MAX Store Sales Report

- Pivot Tables
- Slicers
- Visual Charts
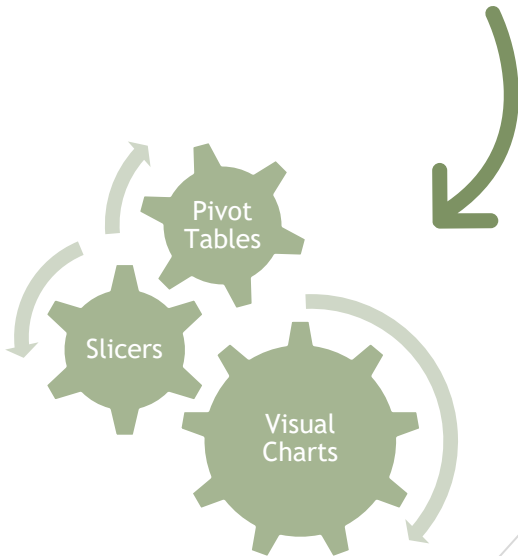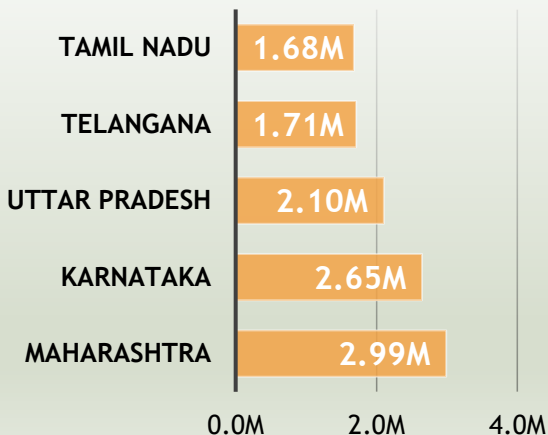
Objective of the Sales Report

- To analyse total and category-wise sales performance across all regions
- To identify top-performing products and categories driving revenue
- To track return orders and highlight high-return areas
- To understand customer buying behaviour by state and city
- To visualize trends in order status (Delivered, Cancelled, Returned)
- To present actionable insights using interactive Excel visuals (charts, pivot tables, slicers)
- To support better business decision-making through data-driven insights
- To monitor monthly/quarterly sales fluctuations for strategic planning

Data Overview

- ❖ 📁 **Source**: Company Sales Dataset
- ❖ 📅 **Time Period Covered**: Includes multiple months/years of order data.
- ❖ 📄 **Total Records**: Over **3,500+ rows** of individual order entries.
- ❖ 📑 **Total Fields**: Order ID, Category, Sales, Returns, Status, State, Channels and Gender.
- ❖ 💼 **Tools Used**: Microsoft Excel – PivotTables, Slicers, Conditional Formatting, Charts.
- ❖ 🎯 **Purpose of Data**: To extract actionable insights from raw sales data.
- ❖ 📌 **Data Type**: Structured tabular format with clean headers and no missing values.

Sales in States

Sales in Top 5 States

| State	Sales
TAMIL NADU	1.68M
TELANGANA	1.71M
UTTAR PRADESH	2.10M
KARNATAKA	2.65M
MAHARASHTRA	2.99M

Key Insights Through States

- 🏆 **Maharashtra** recorded the **highest sales** with ₹2.99 million.
- 🚀 **Karnataka** followed closely with ₹2.65 million in total sales.
- 📈 **Uttar Pradesh** stood 3rd with ₹2.10 million revenue.
- 📊 **Telangana** achieved ₹1.71 million, outperforming Tamil Nadu.
- 📍 **Tamil Nadu** contributed ₹1.68 million to the overall sales figures.
- 📍 **Maharashtra and Karnataka together contributed over ₹5.6 million**, covering a large portion of the total revenue.
- 🌐 **Top 3 states contributed more than 60%** of overall state-wise sales.
- 📉 States like Tamil Nadu showed comparatively **lower sales performance.**

Orders By Channels

Orders: Channels

- Amazon — 35.5%
- Myntra — 23.4%
- Flipkart — 21.6%
- Ajio — 6.2%
- Nalli — 4.8%
- Meesho — 4.5%
- Others — 4.1%
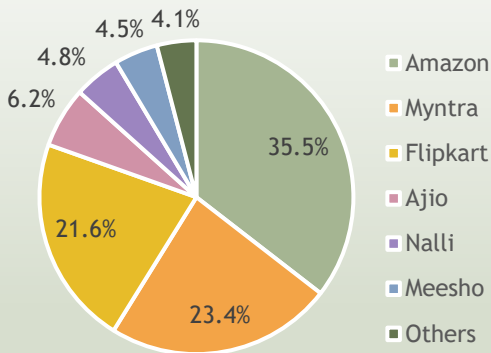
Key Insights Through Channels

