**Vrinda Store Data Analysis**

**Objective**

Vrinda Store wants to create an annual sales report for 2022. So, that Vrinda can understand their customers and grow more sales in 2023.

**Sample Questions**

1. Compare the sales and orders using single chart ?
2. Which month got the highest sales and orders?
3. Who purchased more-men or women in 2022:
4. What are different order status in 2022?
5. List top 10 states contributing to the sales?
6. Relation between age and gender based on numbers of orders?
7. Which channel is contributing to maximum sales ?
8. Highest selling category?, etc

**Excel sheet Data Cleaning**

1. Check all the data available in excel sheet and check **is this data can solve our business problems?**
2. **Cleaning :** Go to excel sheet and check every column that data is good or not.
   1. **Order id (column):** for this check all are numerical values and there is no null and duplicate values
   2. **Gender(column) :** not consistent , after using filter I saw that some data written as Men,women,M, W so, change this to Men>> use filter and select M only than ctrl+H and replce M with men , same for W.
3. **Data Processing :** 
   1. in this if u want to perform any calculation
   2. u want to process and data , so that it can help in data analyzing
   3. in question ask about Relation between age and gender for this will create a new column “Age Group” and use IFS(E2>=50,”Senior”,IF(E2>=30,”Adult”,”Teenager”))
   4. NOW do **paste as value** for above formula, other wise system will slow
   5. In question 2 asking about month so extract month from date>> =TEXT(G2,”MMM”) MMM>>DEC OR mmmm>DECEMBER(4M)
   6. For removing formula do past as value
4. Data analysis
   1. Create pivot table
   2. Off garnad total
   3. Create combo chart
   4. Create new sheet, add title(virinda sales report 2022), remove grid lines
   5. Orders Vs Sales(chart) : By using this chart we can solve two business problrm
5. We can see month sales and orders
6. We can see march month have highest sale
   1. Men vs Women(chart)
7. Create pivot table
8. Add gender in row and amount in values
9. Create pie chart
   1. Order Status
10. Create pivot table
11. Create pie chart
    1. Top 5 states
12. Create pivot table
13. Horizontal chart
    1. Orders: Men vs Women
14. Pivot table
15. Pie chart
    1. Add slicers
16. For month, categories, channel
17. And connect all by right clicking
18. Insights

Main use of these all charts are to analyze vrinda store and share shome insigts, what insigts we are getting

1. More sales are in march month
2. Women had done more slaes
3. Order status: most of the items are delivered
4. Top 5 states: marashtra, up , tamilnadu Telangana, karntaka are the top 5 states in sales
5. Orders: adult women are doing more shopping so they are prime customers
6. Channesl: more sales from amazon, 2nd is flipkart and 3rd is Myntra

6.Next steps to show to client

**Sample insights**

* Women are more likely to buy compared to men (65%)
* Maharashtra, Karnataka and Uttar Pradesh are top 3
* Adult age group (30-49 yrs) is max contributing (~50%)
* Amazon, Flipkart and Myntra channels are maz contributing

**Final Conclusion to improve Vrinda store sales:**

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