

ANNI DESIGNER ANNUAL REPORT

DOCUMENT

Data - Dataset of sales of products of Anni Designer

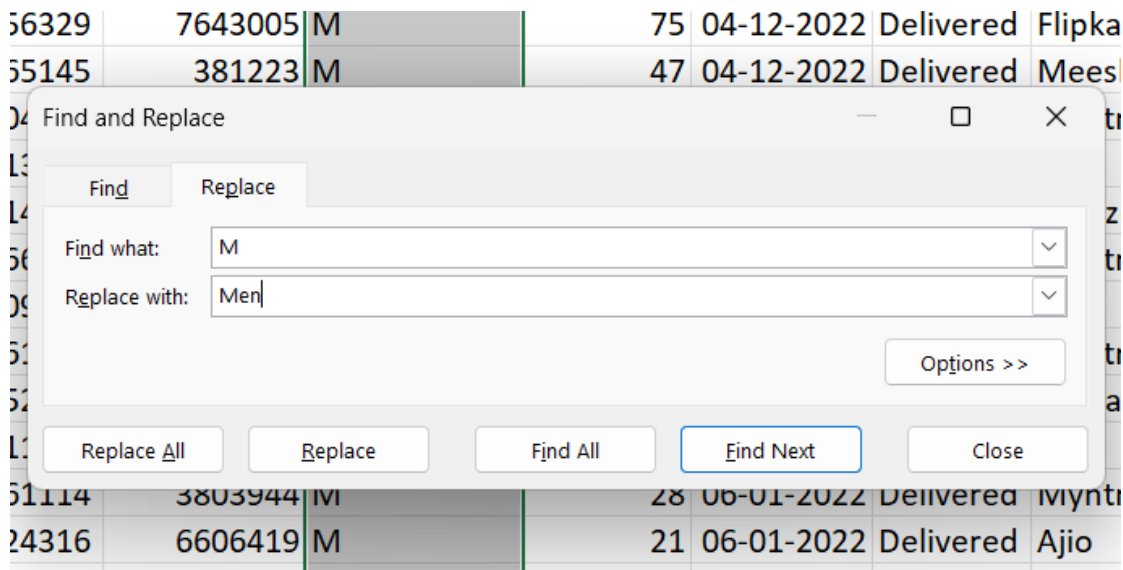
Software Used – MS Excel

Steps Involved:

- i. Dataset Walkthrough
- ii. Data Cleaning
- iii. Data Processing
- iv. Data Analysis
- v. Interactive Dashboard
- vi. Report Summary

Data Cleaning:

1. Changing the M and W to Men and Women respectively by using Find and Replace(CLT + F) shortcut



2. We check in every column where there is any null value or not, if not just ignore.
3. The quantity changed all 'One' and 'Two' as 1 and 2 by same method on point 1.

Data Processing:

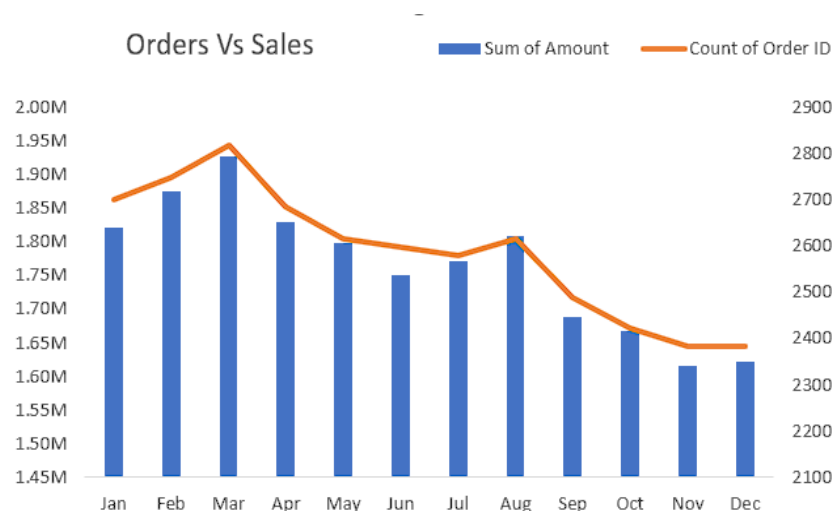
1. Made a new column of Age Group giving formula of IF condition (=IF(E2>=50,"Senior",IF(E2>=30,"Adult","Teenager"))) and just double click on right bottom corner of that cell so that it get filled automatically to remaining cells.

