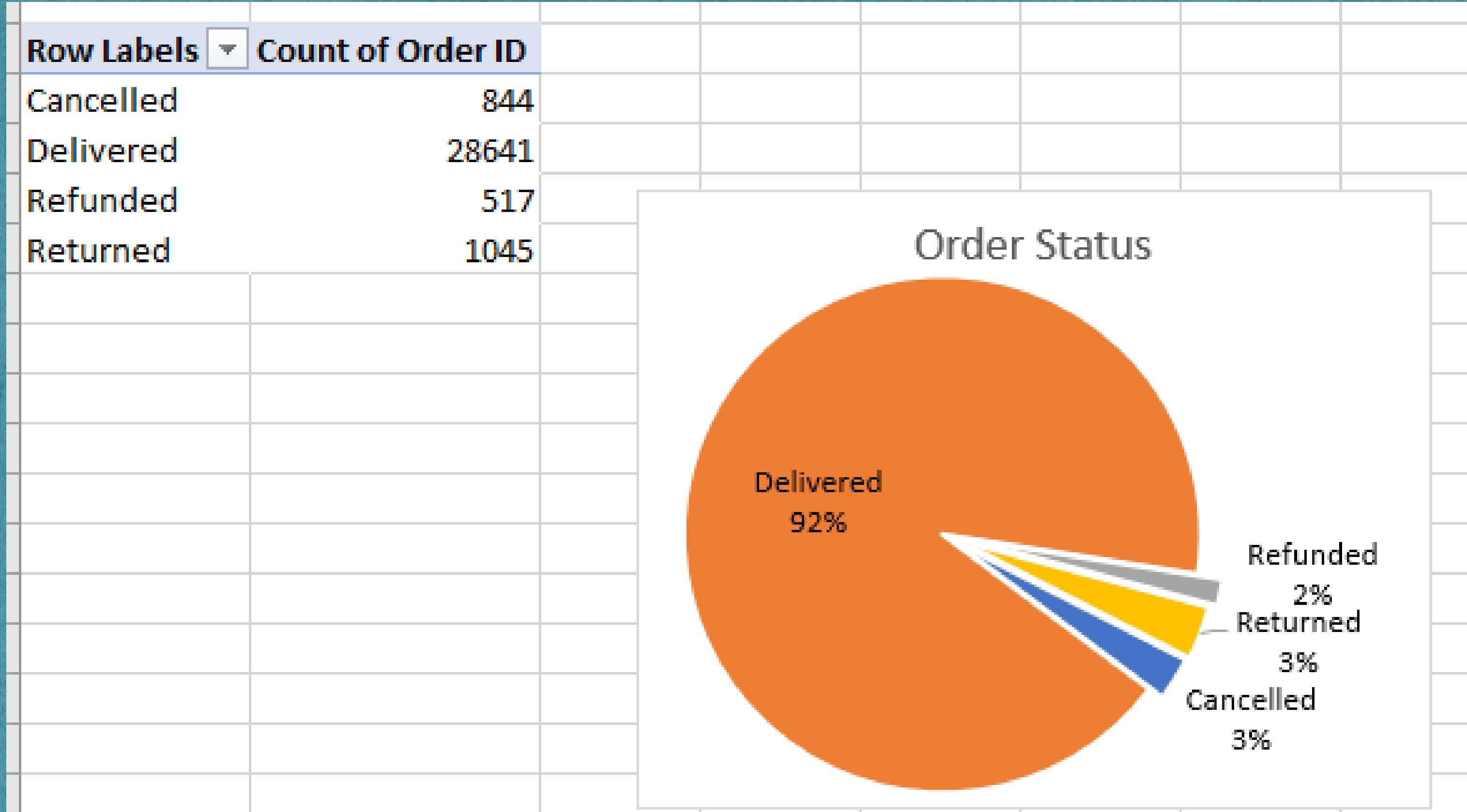
	Sum of AMenount	Count of Order ID
1		
2		
3	Row Labels	Sum of AMenount Count of Order ID
4	Jan	1820601 2702
5	Feb	1875932 2750
6	Mar	1928066 2819
7	Apr	1829263 2685
8	May	1797822 2617
9	Jun	1750966 2597
10	Jul	1772300 2579
11	Aug	1808505 2617
12	Sep	1688871 2490
13	Oct	1666662 2424
14	Nov	1615356 2383
15	Dec	1622033 2384
16		



