**MY EXCEL PROJECT REPORT**

**NAME** – KAYODE OLUWATOSIN

**PROJECT TITLE**- VRINDA STORE SALES ANALYSIS DASHBOARD

**PROJECT OVERVIEW:**

The Vrinda Store Data Analysis Project was carried out to analyse the store’s sales performance, customer behaviour, and overall business trends using Microsoft Excel.

The project involved several key stages: Data cleaning, data transformation, pivot table analysis, and dashboard creation.

The main objectives were:

1. To identify which regions, products, and customer segments drive the highest sales.
2. To understand monthly and yearly sales performance trends.
3. To visualize insights that can guide better business decisions.

Data was sourced from Vrinda Store’s sales dataset containing details such as Order Date, Region, Product Category, Quantity, Gender, Sales and Profit.

**DATA CLEANING AND PREPARATION:**

Before analysis, the dataset was thoroughly cleaned to ensure accuracy and reliability.

Remove duplicate and incomplete records. – Corrected inconsistent data entries (like wrong date formats and category spellings).

Added calculated fields (Month, Year, Age Bracket) for better grouping and visualization.

Converted dataset into a structured Excel Table to enable dynamic pivot operations.

**VISUALIZATION / CHARTS:**

* BAR CHART
* LINE CHART
* COLUMN CHART
* COMBO CHART
* PIE CHART

**KEY INSIGHTS:**

* Highest performance recorded between **February-April**, followed by a consistent decline until the end of the year.
* Indicates strong traction in the **female fashion segment**, with potential to expand through new product ranges or seasonal campaigns targeting women.
* **Adult and Senior women** contribute the largest share of orders (over 50%).
* **The top three states are:** Maharashtra, Karnataka, Uttar Pradesh
* **93% of orders delivered successfully**, showing reliable logistics.
* **7% (returns, refunds, cancellations)** signals a need for **product quality checks** and **better sizing or description accuracy**.
* **The best performing retailers are:** Amazon and Myntra
* Heavy reliance on third-party marketplaces highlights an opportunity to **develop a direct-to-consumer (D2C) platform** to improve margins and brand control.

**STRATEGIC RECOMMENDATION:**

* **Sales & Orders Trend**

**Observation**: Peak sales occurred around **March–April**, then declined steadily after mid-year.

Sales volume (amount) and order count move in the same trend, meaning lower sales are tied to fewer orders, not lower order value.

**Recommendations:** Recreate marketing pushes around the **March–April period** when customer activity is high (e.g., festival or seasonal sale timing).

Introduce **discount campaigns or new product launches** in low-performing months (Aug–Dec) to stabilize cash flow.

Target frequent buyers before seasonal decline with retention offers.

* **Gender-Based Sales (Men Vs Women)**

**Observation:** **Women contribute 64%** of total sales, while **Men account for 36%**

**Recommendation:** Increase the women’s product line variety (styles, accessories) since they drive revenue. Create campaigns to attract male buyers e.g., “Men’s Fashion Fest,” bundle deals, or collaborations with male influencers.

Use gender-segmented digital marketing to tailor messaging (e.g., women’s style inspiration vs. men’s minimalist offers).

**SOFTWARE PROGRAM:**

Microsoft Excel 2021

**TOOL USED:**

Data Cleaning, Pivot Tables, Charts, Dashboard

Excel Functions: IF, VLOOKUP, TEXT, SUMIFS, AVERAGE and Data Functions

Visualization: Pivot Charts, Slicers, Conditional Formatting.

**CONCLUSION:**

Vrinda Store’s 2022 performance showcases **strong female-driven sales, efficient order fulfilment, and regional market leadership**.  
To sustain growth in 2023, the brand should **diversify across channels**, **revitalize low-season sales**, and **tap into younger and male demographics** through **targeted marketing and product innovation**.