# Raheja Store Data Analysis Project

**Objective:** Raheja Store wants to create an Annual sales Report for 2022. So that Raheja can understand their customers and grow more sales in 2023.

## Sample Question:

- Compare the Sales and Order using single chart.
- Which Month got the highest Sales and Orders?
- Who purchased more Men or Women in 2022?
- What are different order status in 2022?
- List Top 10 States contributing the Sales?
- Relation between age and gender based on number of order.
- Which channel is contribution to maximum Sales?
- Highest Selling Category.

## Sample Insights:

- Women are more likely to buy compared to Men (~65%).
- Maharashtra, Karnataka and Uttar Pradesh are the Top 3 States (~35%).
- Adult age group (30 – 49 yrs.) is max contributing (~50%).
- Amazon, Flipkart and Myntra channels are Max contributing.

**Final Conclusion to improve Raheja Store Sales:** Target Women Customers of Age Group (30 – 49 yrs.) living in Maharashtra, Karnataka and Uttar Pradesh by Showing ads/offers/coupons available on Amazon, Flipkart and Myntra.

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| index | Order ID | Cust ID | Gender | Age | Age Group | Date | Month | Status | Channel | SKU | Category | Size | Qty | currenc | Amoun | ship-city | ship-state |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 171-10293 | 1029312 | Women | 44 | Adult | 04-12-2022 | Dec | Delivered | Myntra | JNE1233-BLUE-KR- | kurta | XXL | 1 | INR | 376 | MOHALI | PUNJAB |
| 2 | 405-21838 | 2183842 | Women | 29 | Teenager | 04-12-2022 | Dec | Delivered | Ajio | SET414-KR-NP-L | Set | L | 1 | INR | 1449 | GURUGRAM | HARYANA |
| 3 | 171-16415 | 1641533 | Women | 67 | Senior | 04-12-2022 | Dec | Delivered | Myntra | SET261-KR-PP-S | Set | S | 1 | INR | 453 | KOLKATA | WEST BENGAL |
| 4 | 404-74908 | 7490807 | Women | 20 | Teenager | 04-12-2022 | Dec | Delivered | Amazon | SET110-KR-PP-M | Set | M | 1 | INR | 729 | THANJAVUR | TAMIL NADU |
| 5 | 403-92935 | 9293516 | Women | 62 | Senior | 04-12-2022 | Dec | Delivered | Myntra | JNE2294-KR-A-XXL | kurta | XXL | 1 | INR | 544 | GURUGRAM | HARYANA |
| 6 | 407-12981 | 1298130 | Men | 49 | Adult | 04-12-2022 | Dec | Delivered | Flipkart | JNE3797-KR-XXL | Western | XXL | 1 | INR | 735 | SANGLI MIRAJ KUP | MAHARASHTRA |
| 7 | 407-12981 | 1298130 | Women | 23 | Teenager | 04-12-2022 | Dec | Delivered | Meesho | JNE3801-KR-XXL | kurta | XXL | 1 | INR | 735 | BENGALURU | KARNATAKA |
| 8 | 171-55612 | 5561216 | Women | 70 | Senior | 04-12-2022 | Dec | Delivered | Others | JNE3405-KR-M | kurta | M | 1 | INR | 435 | GURUGRAM | HARYANA |
| 9 | 408-29352 | 2935263 | Women | 75 | Senior | 04-12-2022 | Dec | Delivered | Amazon | JNE3474-KR-E-XL | kurta | XL | 1 | INR | 385 | BENGALURU | KARNATAKA |
| 10 | 404-26489 | 2648970 | Women | 43 | Adult | 04-12-2022 | Dec | Delivered | Myntra | JNE3466-KR-L | kurta | L | 1 | INR | 771 | VIJAYAWADA | ANDHRA PRADES |
| 11 | 404-26489 | 2648970 | Women | 76 | Senior | 04-12-2022 | Dec | Delivered | Amazon | JNE3795-KR-S | kurta | S | 1 | INR | 517 | THIRUVANANTHAP | KERALA |
| 12 | 404-26489 | 2648970 | Women | 45 | Adult | 04-12-2022 | Dec | Delivered | Myntra | J0181-TP-M | Top | M | 1 | INR | 399 | ARAKONAM | TAMIL NADU |
| 13 | 408-02653 | 265357 | Women | 18 | Teenager | 04-12-2022 | Dec | Delivered | Amazon | SET217-KR-PP-XL | Set | XL | 1 | INR | 786 | GUWAHATI | ASSAM |
| 14 | 403-92688 | 9268874 | Men | 44 | Adult | 04-12-2022 | Dec | Delivered | Myntra | SET185-KR-NP-M | Set | M | 1 | INR | 911 | BENGALURU | KARNATAKA |
| 15 | 407-04426 | 442660 | Women | 52 | Senior | 04-12-2022 | Dec | Delivered | Amazon | SET333-KR-DPT-M | Set | M | 1 | INR | 967 | HYDERABAD | TELANGANA |
| 16 | 406-74822 | 7482261 | Women | 18 | Teenager | 04-12-2022 | Dec | Delivered | Nalli | J0124-TP-L | Top | L | 1 | INR | 523 | NEW DELHI | DELHI |
| 17 | 407-70399 | 7039962 | Men | 30 | Adult | 04-12-2022 | Dec | Delivered | Meesho | SET304-KR-DPT-XL | Set | XL | 1 | INR | 1115 | Bhubaneswar | ODISHA |
| 18 | 407-34224 | 3422488 | Women | 48 | Adult | 04-12-2022 | Dec | Delivered | Others | SET184-KR-PP-XS | Set | XS | 1 | INR | 563 | SIROHI | RAJASTHAN |
| 19 | 171-89746 | 8974687 | Men | 24 | Teenager | 04-12-2022 | Dec | Delivered | Myntra | J0161-DR-XXL | Western | XXL | 1 | INR | 473 | MUMBAI | MAHARASHTRA |
| 20 | 406-02445 | 244536 | Women | 46 | Adult | 04-12-2022 | Dec | Delivered | Amazon | SET233-KR-PP-M | Set | M | 1 | INR | 545 | AMRITSAR | PUNJAB |
| 21 | 404-43767 | 4376789 | Women | 43 | Adult | 04-12-2022 | Dec | Delivered | Nalli | J0231-SKD-XXXL | Set | 3XL | 1 | INR | 1164 | LUCKNOW | UTTAR PRADESH |
| 22 | 408-19433 | 1943310 | Men | 31 | Adult | 04-12-2022 | Dec | Refunded | Myntra | J0339-DR-XXL | Western | XXL | 1 | INR | 743 | NEW DELHI | DELHI |
| 23 | 403-09505 | 950590 | Men | 30 | Adult | 04-12-2022 | Dec | Delivered | Myntra | SET210-KR-PP-XXX | Set | 3XL | 1 | INR | 575 | MADURAI | TAMIL NADU |
| 24 | 406-39356 | 3935670 | Women | 19 | Teenager | 04-12-2022 | Dec | Delivered | Ajio | SET110-KR-PP-XS | Set | XS | 1 | INR | 788 | Meerut | UTTAR PRADESH |