	Row Labels	Sum of AMenount
1		
2		
3	Men	7613604
4	Women	13562773
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		



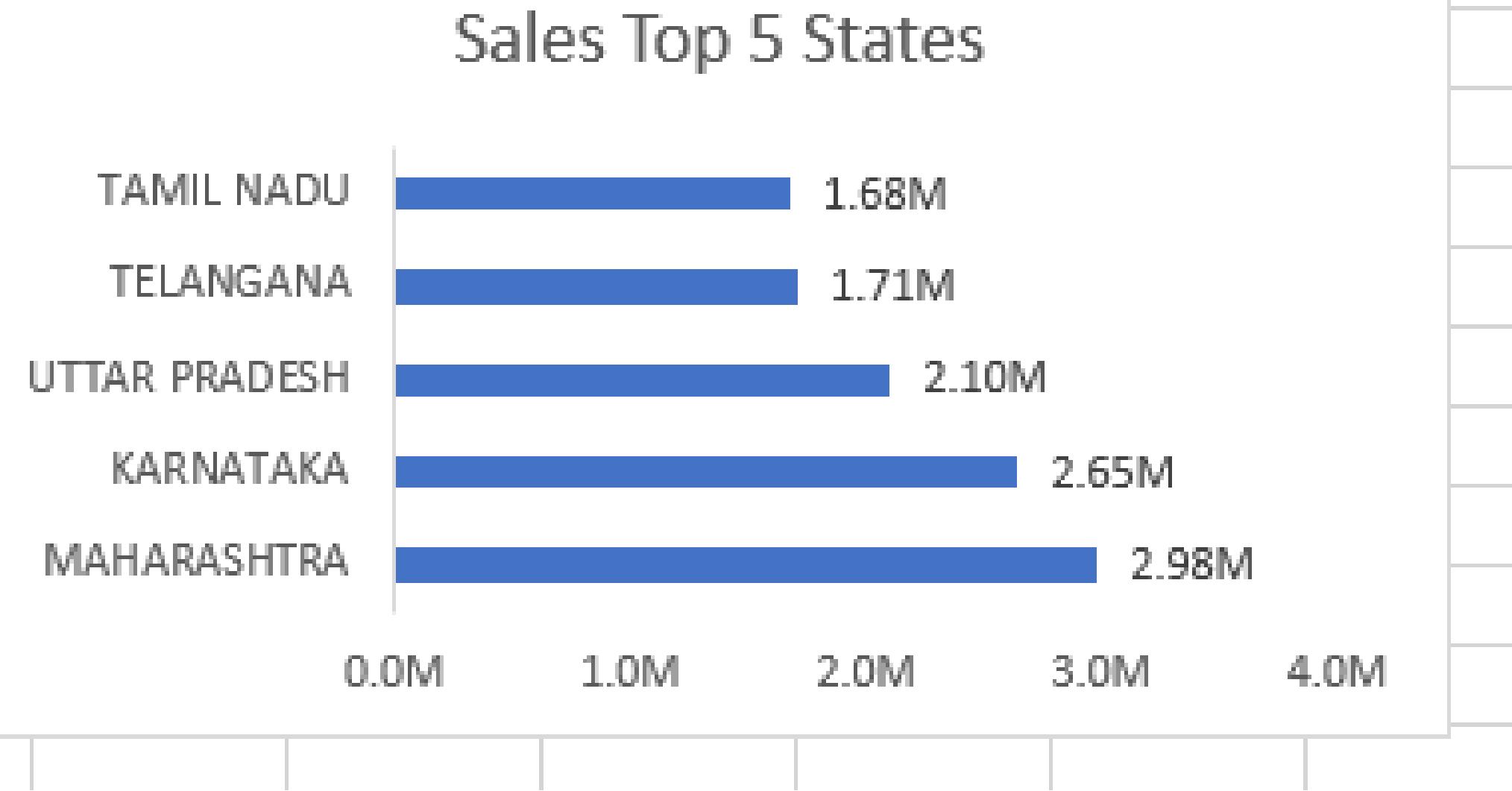
4) What are different order status in 2022?



