**Store’s Sales Report**

**Problem Statement:**

A Store aims to create an sales report for June 2021 to March 2022 to gain insights into their customers' behavior and identify strategies to enhance sales in coming years .

**Requirements:**

1. Compare sales and orders using a single chart.

2. Determine the months with the highest sales and orders.

3. Analyze which category sales was highest.

4. Identify the different order statuses .

5. List the top 7 states contributing to sales.

6. identify the sales percentage in both the years till that month.

**Analysis:**

1. Data Exploration: The initial step involved comprehending the data sets and identifying the key business problems to be addressed.

2. Data Cleaning: Thorough data cleaning procedures were conducted, focusing on removing duplicates and handling null values to ensure data accuracy and reliability.

3. Customer category Creation: An additional column was created using the IF function to categorize customers into different groups, allowing for further analysis based on number of pcs they purchased.

4. Pivot Table Construction: pivot tables were generated to summarize the sales data, providing a consolidated view of important metrics and facilitating analysis.

5. Charting and Graphing: Various charts and graphs were produced to visually represent the data and present key findings, making it easier to interpret and communicate insights effectively.

6. Interactive Dashboard Development: An interactive Excel dashboard was developed, integrating the pivot table, charts, and graphs. Slicers and timeline were incorporated to enable users to dynamically filter and explore the data, gaining different perspectives and insights.

**Key Insights:**

Based on the analysis conducted, the following insights were obtained:

1. The top seven states contributing to sales are West Bengal, Uttar Pradesh, Telangana, Tamil Nadu, Maharashtra, Karnataka, Delhi.

2. In October sales was the highest and the orders were highest in February.

3. Set is the highest selling category.

4. 91% of orders were delivered.

**Final Recommendations to Improve Sales:**

To enhance sales of Store, the following strategies are suggested based on the analysis:

1. Focus advertising efforts, offers, and coupons on silver category customers.

2. Prioritize marketing efforts in states such as Delhi, west Bengal .

By implementing these recommendations, Store can optimize their marketing efforts and drive improved in coming year.