

- 1) Vrinda Store data.
- 2) looking at all the columns.
- 3) Data cleaning.

* Data cleaning

- a) Order Id → There should not be any duplicates or null. also should be numeric
- b) Customer ID → — if —
- c) Gender → kahi par Men hai kahi M same with women.

• Converting M to Men and f to women

- a) Filter M
- b) Select that column
- c) ctrl + F
- d) Replace M → Men.
- e) Replace all.

- d) Age
- e) Date in date format dd-mm-yyyy
- f) Status
- g) Channel.
- h) SKU → check for null values.
- i) Category
- j) Size
- k) Qty → One to 1 or Two to 2. do the same
- l) Currency

- m.) Amount → all should be numeric and non-null
- n.) Ship-city → — || —
- o.) Ship-state → — || —
- p.) postal code → — || —
- q.) Country
- r.) B2B T/F

* There is problem in ship-city lets see what we can do.

4.) * Data processing.
 Means calc^{ns} which will be useful in analysis.

1) There is a question:
 Relation between age and gender based on number of orders.

- Creating age-group column cell.
 IF (age ^{cell} ≥ 50 , "Senior", IF (age ^{cell} ≥ 30 , "Adult", "Teenager"))
 ↓
 adjust.

- Ek cell me formula rakhtne ke baad double click krna hai to pura column fill ho jaayega

2) we have to check the month which has highest sales.

- Make separate column of month.

• = Text (Date cell, "mmm")

This will give the 3 initials of month

= Text (Date cell, "mmmm")

complete month name

* Highlight the newly created columns.

5.) Data analysis.
 Pivot table

Insert → Pivot table → OK → new sheet will open →

1.) Question: Compare sales and orders using single chart

Amount in values → sum

Order ID in values → count

Month in rows.

Now → Design

Grand total → off

Select the entire pivot table → Pivot table analysis

→ Pivot chart

→ Combo chart → Pn chart

Because of this combo chart sum is in millions and order count is in thousands.

So there is problem in axis.

∴ tick for secondary axis.

On the chart right click on count of OrderID
 → hide all field buttons on chart.

Add chart title Orders $\frac{1}{2}$ sale
 remove grid line

• The sum of Amount per month is in lakhs.
 So dealing with this

→ Click on the axis you want to change

→ you will find Format Axis

At the bottom

Number → General → Format code → 0.00, "M"

Create a new sheet

• Vinda store Annual report 2022
 and paste the charts you have made.

• From this sheet remove grid lines.

View → Gridlines → untick

From the chart we can see that March
 has highest sales and also orders.

* In case in future data has any changes.

• Click on the chart in report sheet → Refresh all

2.) Question : Who purchased more in 2022 Men/Women

Insert → Pivot table →

Gender in rows

Count of orderID and Sum of amount in values

Decorate same as in previous chart

Quesⁿ: What are different order status in 2022
 Creating pivot table and pie chart.

Quesⁿ: Top ⁵ ~~to~~ states contributing to sales.
 Pivot table.

Ship state in rows.

Sum of Amount in values.

We want top 10

right click select on any state → Filter → top 10
 right click on any sum → Sort

Create horizontal bar chart

Make the necessary edits

Quesⁿ: Age and gender along with orders
 Age group → rows.
 Gender → columns.

Sum of amount → values
 Count of order ID ↓

Convert the values to %
 right click → Show values as %
 of grand total.

Quesⁿ: Which channel has contributed the most sales
 Pie chart.

Finally add slicers.

They can be added only when the chart is the
 report are pivot charts.

Click on any chart in report
 Pivot chart analyze \rightarrow Insert slices,
 we have taken slices on - Month, Channel,
 Category.

Now,
 Take any slice \rightarrow right click. \rightarrow report connections
 check all pivot chart sheets
 Do the same for all slices.

Insights:

- 1.) Highest sales in March.
- 2.) Max purchaser by Women. 64% W, 36% M
- 3.) Most items ordered are delivered 92%.
- 4.) Top 5 states sales: MH, KA, UP, TS, TN
- 5.) Age v/s Gender Highest \rightarrow Adult women,
 lowest \rightarrow Teenager (Male)
- 6.) Max sales are from Amazon (35%).

Next step.

Conclusion.

1. Target women customers from
 MH, KA, UP, TS and TN by showing
 them add/offers/coupons on Amazon,
 Flipkart and Mynta.