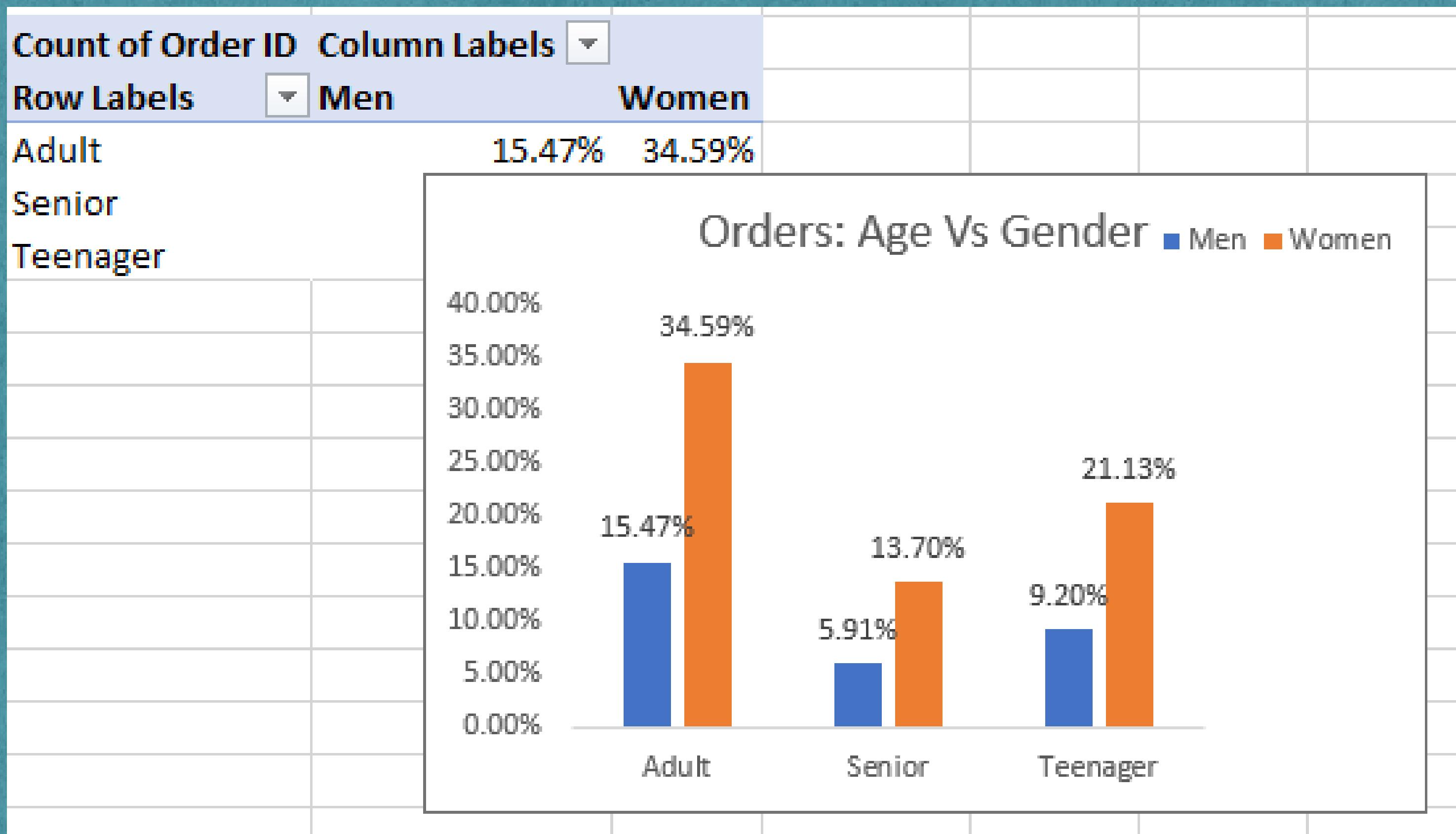
5) List to 5 states contributing to the sales.