Sales vs Order | Men vs Women | Order Status | Sales Top 5 States | Age n Gender | Channels | **Raheja Store**

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Raheja Store Annual Report 2022

Month filter: Jan, Feb, Mar, Apr

Channel filter: Ajio, Amazon, Flipkart, Meesho

Category filter: Blouse, Bottom, Ethnic D..., kurta

Orders Vs Sales (Sum of Amount / Count of Order ID) — bar and line chart for Jan–Dec

Sales: Men Vs Women — Men 36%, Women 64%

Order Status — Delivered 92%, Refunded 2%, Returned 3%, Cancelled 3%

Sales: Top 5 States —
- TAMIL NADU 1.68 M
- TELANGANA 1.71 M
- UTTAR PRADESH 2.10 M
- KARNATAKA 2.65 M
- MAHARASHTRA 2.99 M

Orders: Age Vs Gender (Men / Women) — Adult 15.47% / 34.59%, Senior 5.91% / 13.70%, Teenager 9.20% / 21.13%

Orders: Channel — Amazon 35%, Myntra 23%, Flipkart 22%, Meesho 5%, Nalli 5%, Others 4%, Ajio 6%

Raheja Store Report 2022 | Sales vs Order | Men vs Women | Order Status | Sales Top 5 States | Age n Gender | Ch ...