

Vrinda Store Analysis

Objective: Vrinda store wants to create an annual sales report for 2023. So that, Vrinda store can understand their customers and grow more sales in 2023.

➤ Data Cleaning

- Check for null or unrelated values across all the columns.
- Organized Gender and Quantity columns.

➤ Data Processing

- Add relevant columns required for the data analysis.
- Added Age group and Month columns.

➤ Data Analysis and Visualization

- Using pivot tables analyze the data.
- Compared the sales and orders using Orders vs Sales chart.
- Analyzed the same chart to know which month got highest sales and orders.
- Compared the Orders done by Men and Women using Sales: Men vs Women Pie chart.
- To analyze the order status, visualized the Order Status Pie chart.
- Analyzed the data using pivot table to get the Top 5 States with their contribution to the sales.
- Established a relation between Age and Gender based on number of orders using the bar chart.
- Analyzed and visualized the Channels contribution to the sales.

➤ Report

- Developed a Sales Report using all the charts generated during the data analysis and added relevant slicers to get the relevant data.

➤ Insights

- Women are more likely to buy compared to men (~65%)
- Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%)

- Adult age group (30-50 yrs) are max contributing to sales (~50%)
- Amazon, Flipkart and Myntra channels are max contributing (~80%)

➤ Conclusion

Target **Women** customers of **age group (30-50 yrs)** living in **Maharashtra, Karnataka** and **Uttar Pradesh** by showing ads/offers/coupons available on **Amazon, Flipkart** and **Myntra**.