Row Labels	Sum of AMenount
MAHARASHTRA	2982659
KARNATAKA	2646358
UTTAR PRADESH	2104659
TELANGANA	1712439
TAMIL NADU	1678244



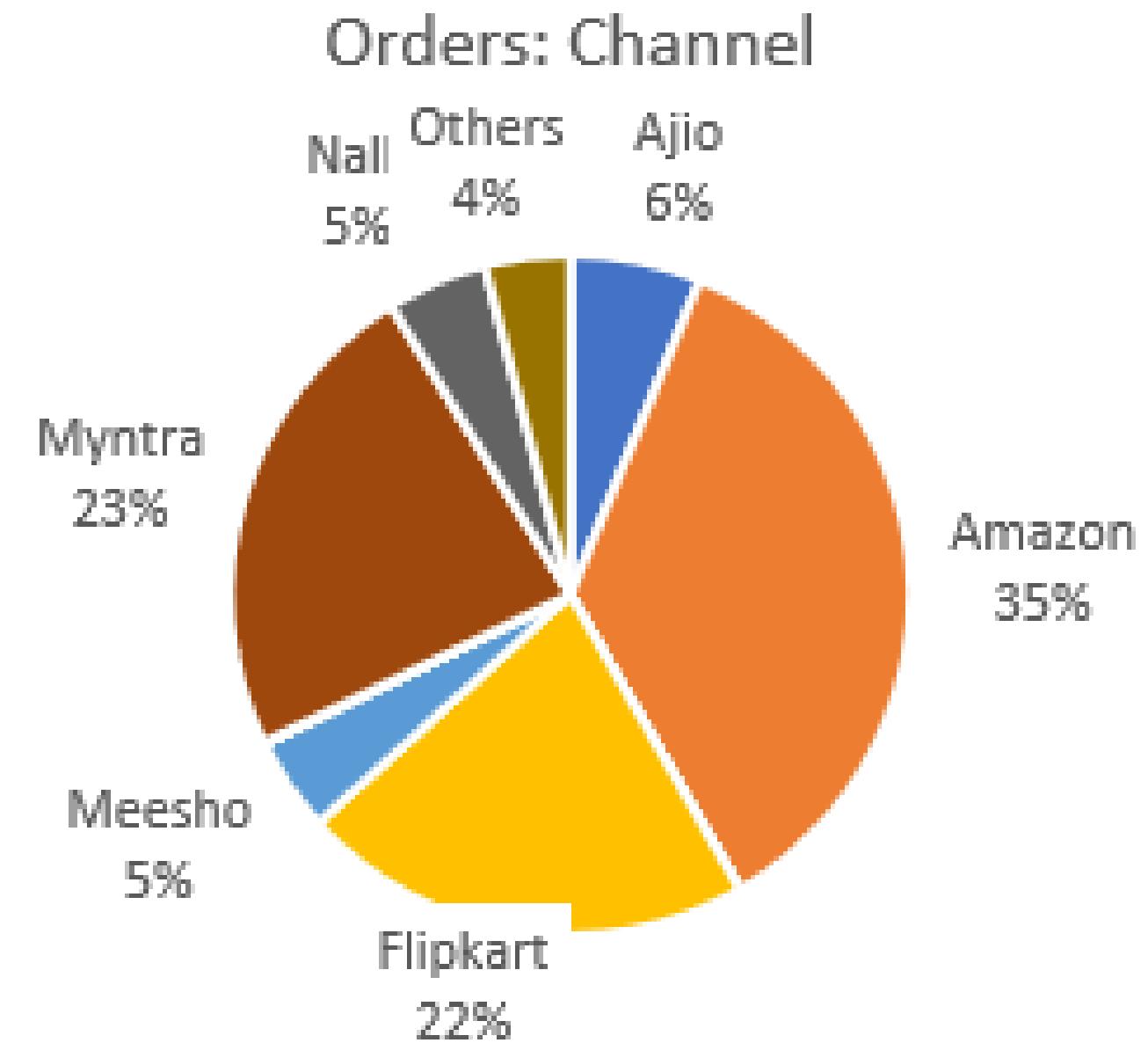
6) Relation between age and gender based on number of orders.



