

Vrinda Store Data Analysis

Objective:

The objective of this project is to analyze sales data to identify trends, patterns, and insights that can inform business decisions. The analysis will focus on understanding sales performance, customer behavior, and product popularity.

Vrinda Store Data Analysis

- **Scope:**
- **Data Cleaning:** Importing and cleaning sales data for accuracy.
- **Descriptive Analysis:** Using pivot tables and charts to summarize key metrics such as total sales, average order value, and sales by region.
- **Trend Analysis:** Identifying sales trends over time to highlight seasonal patterns or growth.
- **Customer Segmentation:** Analyzing customer demographics and purchasing behavior to create customer segments.
- **Product Analysis:** Evaluating product performance to identify best-sellers and underperformers.

Vrinda Store Data Analysis

- **Methodology:**
- **Data Import:** Load sales data from CSV or Excel files into Excel.
- **Data Cleaning:** Remove duplicates, handle missing values, and format data for consistency.
- **Data Visualization:** Use charts (bar, line, pie) to visually represent sales trends and insights.
- **Pivot Tables:** Create pivot tables to analyze sales by different dimensions (e.g., product, region, customer).
- **Trend Analysis:** Use line charts to visualize sales trends over months/quarters.
- **Segmentation:** Use Excel functions and tools to segment customers based on purchase behavior.
- **Reporting:** Compile findings into a dashboard for easy interpretation and sharing with stakeholders.

Vrinda Store Data Analysis

- **Tools:**

Excel: Pivot Tables, Charts, Conditional Formatting, Data Analysis Toolpak.

Data Source: Sales data file (CSV/Excel format).

- **Deliverables:**

Cleaned and formatted sales dataset.

Interactive Excel dashboard with key insights.

Summary report highlighting key findings and recommendations.

Key Insights

- ❑ Women are more likely to buy than men (~65%)
- ❑ Maharashtra, Karnataka and Uttar Pradesh are the top 3 sales (~35%)
- ❑ Adult age group (30-49yrs) is max contributing (~50%)
- ❑ Amazon, Flipcart, Myntra are max contributing (~80%)

Final conclusion to improve the sales.

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

Sample Questions

- ☐ Compare the sales and the orders using the single chart.
- ☐ Which month got the highest sales and the orders.
- ☐ Who purchased more –man or women in 2024.
- ☐ What are different order status in 2024?
- ☐ List top ten states contributing to the sales?
- ☐ Relation between age and gender based on the number of orders?
- ☐ Which channel is contributing to the maximum sales?

