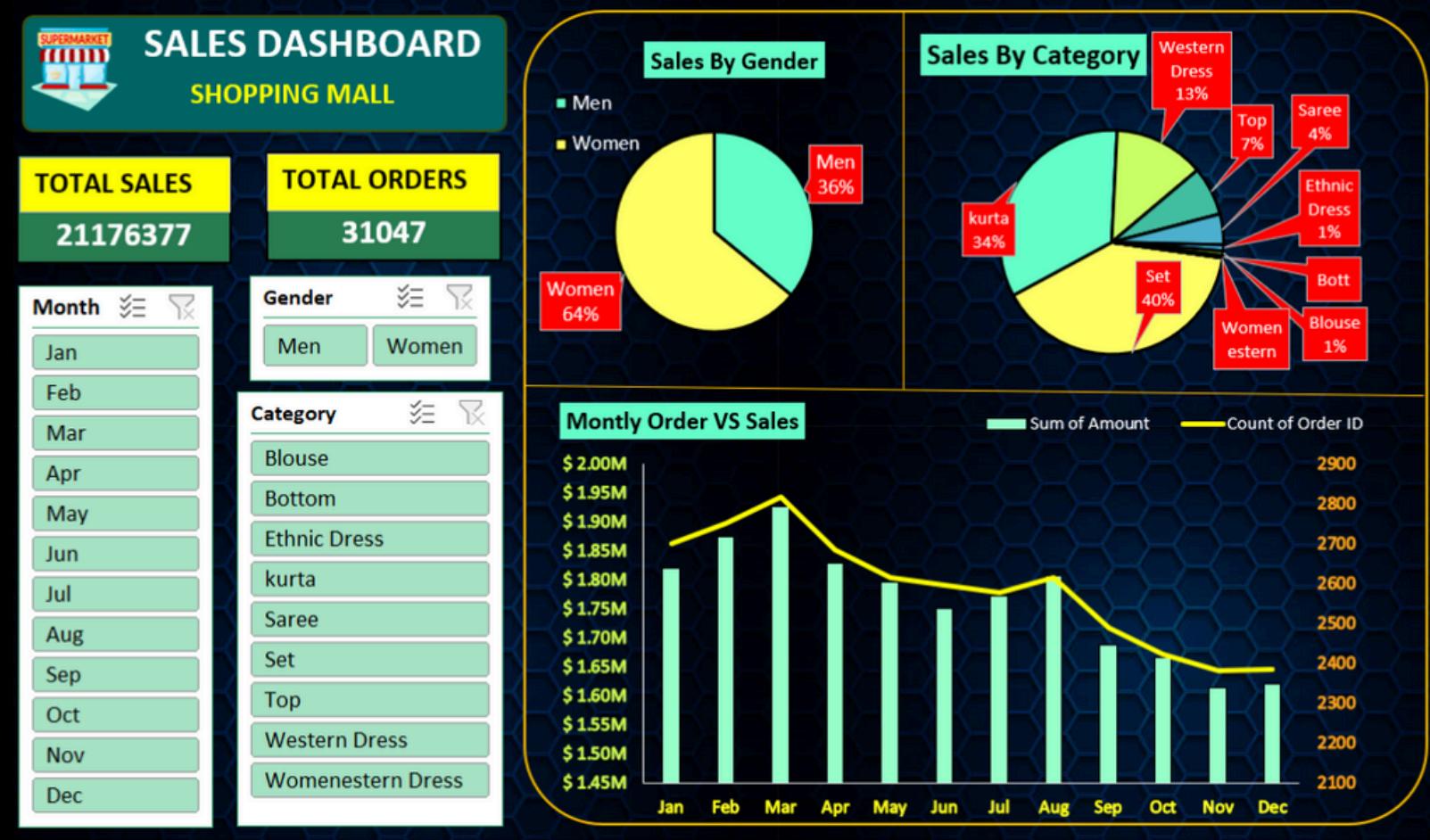


# SALES ANALYSIS PROJECT



## ANALYSIS PROFIT GROWTH



# INTRODUCTION

## PROJECT AIM:

**Help businesses understand customers and plan strategies to boost sales next year by analyzing past data to target the right customers, at the right time, through the best channels.**

## OBJECTIVE:

**Create a comprehensive annual sales report to help businesses:**

1. **Understand customer demographics (age, gender, location).**
2. **Identify top-performing products and sales channels.**
3. **Develop strategic plans to increase next year's sales and profits.**

