

# Thread Trend: Annual Insights into Vrinda Store's Online Fashion Sales

## Problem Statement:

The project, "Thread Trend: Annual Insights into Vrinda Store's Online Fashion Sales," endeavors to conduct a thorough data analysis utilizing Excel on the Vrinda Store dataset. This dataset encompasses vital retail metrics such as Order ID, Customer ID, Gender, Date, SKU, and Quantity. The primary objective is to tackle key challenges within the retail sector, including understanding the dynamics of sales performance over time, segmenting customers based on demographic and behavioral attributes, optimizing inventory management strategies, evaluating the efficacy of sales channels, scrutinizing geographic sales trends, and analyzing business-to-business (B2B) transactions. Through this analysis, the project seeks to offer actionable insights aimed at driving strategic decision-making, enhancing operational efficiency, and maximizing profitability for the Vrinda Store's online fashion sales.

## KPI's REQUIREMENT

### **I. Total Sales:-**

⇒ Represents the total revenue generated from all transactions, reflecting the overall financial performance of the Vrinda Store's online fashion sales.

Total Sales

**21.18M**

## **2. Total Orders:-**

⇒ Indicates the total number of orders placed by customers, providing insights into customer engagement and transaction volume on the online platform.



## **3. Total Delivered:-**

⇒ Represents the number of orders successfully delivered to customers, reflecting the efficiency of the store's logistics and fulfillment operations.



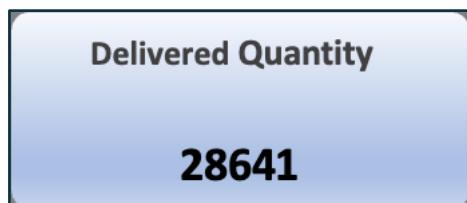
## **4. Total Cancelled:-**

⇒ Denotes the count of orders cancelled by either customers or the store, offering insights into order management challenges and potential customer satisfaction issues.



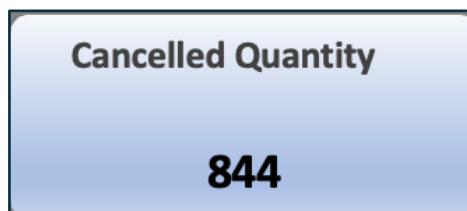
## **5. Delivered Quantity:-**

⇒ Reflects the total quantity of products successfully delivered to customers, aiding in inventory management, and assessing product demand.



## **6. Cancelled Quantity: -**

⇒ Indicates the quantity of products included in cancelled orders, helping identify trends in product cancellations and potential inventory imbalances.



# **CHARTS REQUIREMENT**

## **I. Sales VS Orders - Month:-**

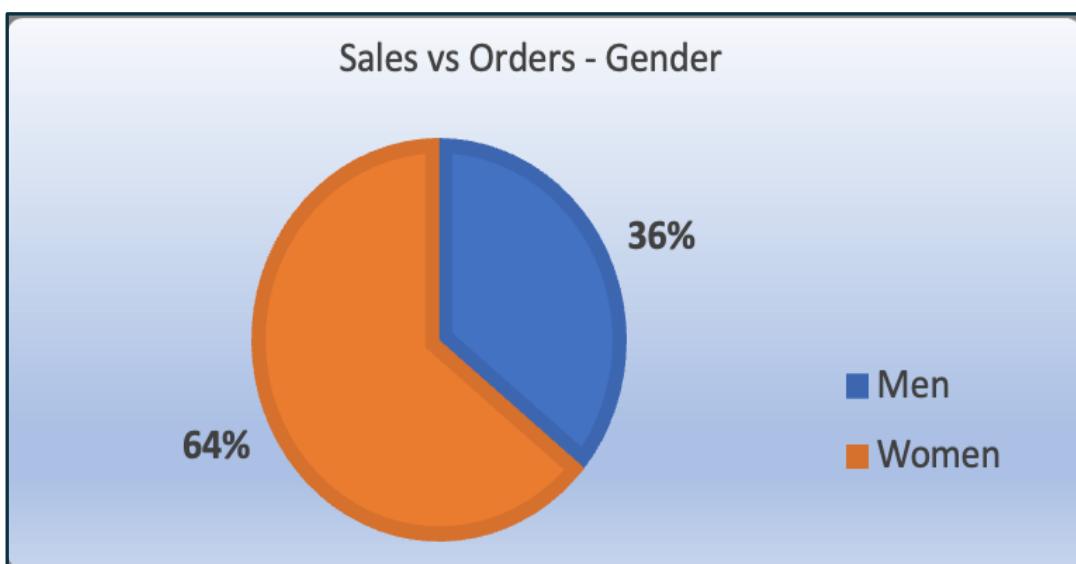
⇒ Analyzing monthly trends in sales revenue compared to the number of orders placed, providing insights into purchasing patterns over time.



