

This project showcases a complete end-to-end Excel data analysis workflow, including data cleaning, processing, visualization, and dashboard creation.

The goal is to analyze Vrinda Store's sales data to identify key customer segments, performance patterns, and actionable business insights.

Project Overview

This project demonstrates how to transform raw sales data into meaningful insights using:

- Data Cleaning
- Pivot Tables
- Pivot Charts
- Slicers for Dynamic Filtering
- Interactive Dashboard Design

The final output is a visually appealing Excel dashboard that helps understand customer behaviour and sales performance across regions, age groups, gender, and channels.

Dashboard Insights

1. Customer Gender Contribution

Women customers contribute approx. 65% of total sales — significantly higher than men. This indicates a strong female customer base.

2. Top 3 Sales-Contributing States

The highest sales come from:

- Maharashtra
- Karnataka
- Uttar Pradesh

Collectively, they contribute nearly 35% of total revenue.

3. Age Group Performance

The Adult age group (30–49 years) is the largest contributor, making up nearly 50% of overall sales.

4. Sales Channel Contribution

Around 80% of sales are generated from:

- Amazon
- Flipkart
- Myntra

These channels are the strongest performing e-commerce platforms for the store.

Final Recommendations to Improve Vrinda Store Sales

To enhance sales and customer engagement, Vrinda Store should:

- Focus marketing on women aged 30–49 years

- Prioritize high-performing states: Maharashtra, Karnataka, Uttar Pradesh
- Run targeted ads, offers, discount campaigns, and coupons
- Leverage top sales channels: Amazon, Flipkart, Myntra
- Optimize product listings and visibility on e-commerce platforms

This strategic approach will help boost conversions and maximize revenue.

Tools & Skills Used

- **Microsoft Excel**
- **Data Cleaning & Transformation**
- **Pivot Tables & Pivot Charts**
- **Dashboard Design**
- **Data Analysis**
- **Slicers for Interactivity**