**EXCEL PROJECT**

Objective: Vrinda store wants to create annual sales report for 2022. So that, Vrinda can understand their customers and grow more sales in 2023.

Sample Questions:

1. Compare sales and order using single chart
2. Which month got the highest sales and orders
3. Who purchased more- men or women in 2022
4. What are diff order status in 2022
5. List top 10 states contributing to sales
6. Relation between age and gender based on number of orders
7. Which cannel is contribution to max sales
8. Highest selling category

SOLUTION-

Step1- Data Cleaning

Step2- Data Processing

* Calculated Age groups (Senior, Adults, Teenage)
* Calculated month

Step3- Data Analysis

Done analysis using pivot tables and slicers

INSIGHTS:

* Women are more likely to buy compared to men (64%)
* Maharashtra, Karnataka and Uttar Pradesh are top 3 states
* Adult age group (30-49 yrs) is max contributing (35%)
* Amazon, Flipkart and Myntra channels are max contributing (80%)

Conclusion to improve Vrinda store sales:

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