Vrinda Store Annual Report 2024

Month

Jan

Feb

Mar

Category

Blouse

Bottom

Ethnic Dress

kurta

Channel

Amazon

AMenazon

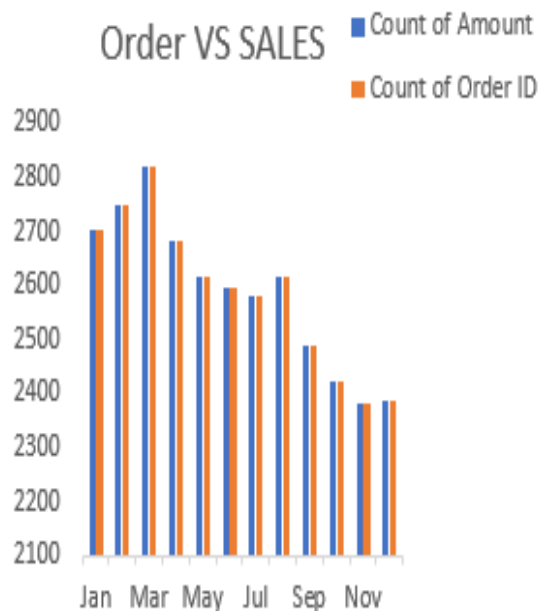
Flipkart

Meesho

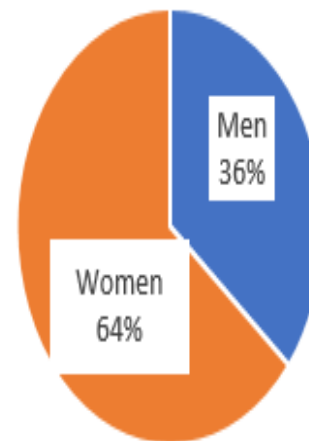
Meneesho

Myntra

Order VS SALES



Sales-Man vs Woman



Order Status

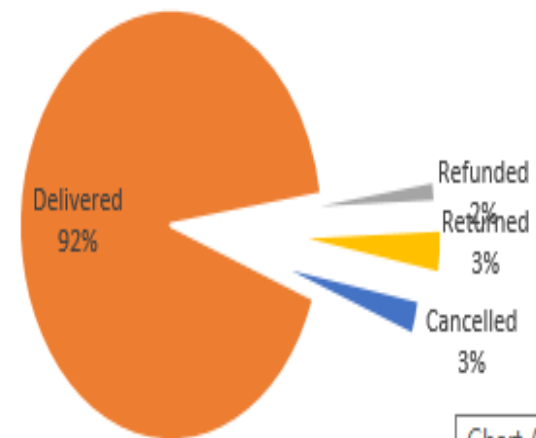
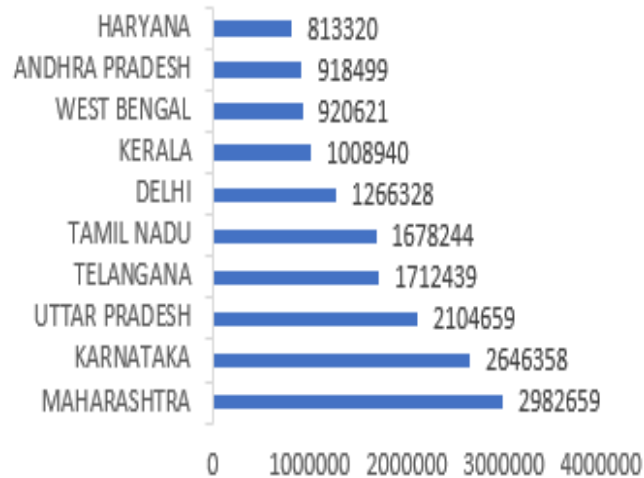
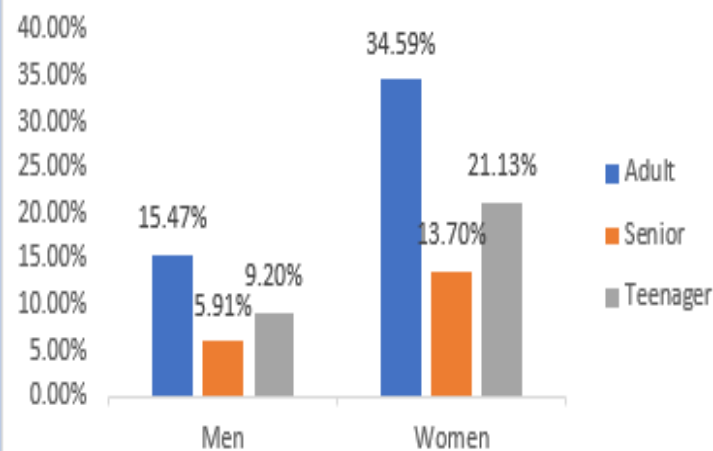


Chart A

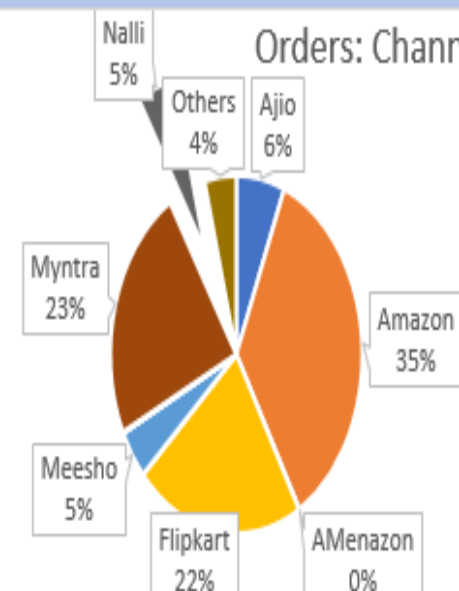
Slaes- Top 10 States



Age vs Gender



Orders: Channels



*Thank
you*