2. Then copy and paste it on the same position as paste as value so that the cells don't take much space and it won't slow down the computer.
3. Adding another column beside date as month to get months in a separate column and by using this formula `=TEXT(G2,"mmm")` we can get the month in short form. And again do paste as value.
4. Highlight these columns so that you will be known that you have made them through calculations.

Data Analysis:

1. Total Orders: Create Pivot Table in new worksheet. Then choose Order ID in values as count of Order ID to get total count of order id. Then create a chart and do basic formatting.
2. Order Vs Sales: Create Pivot Table in new worksheet. Where we create a relation or Pivot Chart between Sum of Amount and Count of Order ID by Month. To make the values easy to read on table, we use a format code on axis options of 0.00,"M" to get values in million which will be easy to read.

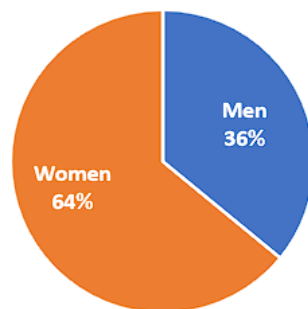
Row Labels	Sum of Amount	Count of Order ID
Jan	1820601	2702
Feb	1875932	2750
Mar	1928066	2819
Apr	1829263	2685
May	1797822	2617
Jun	1750966	2597
Jul	1772300	2579
Aug	1808505	2617
Sep	1688871	2490
Oct	1666662	2424
Nov	1615356	2383
Dec	1622033	2384



3. Men Vs Women: using pivot table we create a pi chart between Men and Women according to sales.

Row Labels	Sum of Amount
Men	7613604
Women	13562773

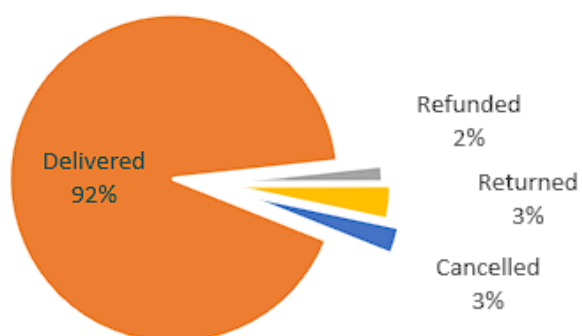
Sales: Men Vs Women



4. Order Status: Again using pivot table we created a Pi chart giving relation between orders and order status.

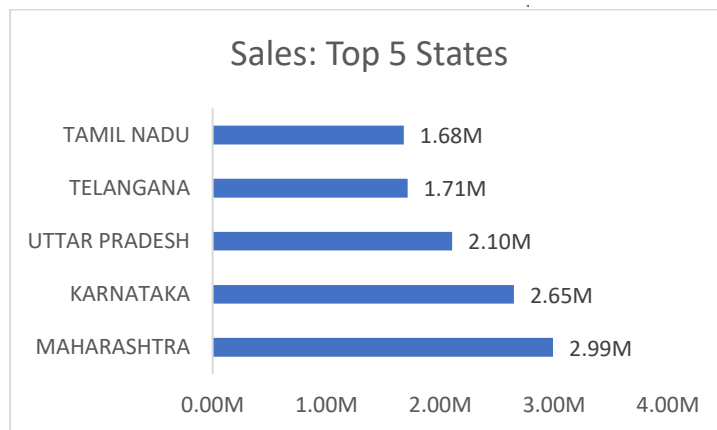
Row Labels	Count of Order ID
Cancelled	844
Delivered	28641
Refunded	517
Returned	1045

Order Status



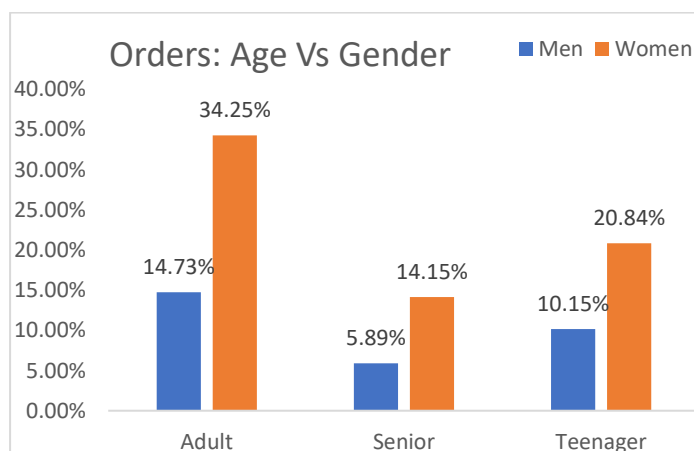
5. Top 5 State: Using Pivot Table we make another table on new worksheet between states and amount, then sort by largest to smallest. Applying filter on states row of top 5 to get states having highest sales. To make the values easy to read on table, we use a format code on axis options of 0.00,,"M" to get values in million which will be easy to read.