# UNCLEAN DATA

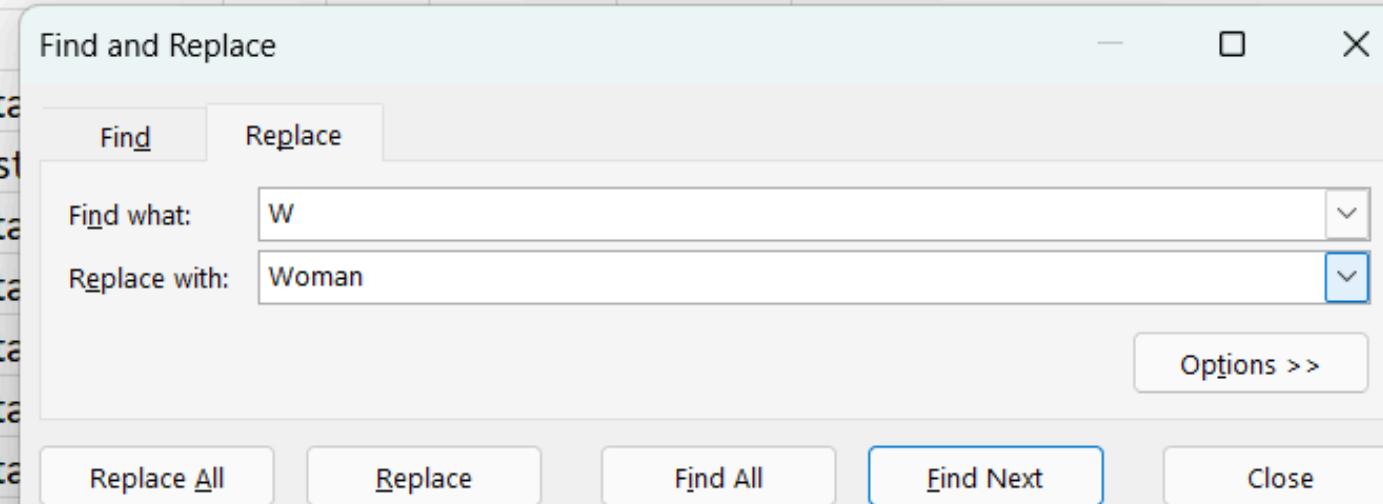
index	Order ID	Cust ID	Gender	Age	Date	Status	Channel	SKU	Category	Size	Qty	Current Price
1	171-1	A	Sort A to Z	44	04-12-2022	Delivered	Myntre	JNE1233-BLUE-KR-031-XXL	kurta	XXL	1	INR
2	405-2	Z	Sort Z to A	29	04-12-2022	Delivered	Ajio	SET414-KR-NP-L	Set	L	1	INR
3	171-1	A	Sort by Color	67	04-12-2022	Delivered	Myntre	SET261-KR-PP-S	Set	S	1	INR
4	404-1			20	04-12-2022	Delivered	Amazon	SET110-KR-PP-M	Set	M	1	INR
5	403-9			62	04-12-2022	Delivered	Myntre	JNE2294-KR-A-XXL	kurta	XXL	1	INR
6	407-1			49	04-12-2022	Delivered	Flipkart	JNE3797-KR-XXL	Western Dress	XXL	One	INR
7	407-1			23	04-12-2022	Delivered	Meesho	JNE3801-KR-XXL	kurta	XXL	One	INR
8	171-5			70	04-12-2022	Delivered	Others	JNE3405-KR-M	kurta	M	One	INR
9	408-2			75	04-12-2022	Delivered	Amazon	JNE3474-KR-E-XL	kurta	XL	One	INR
10	404-1			43	04-12-2022	Delivered	Myntre	JNE3466-KR-L	kurta	L	One	INR
11	404-2			76	04-12-2022	Delivered	Amazon	JNE3795-KR-S	kurta	S	One	INR
12	404-2			45	04-12-2022	Delivered	Myntre	J0181-TP-M	Top	M	1	INR
13	408-0			18	04-12-2022	Delivered	Amazon	SET217-KR-PP-XL	Set	XL	1	INR
14	403-9			44	04-12-2022	Delivered	Myntre	SET185-KR-NP-M	Set	M	1	INR
15	407-0			52	04-12-2022	Delivered	Amazon	SET333-KR-DPT-M	Set	M	1	INR
16	406-1			18	04-12-2022	Delivered	Nalli	J0124-TP-L	Top	L	1	INR
17	407-1			30	04-12-2022	Delivered	Meesho	SET304-KR-DPT-XL	Set	XL	1	INR
18	407-3			48	04-12-2022	Delivered	Others	SET184-KR-PP-XS	Set	XS	1	INR
19	171-8			24	04-12-2022	Delivered	Myntre	J0161-DR-XXL	Western Dress	XXL	1	INR
20	406-0			46	04-12-2022	Delivered	Amazon	SET233-KR-PP-M	Set	M	1	INR

OK

Cancel

# DATA CLEANING

	Category	Size	Quantity	currency	Amount	ship-city
KR-031-XXL	kurta	XXL	1	INR	376	MOHALI
	Set	L	1	INR	1449	GURUGRAM
	Set	S	1	INR	453	KOLKATA
M	Set					
XL	kurtas					
	West					
	kurtas					
	kurtas					
L	kurtas					
	kurtas					
	kurtas					
	kurtas					
	Top	M	1	INR	599	AKRONAMI
L	Set	XL	1	INR	786	GUWAHATI
M	Set	M	1	INR	911	BENGALURU
M	Set	M	1	INR	967	HYDERABAD
	Top	L	1	INR	523	NEW DELHI
XL	Set	XL	1	INR	1115	Rhubanapura