- Sales figures fluctuate month by month but generally remain within a close range from January to August.
- There is a slight decline in sales from September to December, indicating potential seasonal variations or external factors influencing consumer behavior.

## 2. Sales VS Orders - Gender:-

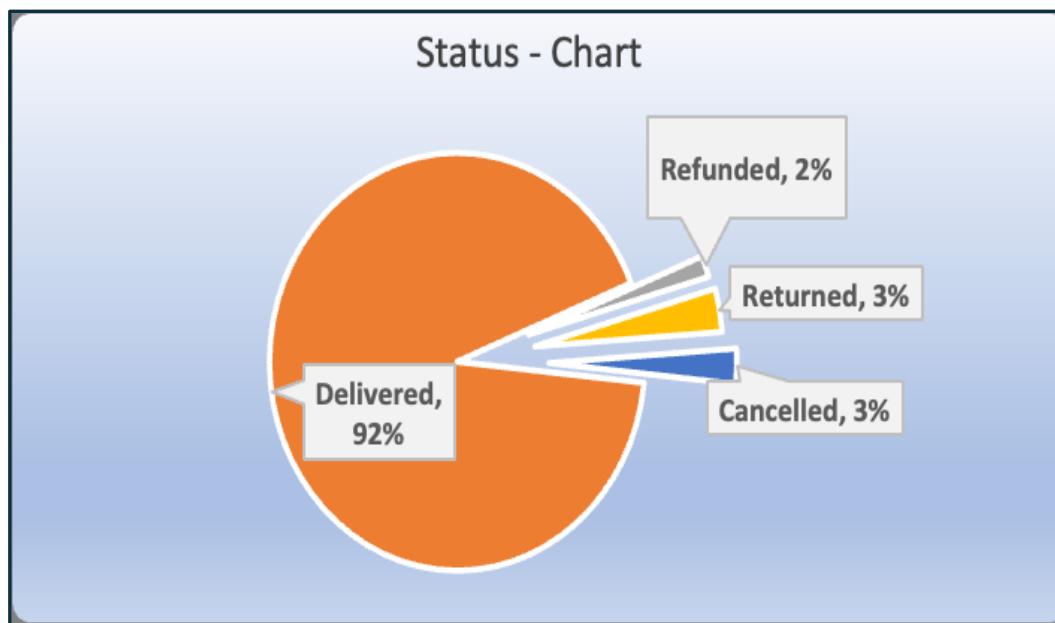
⇒ Comparing sales revenue and order volume between genders to understand gender-specific purchasing behavior.



- Women contribute significantly more to sales compared to men, with a noticeable difference in both the total sales amount and the count of orders.

### **3. Status - Chart:-**

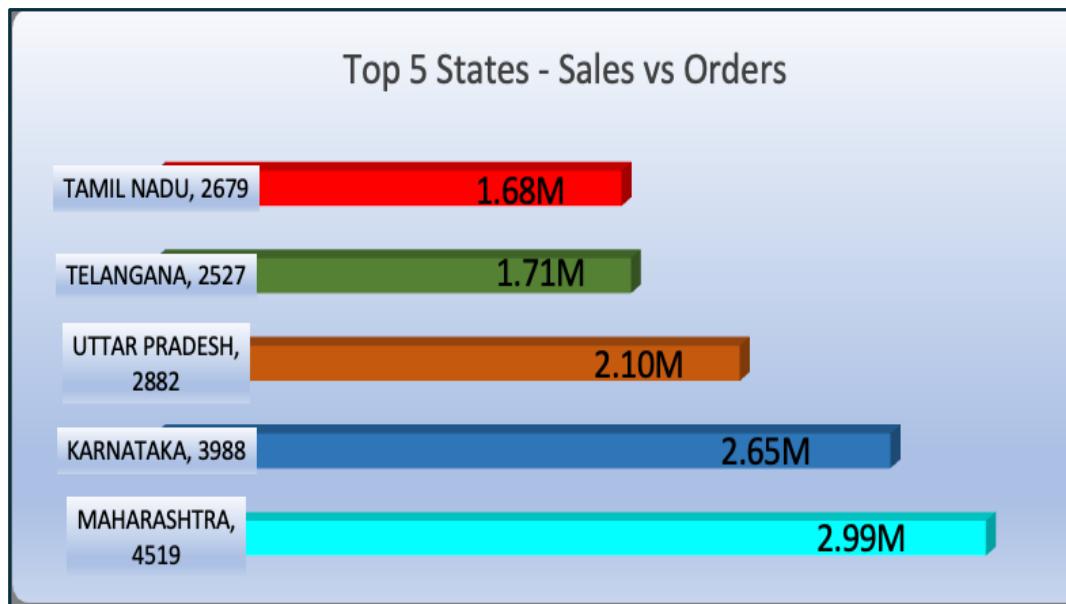
⇒ Visualizing order statuses (Refunded, Returned, Cancelled, Delivered) to assess order management effectiveness and customer satisfaction.



