**OM Store Annual Report**

**Excel**

**Objective:**

Develop a comprehensive Excel dashboard to track and analyse OM Store's annual performance. The dashboard aims to provide detailed insights into orders vs. sales, sales by gender, order status, top-performing states, age and gender distribution, and sales channels to support strategic decision-making and operational improvements. Additionally, clean and transform the data for robust calculations and accurate analysis.

**Key Result Areas (KRAs):**

1. Overall Sales Performance
2. Sales Distribution by Gender
3. Order Status Analysis
4. Top Performing States
5. Order Distribution by Age and Gender
6. Sales Channels Performance

**Key Performance Indicators (KPIs):**

1. **Total Sales Amount:** 21.18M (Men: 7.61M, Women: 13.56M)
2. **Total Orders:** Approx. 29K
3. **Order Status Distribution:** Delivered: 92%, Cancelled: 3%, Refunded: 2%, Returned: 3%
4. **Top 5 States by Sales:** Bengaluru: 1.77M, Hyderabad: 1.37M, New Delhi: 1.16M, Chennai: 0.92M, Mumbai: 0.92M
5. **Order Distribution by Age and Gender:**
   * Adults: Men 15.47%, Women 34.59%
   * Teenagers: Men 9.20%, Women 21.13%
   * Seniors: Men 5.91%, Women 13.70%
6. **Sales Channels Distribution:** Amazon: 35%, Myntra: 23%, Flipkart: 22%, Ajio: 6%, Meesho: 5%, Nalli: 5%, Others: 4%

**Detailed Outcomes and Insights:**

**1. Overall Sales Performance**

* **Insight:** The store achieved a total sales amount of 21.18M with approximately 29K orders throughout the year.
* **Objective:** Increase overall sales performance by leveraging high-performing sales channels and targeting growth in underperforming areas.

**2. Sales Distribution by Gender**

* **Insight:** Women contributed significantly more to the sales amount (13.56M) compared to men (7.61M).
* **Objective:** Implement targeted marketing strategies to further increase sales among women while also exploring opportunities to boost sales among men.

**3. Order Status Analysis**

* **Insight:** Delivered orders make up 92%, while cancelled, refunded, and returned orders each constitute 3%, 2%, and 3%, respectively.
* **Objective:** Improve order fulfillment processes to maintain high delivery rates and minimize cancellations, refunds, and returns.

**4. Top Performing States**

* **Insight:** Bengaluru leads in sales with 1.77M, followed by Hyderabad, New Delhi, Chennai, and Mumbai.
* **Objective:** Focus on maintaining strong sales performance in top-performing states and explore strategies to boost sales in other regions.

**5. Order Distribution by Age and Gender**

* **Insight:** The highest order distribution is among adult women (34.59%) and teenage women (21.13%).
* **Objective:** Tailor marketing campaigns and product offerings to meet the preferences of high-order demographic groups, particularly adult and teenage women.

**6. Sales Channels Performance**

* **Insight:** Amazon is the leading sales channel, contributing 35% of orders, followed by Myntra (23%) and Flipkart (22%).
* **Objective:** Strengthen partnerships with top-performing sales channels and optimize strategies for underperforming channels to maximize sales.

**Conclusion:**

The "OM Store Annual Report 2023" dashboard provides a comprehensive view of the store's performance over the year. By analyzing key metrics and visualizations, stakeholders can make data-driven decisions to enhance overall sales performance, target growth opportunities, and improve operational efficiency. The detailed insights into sales distribution by gender, order status, top-performing states, age and gender distribution, and sales channels support strategic planning and help achieve the store's goals of increased profitability and market share.