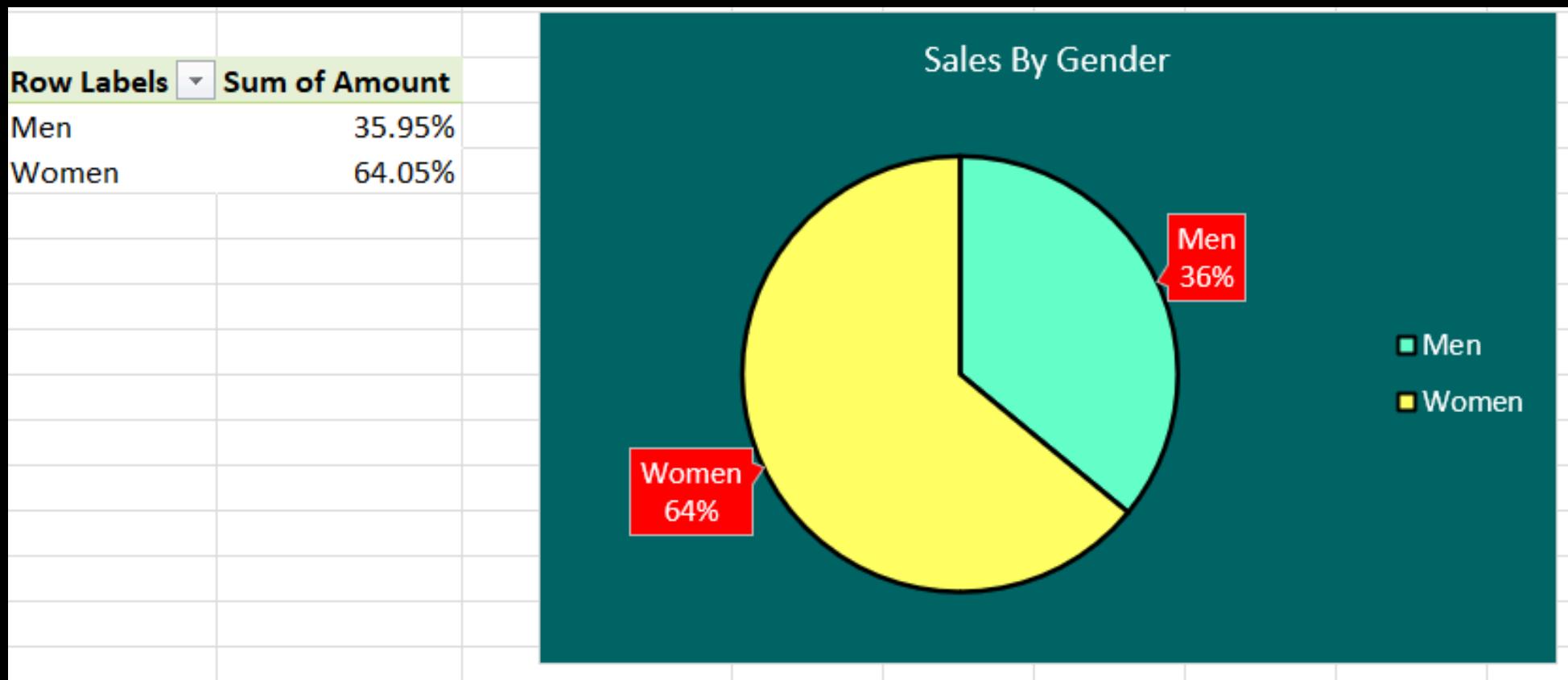


# DATA AFTER CLEANING

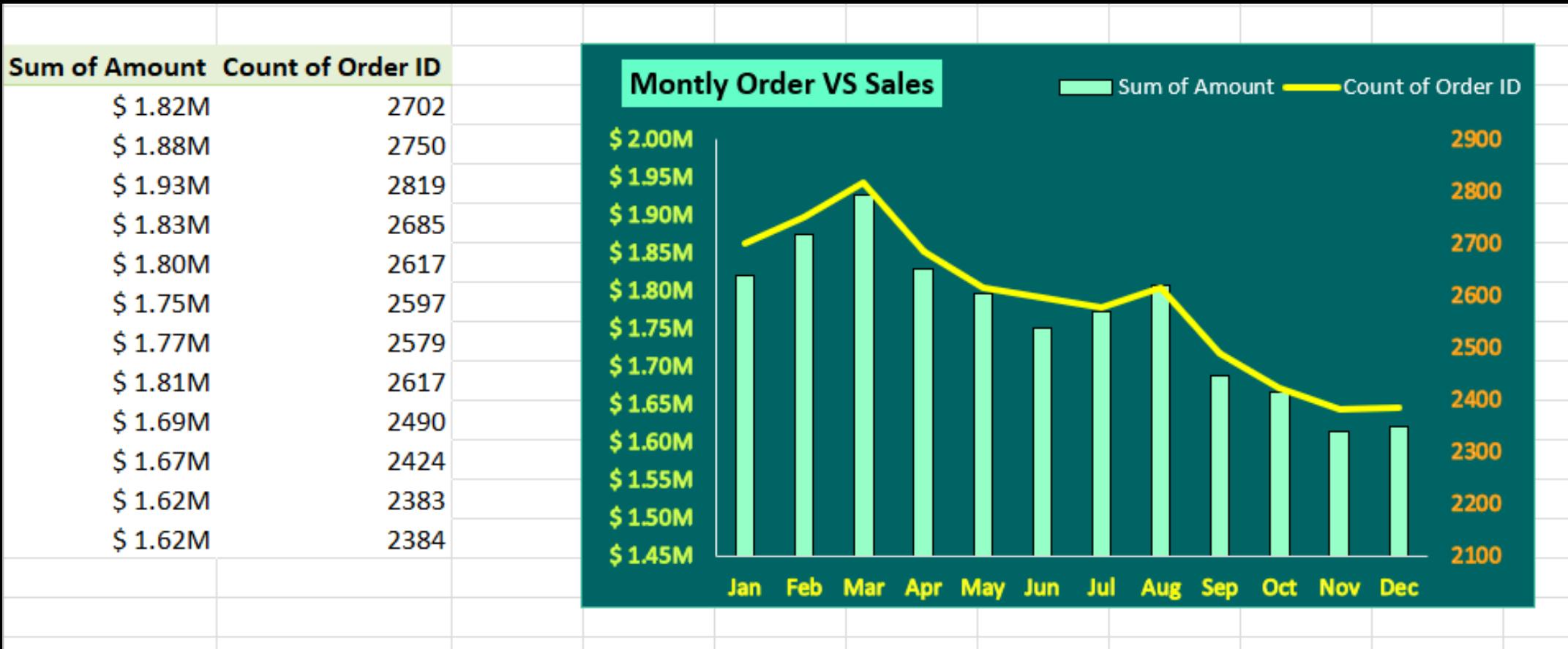
C	D	E	F	G	H	I	J	K	L	M	
▼ Cust ID	▼ Gender	▼ Age	▼ Age Group	Date	▼ Month	▼ Status	▼ Channel	▼ SKU	▼ Category	▼ Size	
2-3038738	1029312	Women	44	Adult	04-12-2022	Dec	Delivered	Mynta	JNE1233-BLUE-KR-031-XXL	kurta	XXL
2-2225946	2183842	Women	29	Teenager	04-12-2022	Dec	Delivered	Ajio	SET414-KR-NP-L	Set	L
3-8921966	1641533	Women	67	Senior	04-12-2022	Dec	Delivered	Mynta	SET261-KR-PP-S	Set	S
7-6300351	7490807	Women	20	Teenager	04-12-2022	Dec	Delivered	Amazon	SET110-KR-PP-M	Set	M
6-4577154	9293516	Women	62	Senior	04-12-2022	Dec	Delivered	Mynta	JNE2294-KR-A-XXL	kurta	XXL
0-0368305	1298130	Men	49	Adult	04-12-2022	Dec	Delivered	Flipkart	JNE3797-KR-XXL	Western Dress	XXL
0-0368305	1298130	Women	23	Teenager	04-12-2022	Dec	Delivered	Meesho	JNE3801-KR-XXL	kurta	XXL
6-3398711	5561216	Women	70	Senior	04-12-2022	Dec	Delivered	Others	JNE3405-KR-M	kurta	M
3-2935550	2935263	Women	75	Senior	04-12-2022	Dec	Delivered	Amazon	JNE3474-KR-E-XL	kurta	XL
0-9042715	2648970	Women	43	Adult	04-12-2022	Dec	Delivered	Mynta	JNE3466-KR-L	kurta	L
