Vrinda Store DATA ANALYSIS

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Using Excel

Excel Dashboard

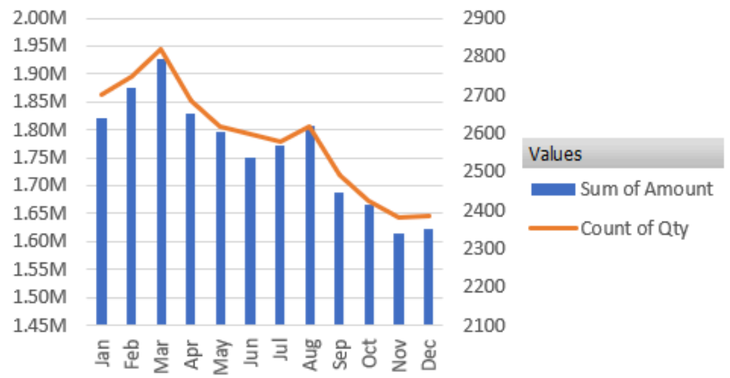
Vrinda Store Annual Report 2022

Month
- May
- Jun
- Jul
- Aug

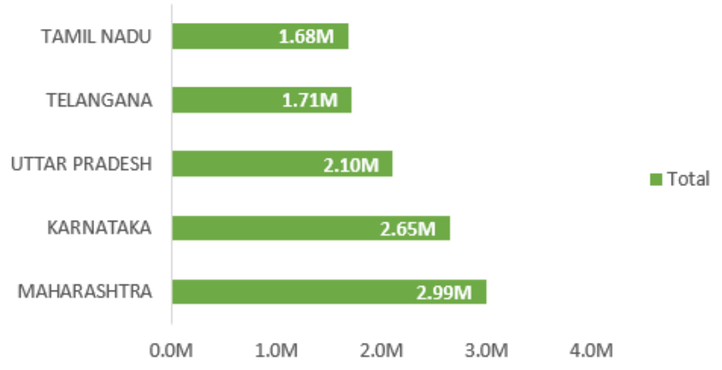
Channel
- Myntra
- Nalli
- Others

Category
- Blouse
- Bottom
- Ethnic Dress
- kurta

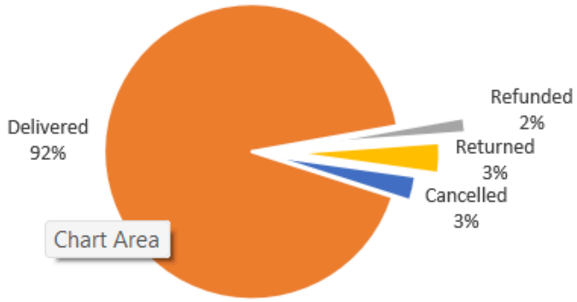
Sales vs Quantity



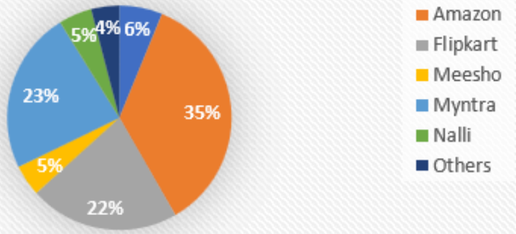
Sales: Top 5 States



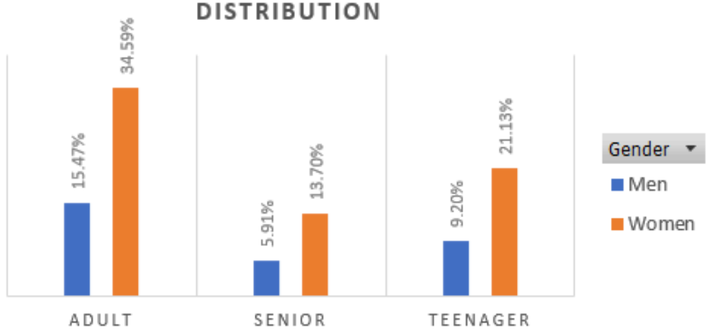
Order Status



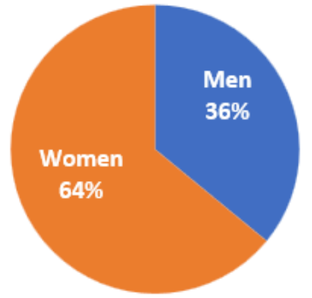
Channels wise product distribution



AGE & GENDER WISE PRODUCT DISTRIBUTION



Sales: Men vs Women



Sample Insights

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* Woman are more likely to by products compared to men (~65 %)
* Maharastra, Karnatka and Utter Pradesh are the top states(~ 35 %)
* Adult age group (30- 49 years) is contributing the most (~50 %)
* Amazon, Flipkart and Myntra are the top most customers contributing channels

Final Conclusion to improve Vrinda store sales:

* Target **Women** customers of the age group **(30-49 years)** living in **Maharastra, Karnatka and Utter Pradesh** by showing ads/offers/coupons available on **Amazon, Flipkart and Myntra**

Thanks for visiting

Connect with us.

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