

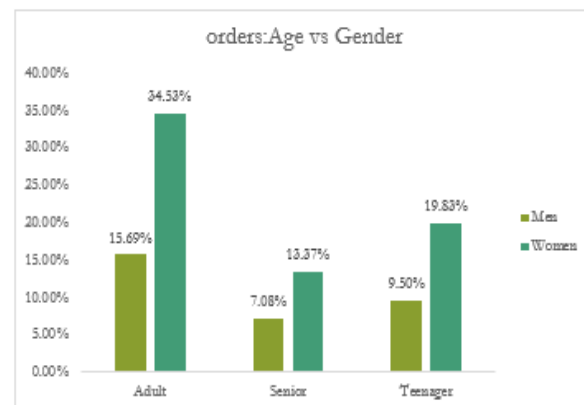
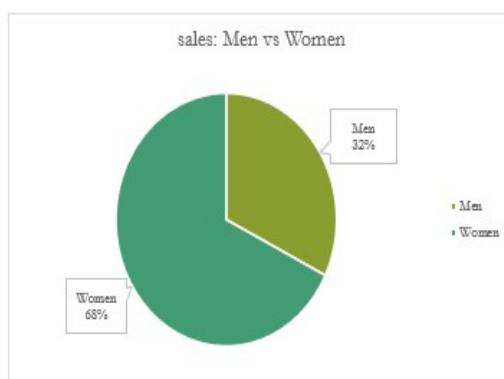
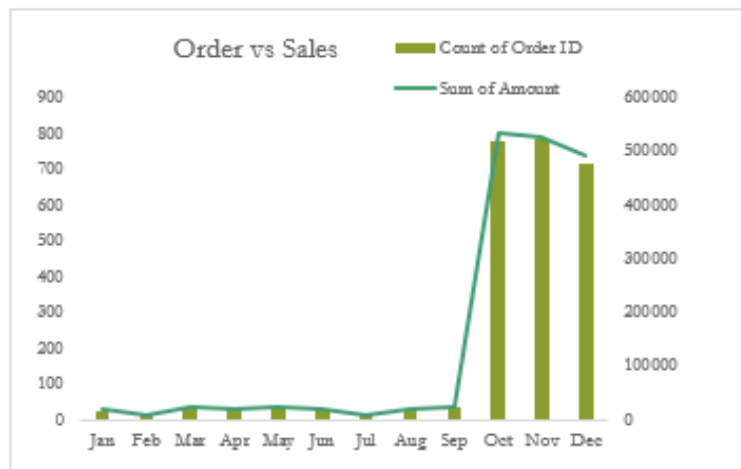
## APlus Store Data Analysis

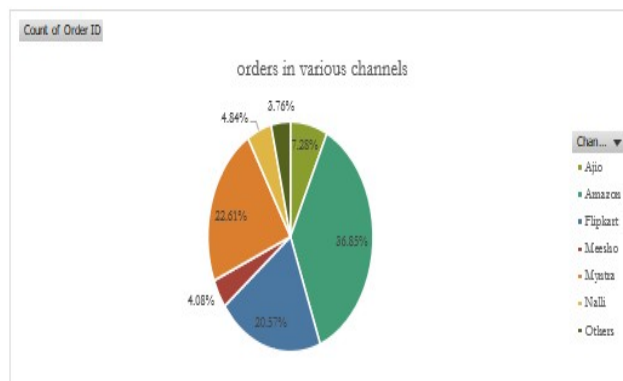
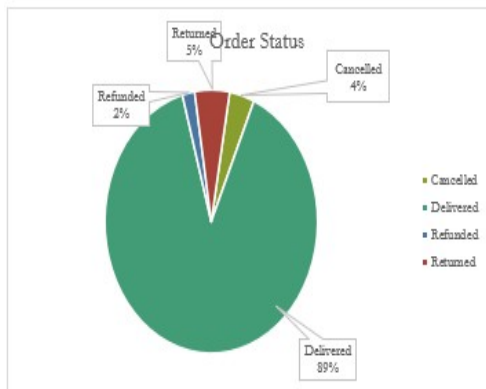
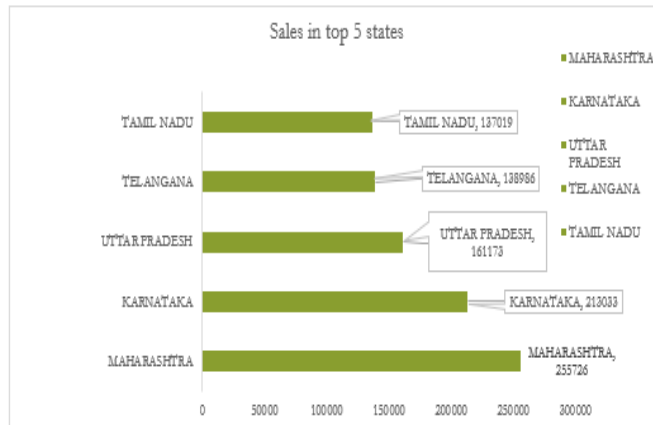
Analyzed the APlus Store Data in Excel with the help of Pivot tables and also used various charts to find insights from the dataset. The data set consists of sales data of the store where the items are sold over various channels such as Amazon, Myntra, Ajo, Meesho etc.

### Steps involved: -

1. Cleaned the data set by looking at the rows and columns with missing values, identified the duplicates, also identified the columns that are necessary for visualization.
2. Analyzed the dataset.
3. Visualized the data using various charts present in Excel.

### Charts: -





## Insights: -

1. Women are more likely to shop compared to men (68%).
2. Maharashtra, Karnataka, UP are the top 3 states.
3. Adults who are in the age of (30-50) are maximum contributing to 50percent.
4. Amazon, Flipkart and Myntra are the channels that are contributing to the maximum sales (almost to 80percent).

## Recommendations: -

Target the women of age group (30-50) living in Maharashtra, Karnataka, UP by showing offers/ads on websites like Amazon, Flipkart and Myntra.