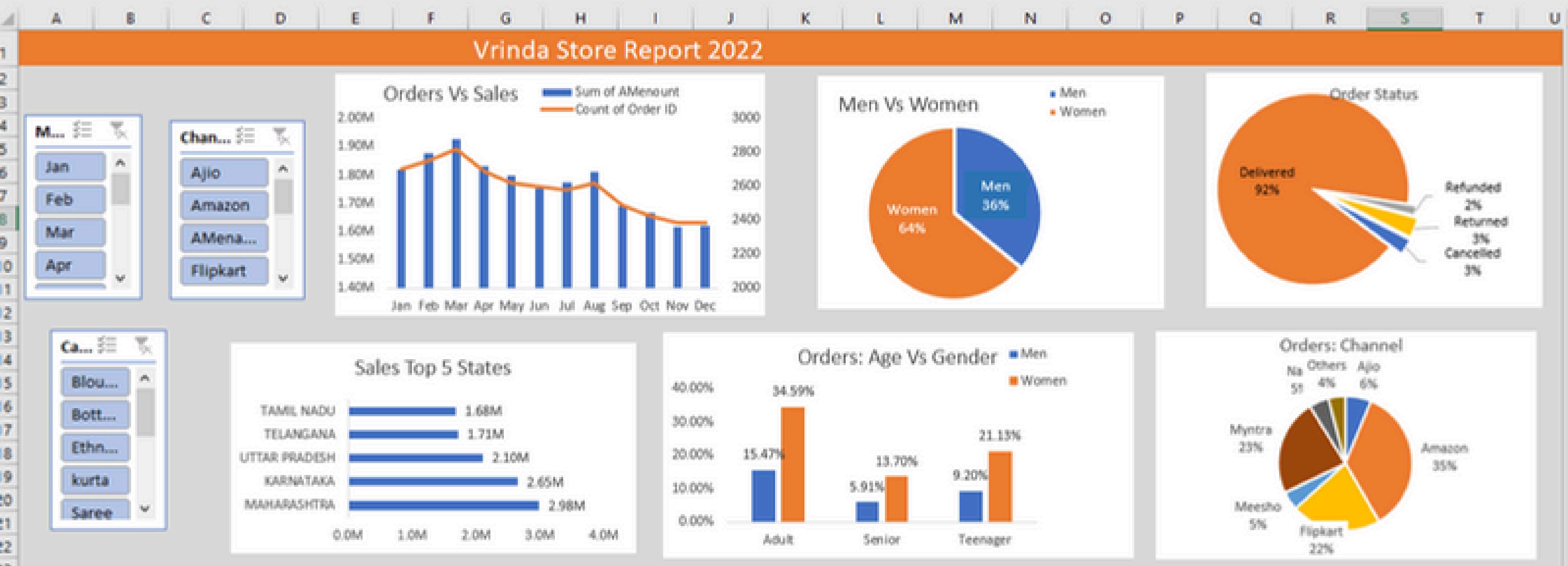
7) Which channel is contributing to maximum sale?



Row Labels	Count of Order ID
Ajio	6.22%
Amazon	35.45%
AMenazon	0.03%
Flipkart	21.59%
Meesho	4.50%
Meneesho	0.00%
Menyntra	0.06%
Myntra	23.31%
Nalli	4.78%
Others	4.06%



Overview



Insights

Women are more likely to buy compare to men(~65%).

Maharashtra, Karnataka and Uttar Pradesh are the Top 3 states(~35%).

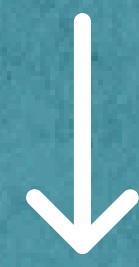
Adult age group (30-49 yrs) is maximum contributing (~50%).

Amazon, Flipkart, Myntra are maximum contributing (~80%).

Final Conclusion to improve vrinda store sales



Target women customers of age group (30-49yrs) living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/offers/coupons on Amazon , Flipkart and Myntra.



Thank you!