0-9042715	2648970	Women	76	Senior	04-12-2022	Dec	Delivered	Amazon	JNE3795-KR-S	kurta	S
0-9042715	2648970	Women	45	Adult	04-12-2022	Dec	Delivered	Mynta	J0181-TP-M	Top	M
7-4939534	265357	Women	18	Teenager	04-12-2022	Dec	Delivered	Amazon	SET217-KR-PP-XL	Set	XL
4-7296313	9268874	Men	44	Adult	04-12-2022	Dec	Delivered	Mynta	SET185-KR-NP-M	Set	M
0-2736366	442660	Women	52	Senior	04-12-2022	Dec	Delivered	Amazon	SET333-KR-DPT-M	Set	M
1-1657136	7482261	Women	18	Teenager	04-12-2022	Dec	Delivered	Nalli	J0124-TP-L	Top	L
2-7080347	7039962	Men	30	Adult	04-12-2022	Dec	Delivered	Meesho	SET304-KR-DPT-XL	Set	XL
8-7373923	3422488	Women	48	Adult	04-12-2022	Dec	Delivered	Others	SET184-KR-PP-XS	Set	XS
7-6745940	8974687	Men	24	Teenager	04-12-2022	Dec	Delivered	Mynta	J0161-DR-XXL	Western Dress	XXL
6-2177175	244536	Women	46	Adult	04-12-2022	Dec	Delivered	Amazon	SET233-KR-PP-M	Set	M
9-3345166	4376789	Women	43	Adult	04-12-2022	Dec	Delivered	Nalli	J0231-SKD-XXXL	Set	3XL
0-0780160	1042210	Men	21	Adult	04-12-2022	Dec	Refunded	Mynta	J0220-DR-VVI	Western Dress	VVI

