I'm thrilled to share a recent data analysis project I completed using Excel. The project's focus was to assist Vrinda Store in creating a 2022 annual sales report, enabling them to understand customer behavior and enhance sales strategies for 2023.

**Objective:** Vrinda Store's goal is to create a comprehensive annual sales report for 2022 to gain insights into customer behavior and develop strategies to enhance sales in 2023.

**Sample Questions:**

* Compare sales and orders using a single chart.
* Identify the month with the highest sales and orders.
* Analyze gender-based purchasing trends in 2022.
* List the different order statuses in 2022.
* Identify the top 5 states contributing to sales.
* Explore the relationship between age and gender based on the number of orders.
* Determine which channel contributed the most to sales.
* Identify the highest-selling category.

**Tasks During My Project:**

1. **Data Cleaning:**
   * In the Gender column, I used "Find and Replace" to replace 'M' with 'Men' and 'W' with 'Women.'
   * In the Qty (Quantity) column, I converted worded numbers into numeric form (e.g., 'one' to '1' and 'two' to '2').
2. **Data Processing:**
   * Created a new column called "Age Group" to categorize the population based on their age, including senior (50 and over), adult (30 to 49), youth (20 to 29), or teenager (13 to 19), using a formula.
   * Created a new column called "Month" to extract the month's name from the date using a formula.
3. **Data Analysis:**
   * Developed interactive dashboards using pivot charts to address specific store requirements, including Sales vs. Orders, Sales by Gender, Order Status, Top 5 States by Sales, Age vs. Gender in Orders, and Shopping Channels.

**Sample Insights:**

* Women are more frequent buyers compared to men, accounting for 65% of customers.
* The top three states in terms of sales are Maharashtra, Karnataka, and Uttar Pradesh, contributing to 35% of total sales.
* The adult age group (30-49 years) is the highest contributor to sales, accounting for 50% of purchases.
* The primary contributors to sales are Amazon, Flipkart, and Myntra channels, which collectively contribute 80% of sales.

**Final Conclusion to Improve Vrinda Store Sales:**

* Target women customers aged 30-49 residing in Maharashtra, Karnataka, and Uttar Pradesh by strategically using ads, offers, and coupons available on Amazon, Flipkart, and Myntra.