**REPORT WRITING**

ON SUPER STORE DATA

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INTRODUCTION

Data analytics converts raw data into actionable insights. It includes a range of tools, technologies, and processes used to find trends and solve problems by using data. Data analytics can shape business processes, improve decision-making, and foster business growth.

Super store dataset contains about the sale of the product form the different channels (Online Platforms) in the year 2022. The data sheet contains many columns such as Order ID, Cust ID, Gender, Age, Age Category, Date, Month, Status, Channel ,SKU,Category, Size,Qty,Currency,Amount,Ship-city,Ship-postal-code,ship-country , B2B etc. Different types of order sales data is fetched in this sheets and the data is analysed with the help of charts.

MAIN REPORT

The main report contains in the following Data Flow:

1. Data Collection :

* The process of gathering and analysing accurate data from various sources to find answers to research problems, trends and probabilities, etc., to evaluate possible outcomes
* The data is collected form raw files. An excel sheet of Super store is given to us to manipulated and analysed the data.

1. Data Cleaning:

* Data cleaning is the process of fixing or removing incorrect, corrupted, incorrectly formatted, duplicate, or incomplete data within a dataset.
* In the given data we have done several changes such as
* W is changed to Women
* “One” is changed to “1”
* “Two“ is changed to “2”

1. Data Analysis:

After the Data cleaning, data is analysed on the basis of charts. There are certain objectives to analyse the data, data extracted on the basis of those objectives and placed in the charts. The Objectives making the charts are

* + Finding out the order vs sales turnover month wise
  + Finding out the sales in terms of gender wise
  + Finding out the different types of order status
  + Finding out the different order channels
  + Finding out top 5 states in terms of sales
  + Finding out the order in terms of Age Category vs Gender

1. Interpretation:

* Data interpretation is the process of reviewing data and arriving at relevant conclusions using various analytical research methods.

The Interpretation of the data according to the given objectives are :

ORDER VS SALES TURNOVER MONTH WISE:

In the order vs sales turnover, the data is extracted on the basis of month and amount and applied in the form of bar chart.

* **Findings :**
* From the chart we can conclude that the sale of the amount on the month of November is lowest whereas in the sales is highest in the month of March.
* Month of February have second highest sales.
* Whereas month of May, June, July, August, September, have average sales
* **Analysis:**
* The stores must give occasional discounts to increase sales
* The range of order and sales is varying form months
* Form the data we can say that these stores does not have the winter wear collections .

SALES IN TERMS OF GENDER WISE

* **Findings:**
* In sales in terms of gender wise, it is shown the percentage of the categories on the basis of gender. In the pie chart we can conclude that the total amount of the product bought by the male is 35.5% and women is 64.5%. Hence women buyers are more
* **Analysis:**
* By the given data we can analyse that these stores does not have proper men collections as they have for women.

ORDER STATUS

* **Findings:**
* In order status, the order is counted on the basis of status. In the pie chart it is shown that 92% is delivered,3% is returned and cancelled, 2% is refunded.
* Maximum order is delivered
* **Analysis:**
* According to most of the ordered is delivered without any defect and neither a wrong product is delivered frequently .

ORDER CHANNEL

* **Findings:**
* In order channel, the order is counted on the basis of various channels (online platforms). In the pie chart we can conclude that amazon has the highest order (35.38%) then Flipkart (23%) and Myntra (21%) and Nali (4.78%) and Other (4.06%) has the lowest order.
* **Analysis:**
* In the given data, Amazon, Flipkart, Myntra have highest buyers and they have good marketing strategy to hold their customers whereas Ajio and Nali does not have good strategy.

TOP 5 STATES IN TERMS OF SALES

* **Findings:**
* In the top 5 states in terms of sales, the sale of amount is measured on the basis of ship-state. In the bar chart it is shown that Maharashtra has the highest sales and Telangana has the lowest.
* **Analysis:**
* The people of Maharashtra have the highest buyers both (men and women) and the stores need to put a better ideas to increase the market of rest of the store.

AGE CATEGORY VS GENDER

* **Findings:**
* In Age Category vs Gender, the sale is analysed on the basis of Age Category and gender. Here Adult Male and Women has the highest sales and senior Male and Women has the lowest sales.
* **Analysis:**
* The adult male and female ratio is more than the senior citizens and young male and female ratio.

1. Action:

* Actionable analytics is the process behind moving customer behavior analytics from purely informational to actionable, through phases that strive for proactive foresight, and not just predicting what will happen, but eventually determining what will happen before it even does.
* According to this data , the dealership of Amazon ,Flipkart and Myntra will increase and they have increase their options of male used product so that that they attract their male buyers.

CONCLUSION:

By this data we can conclude thatData analysis is a [process](https://en.wikipedia.org/wiki/Process_theory) for obtaining [raw data](https://en.wikipedia.org/wiki/Raw_data), and subsequently converting it into information useful for decision-making by users. Data is collected and analysed to answer questions, test hypotheses, or disprove theories. We have created a Dashboard for the conclusion of the data and it’s findings.

The findings are:

* the sale of the amount on the month of January is lowest (only Rs 879) whereas in the sales is highest in the month of September (only Rs 6700).
* the total amount of the product bought by the male is 35.5% and women is 64.5%. Hence women buyers are more
* The order status contains 92% is delivered,3% is returned and cancelled, 2% is refunded.
* Amazon has the highest order (35.38%) then Flipkart (23%) and Myntra (21%) and Nali (4.78%) and Other (4.06%) has the lowest order.
* Maharashtra has the highest sales and Telangana has the lowest.
* Adult Male and Women has the highest sales and senior Male and Women has the lowest sales.