

1. Introduction

Vrinda Store, a retail business operating across multiple states in India, aims to understand customer behaviour and sales performance using Excel-based data analytics. This report presents a comprehensive dashboard and insights derived from sales data collected in 2022.

□ 2. Abstract

This analysis focuses on key performance indicators (KPIs) such as monthly sales trends, customer demographics, top-performing regions, and sales channels. Using Excel tools like PivotTables, charts, and slicers, the project reveals actionable insights to improve targeting and boost sales.

✂ 3. Tools Used

- Microsoft Excel
- PivotTables
- Charts & Graphs
- Conditional Formatting
- Slicers for interactivity
- Data Cleaning Functions (Remove Duplicates, Data Validation)

📋 4. Steps Involved in Project Building

- Verified and cleaned the dataset: removed duplicates, corrected spelling errors, and ensured consistent formatting.
- Ensured data integrity by checking data types and formats.
- Created PivotTables to answer specific KPIs.
- Designed an interactive dashboard by merging PivotTables and applying slicers.
- Visualized trends using bar charts, pie charts, and line graphs.

📊 5. Dashboard Overview

Title: *Vrinda Store Sales Dashboard*

The dashboard includes:

- Monthly sales and order comparison
- Gender-based purchase analysis
- Order status distribution
- Top 10 states by sales

- Age vs. gender order trends
- Sales contribution by channel
- Highest selling product category

🔍 6. Project Insights

- Gender: Women account for ~65% of purchases.
- Top States: Maharashtra, Karnataka, and Uttar Pradesh lead in sales.
- Age Group: Adults aged 30–49 contribute ~50% of total orders.
- Sales Channels: Amazon, Flipkart, and Myntra dominate.
- Category: [Insert category name if available] is the highest selling.

□ 7. Conclusion

To enhance sales, Vrinda Store should focus on:

- Targeting women aged 30–49
- Prioritizing top-performing states: Maharashtra, Karnataka, and Uttar Pradesh.
- Promoting offers via Amazon, Flipkart, and Myntra
This strategic focus can help Vrinda Store boost engagement and revenue.
- I observe that adult male gender are not purchasing Vrinda store products the reason behind it can be that they are not able to use the platform to order and shop for goods. A simple introductory guide will be useful to them, and they will be able to order their products.
- Discount, Ads, and Coupon codes could also be useful to generate more sales for all age group gender.