# DATA ANALYSIS

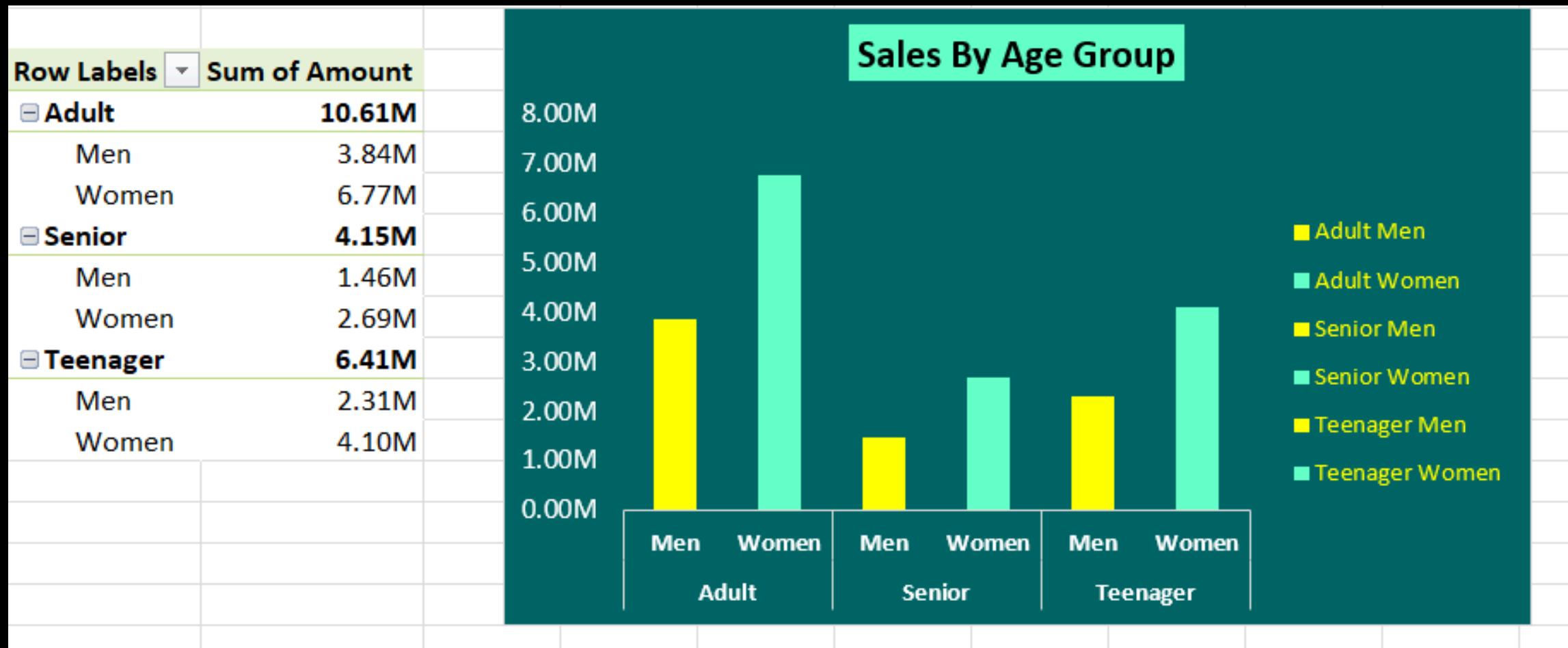
## ⑩. SALES BY GENDER



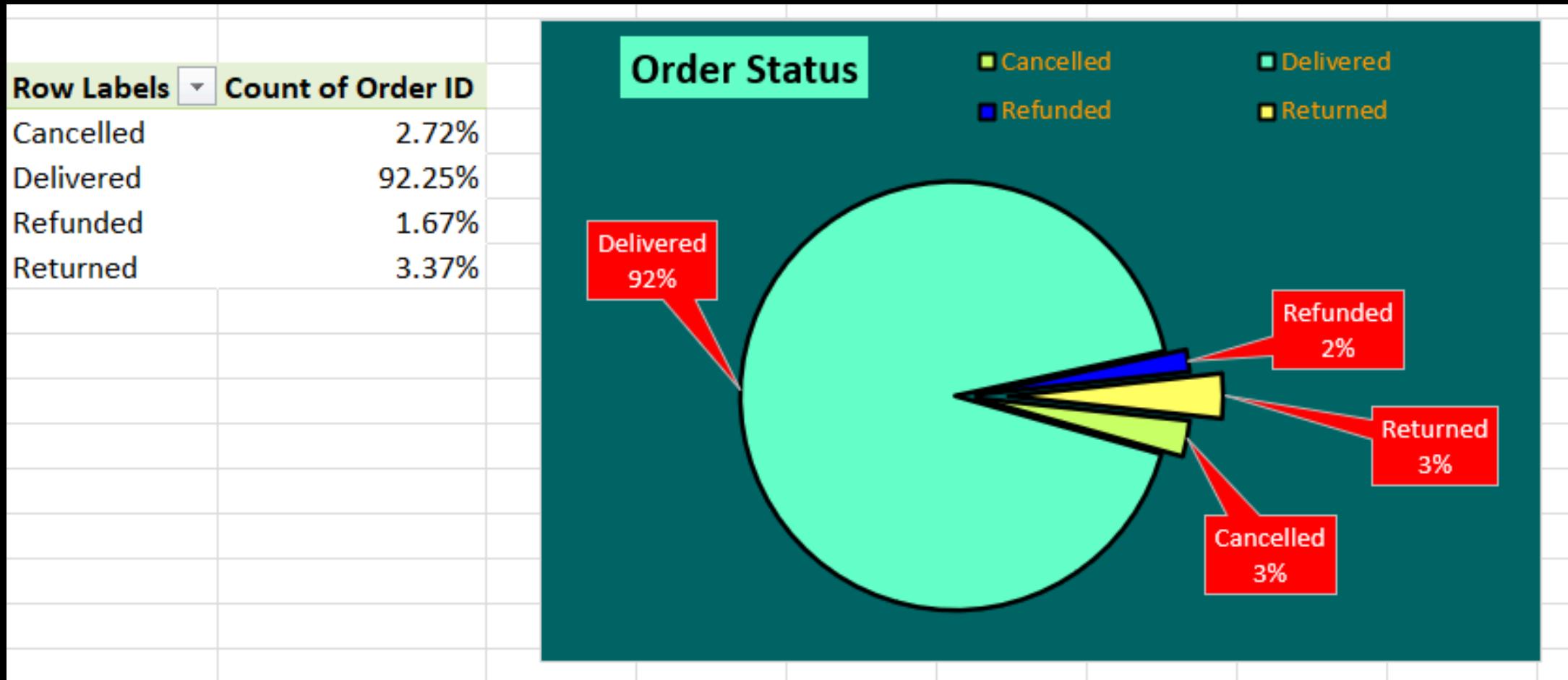
# (2). MONTHLY ORDER VS SALES



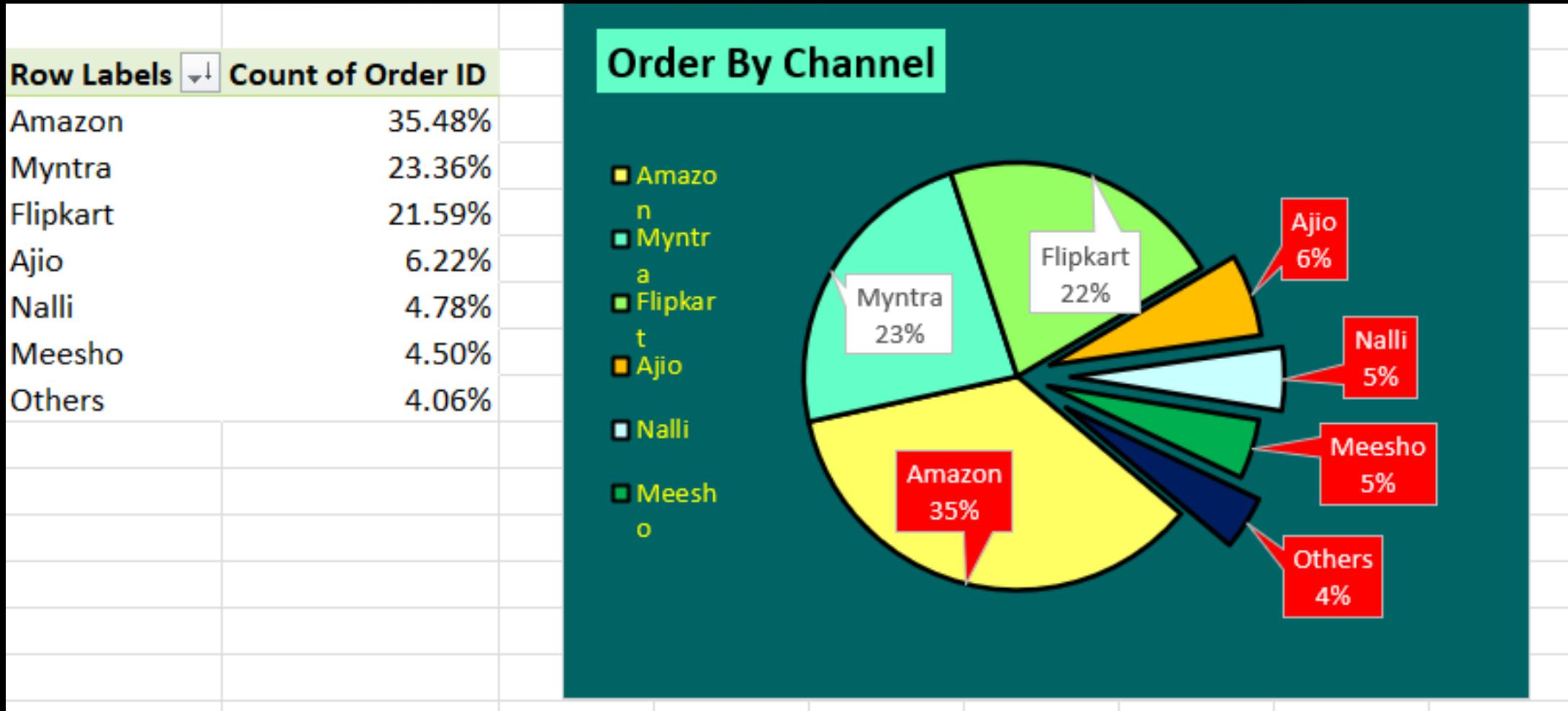
# (3). SALES BY AGE GROUP



# (4). SALES BY ORDER STATUS

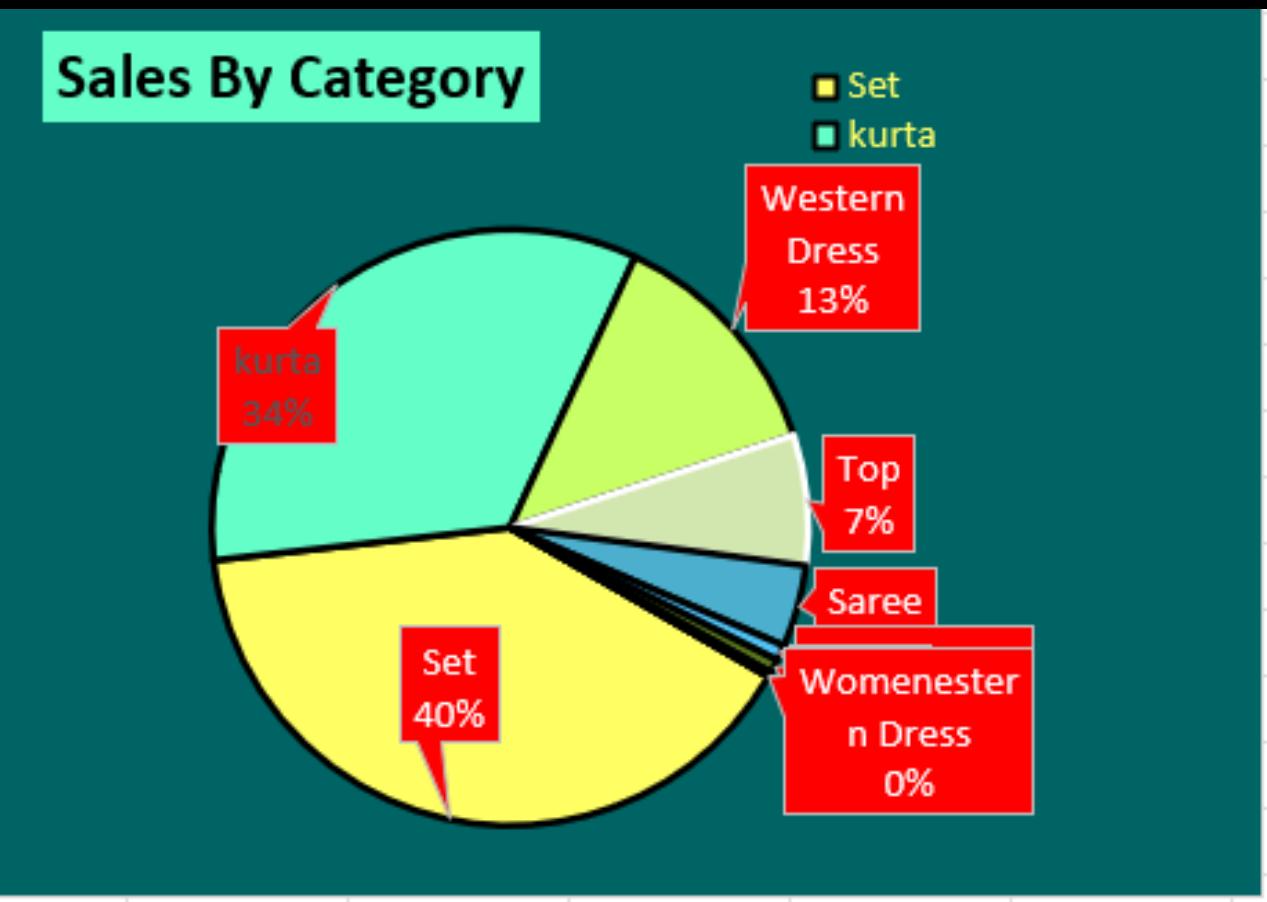


# (5). ORDER BY CHANNELS

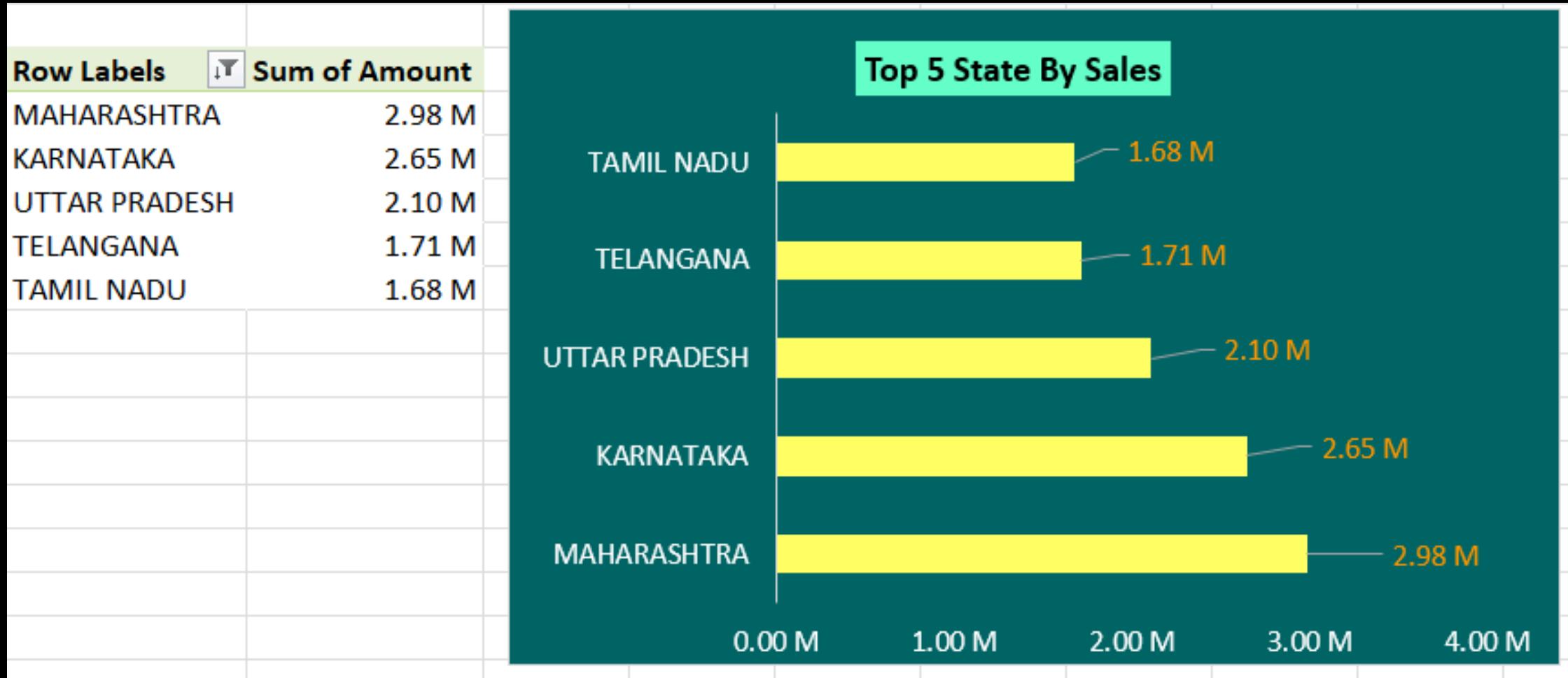


# (6). SALES BY CATEGORY

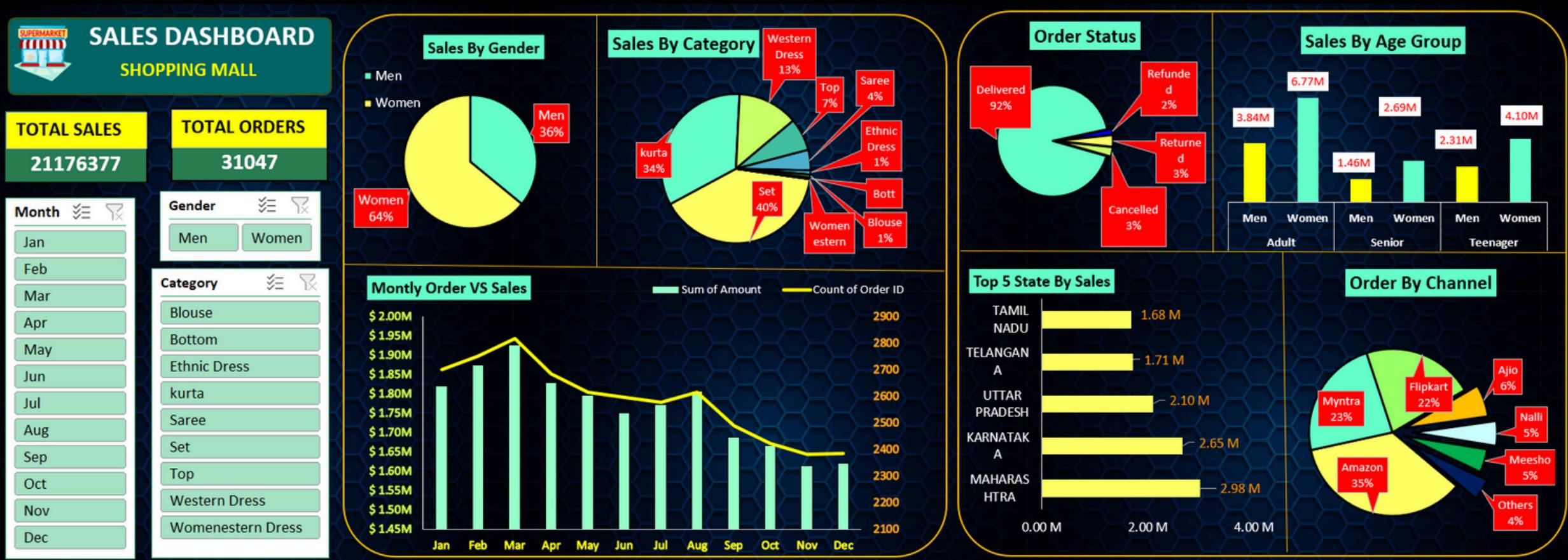
Row Labels	Count of Order ID
Set	39.91%
kurta	33.65%
Western Dress	13.09%
Top	7.06%
Saree	4.44%