Row Labels	Sum of Amount
MAHARASHTRA	2990221
KARNATAKA	2646358
UTTAR PRADESH	2104659
TELANGANA	1712439
TAMIL NADU	1678877



6. Age n Gender: Using pivot Table we make another table on new worksheet between age group and gender by order id. Then show value as percentage of grand total to get more idea about difference in between these group.

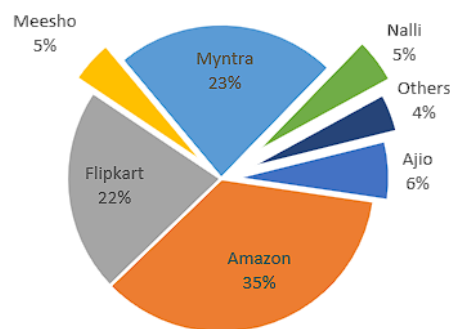
Count of Order		
ID	Column Labels	
Row Labels	Men	Women
Adult	15.47%	34.59%
Senior	5.91%	13.70%
Teenager	9.20%	21.13%



- Orders by channels: Using pivot Table we make another table on new worksheet between Channel nad count of Order ID. Then show value as percentage of grand total to get more idea about difference in between these group. Then creating a pi chart from PivoTable Analyze, then did formatting.

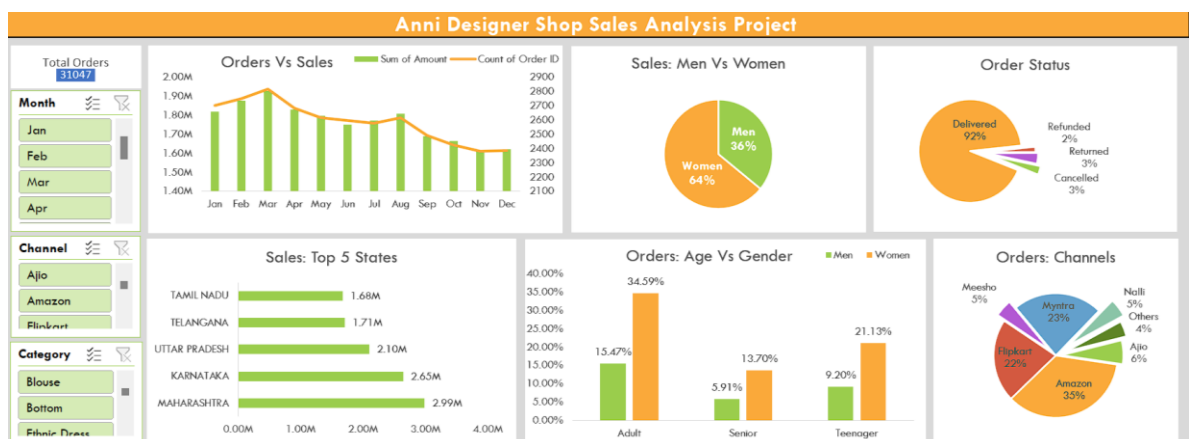
Row Labels	Count of Order ID
Ajio	6.2%
Amazon	35.5%
Flipkart	21.6%
Meesho	4.5%
Myntra	23.4%
Nalli	4.8%
Others	4.1%

Orders: Channels



Dashboard:

- Make a new worksheet named as Dashboard.
- Give it heading by merge & center button and did basic formatting.
- Then copy pasted all the charts.
- Remove gridlines from view section.
- Select and color as grey part to make it as dashboard interface.
- Then select one of the chart and on PivotChart Analyze select on Insert Slicer to add slicer on Month, Channel and Category then on report connection, connect them all one by one to all the charts.
- Now arrange them all and the Dashboard is ready.



Summary of Findings:

1. Most sale occurs on march.
2. Women are more likely to buy compared to men (~65%).
3. Most of the items got delivered.
4. Top 5 states of orders are Maharashtra, Karnataka, Utter Pradesh, Telangana and Tamil Nadu.
5. According to age group, Adult age group (30-49yrs) is max contributing (~50%)
6. Out of all the channels most sales are done through Amazon as 35% then Myntra as 23% then Flipkart as 22%.

Final Conclusion to improve this store sales:

- Target women customers of age group (30-49yrs) living in Maharashtra, Karnataka and Utter Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra.