ZARA SALES TREND

**STEP 1: DATA LOAD & CLEANING OF DATA**

* Loaded data from KAGGLE.
* Transformed data in query editor –
* Check for missing values – removed it
* Replaced Null values with 0 for numericals and Unknown for text data.
* Removed unnecessary columns like Brand name [ZARA]
* Saved the changes by loading and closing the query editor.

**STEP 2: ANALYZING DATA:**

* Conditional formatting
* to understand the trends of sales volume – used arrows and displayed top 10% of sales by using colour scaling.
* Displayed data bars to know the highest and least price products.
* Pivot table-
* The seasonal trends for each product have been displayed, showing the total sales volume and the sum of prices for individual products.
* Used **SLICER** for Seasonal and Product name.
* Pivot Chart-
* Product placement – Sales were more for products placed in the Aisle compared to Front of Store and End – cap placed products.
* Highest Sale product is **Patch Bomber Jacket** compared to rest.
* Highest sales was made by Men compared to Women.
* Sum of Sales Volume By Terms – Jackets had the highest sales and Jeans had the lowest sales.
* Sum of price placed on Jackets had the highest range compared to rest.
* Higher-priced product doesn’t always give higher sales revenue, here in **ZARA** **lower priced products** which are usually placed in Aisle are giving **higher sales revenue**.

**RECOMMENDATION:**

* **Focus** on **Front of Store** placed products as they are giving the **least sales**.
* During Seasonal period **focus on discounts** to attract people as there is **not much sales growth difference** between **Seasonal and Unseasonal** time period.
* **ZARA** can focus on **Jeans** by **raising the price** of this category product as its **Sales Volume is more**.

**Advantage/Right choices:**

* From **observation** we can **infer** that people are more interested into **Jackets**. So **Zara** is doing **good** by focusing that clothing category.

**WHAT I LEARNT:**

* **How to load data in Excel.**
* **How to use Slicer.**
* **Using Conditional Formatting.**
* **Using Recommended Charts.**
* **How to analyse and derive recommendations.**