Ethnic Dress	0.85%
Blouse	0.74%
Bottom	0.25%
Womenestern Dress	0.01%



# 07. TOP 5 STATE BY SALES



# INSIGHT DASHBOARD



# KEY INSIGHTS

AFTER ANALYZING THE DATA, HERE ARE SOME IMPORTANT FINDINGS:

- 1: WOMEN BUY MORE THAN MEN:** Women contribute about 65% of total sales, showing that they are more likely to shop compared to men.
- 2: TOP 3 STATES:** Maharashtra, Karnataka, and Uttar Pradesh are the states with the highest sales.
- 3: MOST ACTIVE AGE GROUP:** The adult age group (30-49 years old) is responsible for 50% of the total sales.
- 4: BEST SALES CHANNELS:** Online platforms like Amazon, Flipkart, and Myntra are the top three contributors to sales.

# CONCLUSION

**BASED ON THESE INSIGHTS, HERE'S HOW BUSINESSES CAN IMPROVE SALES IN MALLS:**

**1: FOCUS ON WOMEN:** Target female customers since they are more likely to make purchases.

**2: AGE GROUP FOCUS:** Prioritize customers aged 30-49 as they are the biggest contributors to sales.

**3: LOCATION TARGETING:** Concentrate marketing efforts in Maharashtra, Karnataka, and Uttar Pradesh

**4: ONLINE INTEGRATION:** Partner with popular online platforms like Amazon, Flipkart, and Myntra to offer discounts, coupons, and special promotions to boost sales.

# **FINAL RECOMMENDATION**

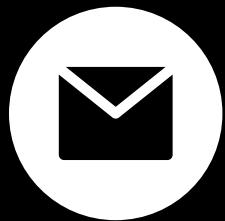
**TO INCREASE MAIL SALES, BUSINESSES SHOULD TARGET WOMEN**

**AGED 30-49 LIVING IN**

**MAHARASHTRA, KARNATAKA, AND UTTAR PRADESH**

**BY USING ADS AND OFFERING SPECIAL COUPONS AVAILABLE ON AMAZON, FLIPKART,  
AND MYNTRA.**

**THANKS FOR GIVING ME YOUR  
TIME**



**EMAIL - PATHAKCG22@GMAIL.COM**