- The vast majority of orders are successfully delivered, with a relatively low percentage of orders being cancelled, refunded, or returned.

### **4. Top 5 States - Sales VS Orders:-**

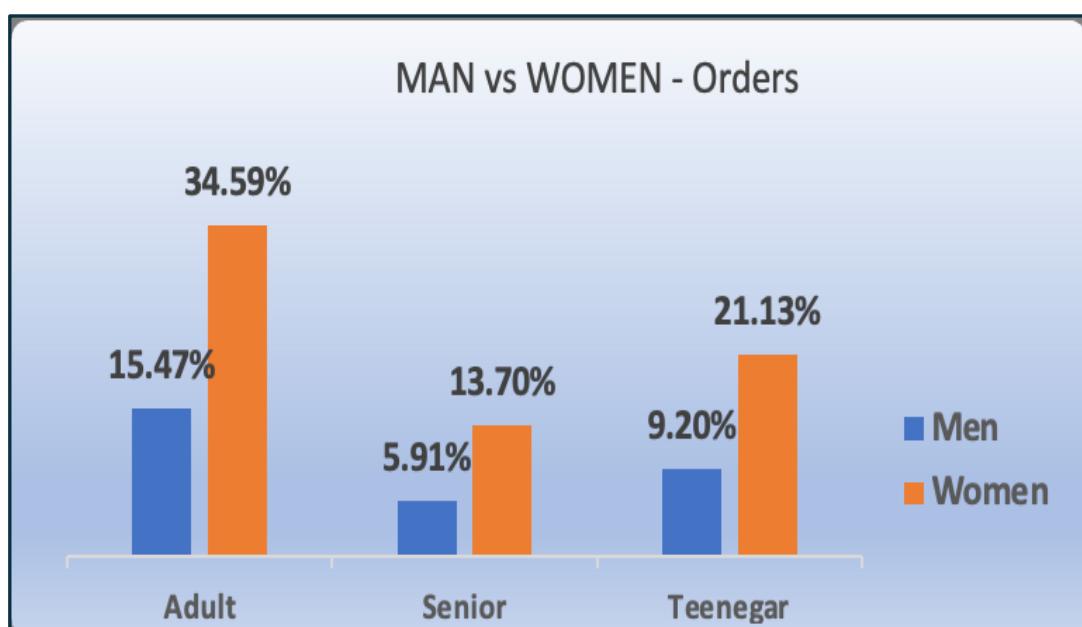
⇒ Identifying top states based on sales revenue and order volume to target marketing efforts and capitalize on regional opportunities.



- Maharashtra, Karnataka, and Uttar Pradesh are the top states in terms of both order count and total sales amount, suggesting significant market potential in these regions.

## **5. Men VS Women - Orders:-**

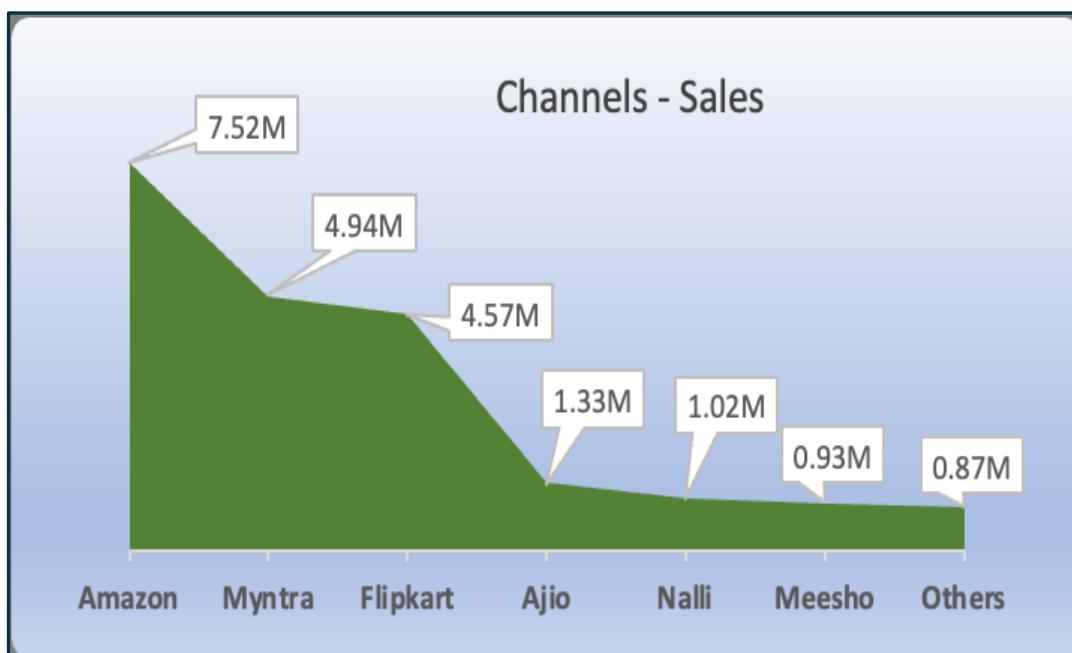
⇒ Comparing the number of orders placed by men and women to tailor marketing strategies and product offerings to each demographic.



- Women consistently represent a higher percentage of orders across all age groups compared to men, indicating potential differences in shopping behavior or preferences between genders.

## **6. Channel - Sales:-**

⇒ Analyzing sales performance across different channels (e.g., Amazon, Myntra) to optimize resource allocation and maximize revenue.



- The majority of sales occur through platforms like Amazon, Myntra, and Flipkart, indicating the importance of online retail channels in driving revenue.

# DATA ANALYSIS:-



**SALES VS ORDERS - MONTH**

Month	Sum of Amount	Count of Orders
Jan	1.82M	2702
Feb	1.88M	2750
Mar	1.93M	2819
Apr	1.83M	2685
May	1.80M	2617
Jun	1.75M	2597
Jul	1.77M	2579
Aug	1.81M	2617
Sep	1.69M	2490
Oct	1.67M	2424
Nov	1.62M	2383
Dec	1.62M	2384

**CHANNELS - Sales vs Orders**

Row Label	Sum of Amount
Amazon	7.52M
Mynta	4.94M
Flipkart	4.57M
Ajio	1.33M
Nalli	1.02M
Meesho	0.93M
Others	0.87M

**SALES VS ORDER - GENDER**

Gender	Sum of Amount	Count of Orders
Men	7.61M	9494
Women	13.56M	21553

**STATUS**

STATUS	Count of Orders	Sum of Amount	VALUES	Quantity
Cancelled	844	0.48M	0.48M	Delivered
Delivered	28641	19.71M	19.71M	Cancel
Refunded	517	0.26M		
Returned	1045	0.72M		

**Top 5 States - SALES vs ORDERS**

State	Order	Total Amount
MAHARASHTRA	4519	2.99M
KARNATAKA	3988	2.65M
UTTAR PRADESH	2882	2.10M
TELANGANA	2527	1.71M
TAMIL NADU	2679	1.68M

**Total Sales** 21.176377

**Total Orders** 31047

**Men vs Women - Order (%)**

Count of Order ID	Gender
21176377	Men
31047	Women

Age Group	Men	Women
Adult	15.47%	34.59%
Senior	5.91%	13.70%
Teenegar	9.20%	21.13%

# DASHBOARD:-



**VRINDA STORE ANNUAL DASHBOARD - 2022**

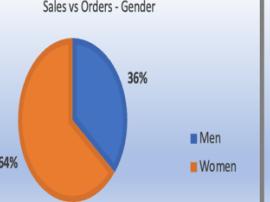
Total Sales 21.18M
Total Orders 31047
Total Delivered 19.71M
Total cancelled 0.48M
Delivered Quantity 28641
Cancelled Quantity 844

**Sales vs Orders - Month**



Month	Sum of Amount
Jan	1.82M
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Mar	1.93M
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Jul	1.77M
Aug	1.81M
Sep	1.69M
Oct	1.67M
Nov	1.62M
Dec	1.62M