- 🥇 **Amazon** dominated with **35.5%** of total sales – clearly the leading channel.
- 🛍️ **Myntra** captured **23.4%**, making it the **2nd top-performing platform.**
- 👕 **Ajio** contributed **6.2%**, showing mid-level engagement.
- 🧾 **Nalli** (4.8%) and **Meesho** (4.5%) had **moderate but visible presence.**
- ➕ **Others** accounted for just **4.1%**, indicating room for growth or consolidation.
- 🔄 **Amazon, Myntra & Flipkart combined contributed 80.5%**, showing heavy reliance on top 3 platforms.
- 📉 Lower-performing channels like Meesho and Others may need strategic marketing or focus.
- 📦 **Flipkart** held **21.6%**, closely competing with Myntra.
- 🛒 **Diverse platform presence** shows a wide digital retail footprint

Orders Status

Order Status

- Delivered 92%
- Refunded 2%
- Returned 3%
- Cancelled 3%
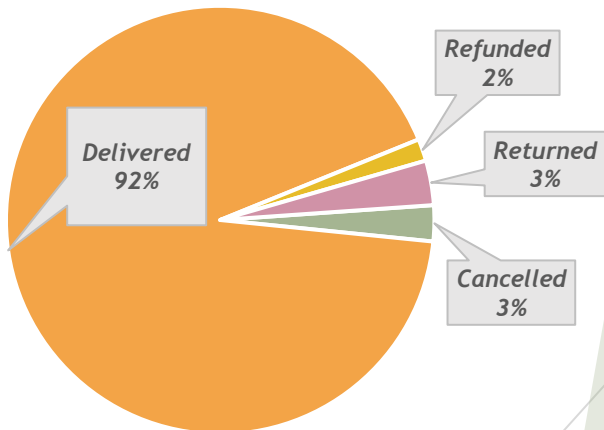
Key Insights Through Orders Status

- 💸 Refunds are just 2%, showing our products and service earn customer trust.
- ✅ 92% of orders reach customers on time, creating loyal and satisfied buyers.
- 🔄 Returns stay low at 3%, reflecting strong quality and confident shoppers.
- ❌ Only 3% cancellations mean most orders go through without any hassle.
- 🚀 Fast deliveries help maintain our excellent order completion rate.
- 📈 Low refunds and returns contribute to steady growth in sales performance.
- 🛡️ Reliable fulfillment ensures a smooth and trustworthy shopping experience.
- 🤝 Consistent delivery success fosters repeat business and positive reviews.
- 📊 Order status insights reveal the strength of our logistics and customer care.

Orders Vs Sales

Orders Vs Sales

Sum of Amount
Count of Order ID

2.50M
2.00M
1.50M
1.00M
0.50M
0.00M

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec
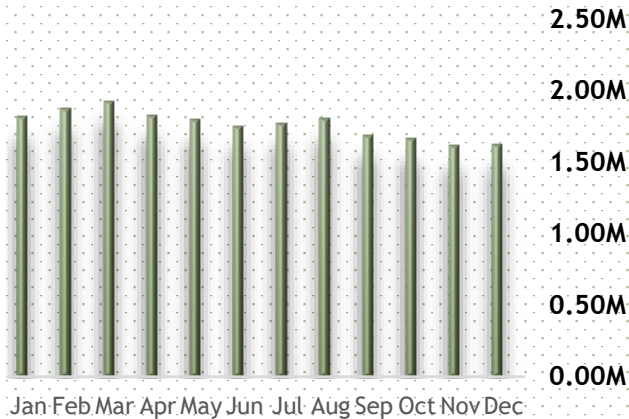
Key Insights Through Orders Vs Sales

- 📈 **March saw the highest sales** at ₹1.92M, making it the peak month of the year.
- 🔁 Sales **remained stable from April to August**, averaging around ₹1.8M.
- 🚀 A **strong start in Jan (₹1.82M)** and **Feb (₹1.87M)** helped set solid momentum.
- ⬇️ A **gradual dip begins in September (₹1.68M)**, continuing into October.
- 📉 **November hit the lowest** at ₹1.61M, indicating a seasonal slowdown.
- 🛒 Despite the dip, **December showed slight recovery** with ₹1.62M in sales.
- 📊 **Q1 (Jan-Mar)** clearly outperformed other quarters in both consistency and value.
- 🔄 **Mid-year (May-Aug)** was steady, suggesting balanced buyer activity.
- 🌐 The data reflects a **year that starts strong**, slows in the middle, and **ends modestly**.

Orders By Gender

Orders: Age Vs Gender

■ Men ■ Women

| Age	Men	Women
Adult	15.47%	34.59%
Senior	5.91%	13.70%
Teenager	9.20%	21.13%
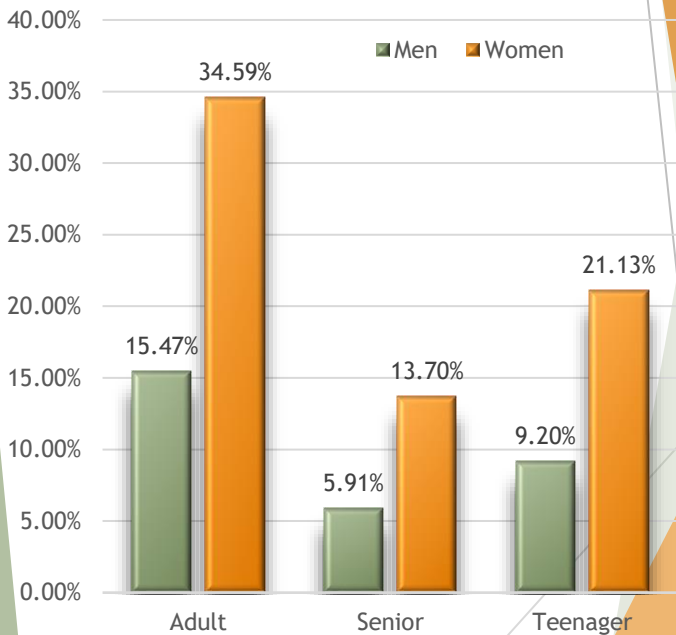
Key Insights Through Orders By Genders

- ❖ 👩 **Women lead the chart**, contributing over **34.5% of adult sales** alone.

- ❖ 👵 Among seniors, **women (13.7%) outperform men (5.9%)** by more than double.

- ❖ 👧 **Teenage girls account for 21.1%**, showing strong brand connect with Gen Z.

- ❖ 😏 Adult men contribute **15.47%**, significantly lower than adult women buyers.

- ❖ 🎯 The **adult age group dominates**, together making up over **50% of total sales**.

- ❖ 📉 **Senior men show the lowest engagement** with only 5.9% order share.

- ❖ 📊 Teenager segment alone contributes **over 30%**, making it a key demographic.

- ❖ 🚻 Overall, **women across all age groups contribute more than 69%** of total sales.

- ❖ 💬 The trend clearly shows that **targeting female buyers** across age groups yields better returns.

Orders By Category

Order: Category
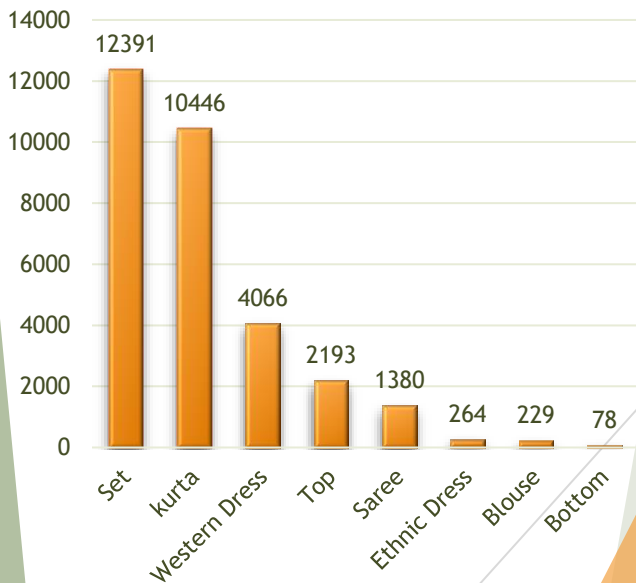
Key Insights Through Orders by Category

- 👑 **Sets dominate** the order volume with **12,391 orders**, clearly the top-performing category.

- 👗 **Kurtas come in second** with **10,446 orders**, showing strong traditional wear preference.

- 🌟 **Western dresses hold third place** with a decent count of **4,066 orders**.

- 👚 **Tops make up 2,193 orders**, showing moderate interest in casual wear.

- 👘 **Ethnic dresses and blouses**, with 264 and 229 orders respectively, remain low but focused categories.

- 💬 The trend highlights a **clear customer tilt towards sets and kurtas**, with scope to explore underperforming segments.

- 👗 **Sarees received 1,380 orders**, reflecting niche but steady ethnic appeal.

- 💬 The trend highlights a **clear customer tilt towards sets and kurtas**, with scope to explore underperforming segments.

🎯 **Data isn't just numbers — it's the map to your next big win!-Anand Gupta**