I have **e-commerce store dataset** the store owner wants to create an **annual sales report**. so that, owner can understand their **customers and grow rate** and work on **more sales**.

**Some Sample Question**

1. Compare the sales and orders using single chat.
2. Which month got the highest sales and orders?
3. Who purchased more- men or woman
4. What is different order status
5. List top 10 states contributing to the sales
6. Relation between age and gender based on number of orders
7. Which channel is contributing to maximum sales
8. Highest selling category.

**Step for data analysis**

1. Data cleaning
2. Data processing
3. Pivot
4. Chart
5. Dashboard

**Business Insights**

1. Woman are more likely to buy compared to men **(~65%)**
2. Maharashtra, Karnataka, Uttar Pradesh are the top 3 states **(~35%)**
3. Adult age group (**30-49 yrs**) is max contributing **(~50%)**
4. Amazon, Flipkart and Myntra channels are max contributing **(~80%)**

**Final conclusion to improve Sales**:

Target **women** customer of age group (**30-49yrs**) living **in Maharashtra, Karnataka, Uttar Pradesh**

By showing ads/offers/coupons available on **Amazon, Flipkart and Myntra channels**