**Sales vs Orders - Gender**



Gender	Percentage
Men	36%
Women	64%

**Top 5 States - Sales vs Orders**

State	Sum of Amount
TAMIL NADU	2679
TELANGANA	2527
UTTAR PRADESH	2882
KARNATAKA	3988
MAHARASHTRA	4519

**MAN vs WOMEN - Orders**



Age Group	Men	Women
Adult	15.47%	34.59%
Senior	5.91%	13.70%
Teenegar	9.20%	21.13%

**Gender**  
 Men  
 Women

**Channel**  
 Ajio  
 Amazon  
 Flipkart  
 Meesho  
  
 Jan  
 Feb  
 Mar  
 Apr  
 May  
 Jun  
 Jul  
 Aug  
 Sep  
 Oct  
 Nov  
 Dec

**Category**  
 Blouse  
 Bottom  
 Ethnic Dress  
 Kurta  
 Saree  
 Set  
 Top  
 Western Dress

**Channels - Sales**



Channel	Sum of Amount
Amazon	7.52M
Mynta	4.94M
Flipkart	4.57M
Ajio	1.33M
Nalli	1.02M
Meesho	0.93M
Others	0.87M

## **CONCLUSION WITH REASONS:-**

### **1. Sales vs Orders - Monthly Analysis:**

- Sales figures fluctuate month by month but generally remain within a close range from January to August, possibly influenced by factors like seasonal trends, promotional activities, or product launches.
- The slight decline in sales from September to December could be attributed to seasonal variations, such as reduced consumer spending post-festive seasons or increased competition from other market players during year-end sales events.

### **2. Sales vs Orders - Gender Analysis:**

- Women contribute significantly more to sales compared to men, possibly due to factors such as higher purchasing power, greater engagement with online shopping platforms, or preferences for certain product categories that are more popular among women.

### **3. Channels - Sales vs Orders:**

- The majority of sales occur through platforms like Amazon, Myntra, and Flipkart, which could be due to their wide reach, user-friendly interfaces, and trusted reputation among consumers.
- The lower sales figures from other channels may indicate opportunities for improvement in marketing strategies, product visibility, or customer engagement on those platforms.

#### **4. Status of Orders:**

- The high percentage of successfully delivered orders indicates efficient order processing and logistics management, contributing to customer satisfaction and retention.
- The relatively low percentage of cancelled, refunded, or returned orders suggests effective pre-sales communication, accurate product descriptions, and quality assurance measures, reducing the likelihood of dissatisfaction or buyer's remorse.

#### **5. Top 5 States - Sales vs Orders:**

- Maharashtra, Karnataka, and Uttar Pradesh are the top states in terms of both order count and total sales amount, possibly due to factors such as higher population density, urbanization, or economic development, leading to increased consumer spending.
- The presence of major metropolitan areas and commercial hubs in these states may also contribute to higher sales volumes and market demand for various products.

#### **6. Men vs Women - Order Distribution by Age Group:**

- Women consistently represent a higher percentage of orders across all age groups compared to men, possibly reflecting differences in shopping behavior, preferences, or societal norms.
- Factors such as women's inclination towards fashion, cosmetics, and household products, as well as their role as primary decision-makers in household purchases, could contribute to this disparity in order distribution by gender and age group.

Overall, understanding these trends and reasons behind them can inform strategic decision-making, resource allocation, and marketing initiatives to better cater to customer needs, enhance brand perception, and drive business growth.

## **Improving Sales and Profitability:-**

- **Sales Team Training:** Invest in sales team training to enhance product knowledge and selling techniques, leading to increased conversion rates.
- **Customer Feedback Integration:** Actively gather and integrate customer feedback into product development and service improvements, fostering customer loyalty and satisfaction.
- **Upselling and Cross-selling:** Implement strategies to upsell and cross-sell complementary products or services to existing customers, maximizing revenue per transaction.
- **Data-driven Decision-making:** Utilize data analytics to make informed decisions regarding pricing, inventory management, and marketing strategies, optimizing resource allocation and profitability.
- **Loyalty Programs:** Introduce loyalty programs to incentivize repeat purchases and reward customer loyalty, fostering long-term relationships and increasing customer lifetime value.
- **Social Media Engagement:** Leverage social media platforms to engage with customers, build brand awareness, and drive sales through targeted advertising and promotions.
- **Mobile Optimization:** Ensure mobile-friendly website and app design to cater to the growing number of mobile shoppers, providing a seamless shopping experience and capturing a larger market share.
- **Continuous Improvement:** Foster a culture of continuous improvement within the organization, encouraging experimentation, learning from failures, and adapting strategies to evolving market dynamics.