ANNUAL SALES REPORT
USING EXCEL

ABOUT DATA

Data source: https://github.com/Krishnkumar542/Vrinda-Store-Data-Analysis

It is a cleaned data set that consists of details about

- Age
- Order ID
- Gender

- Order date
- Status
- Channel
- Category
- Amount
- Ship date
- Ship postal code

OBJECTIVE

To create dashboard that answers the following questions

- Which month got the highest sales and orders?
- Who purchased more men or women?
- Compare sales and orders
- Analyze for different age group
- List top 10 contributing states for sales
- Channel contributing to more sales
- State contributing highest sales

PROCESSING:

1. Create a new column age group using a nested if formula.

   Age group is helping in creating a slicer that helps in analyzing the dashboard for different age groups.

   Steps:

   Insert new column named Age group

   Write formula based on age column

   Example:=**IF([@Age]>50,"senior",IF([@Age]>18,"adult","teenager"))**

   This results the value **senior** if the cell value in age more than 50 or **adult** if the cell value is more than 18 and **teenager** if less than 18

2. Create a month column by extracting the month from the order date using the text function.

Creating a month column helps in identifying and concluding the month that has highest sales and the least sales etc.
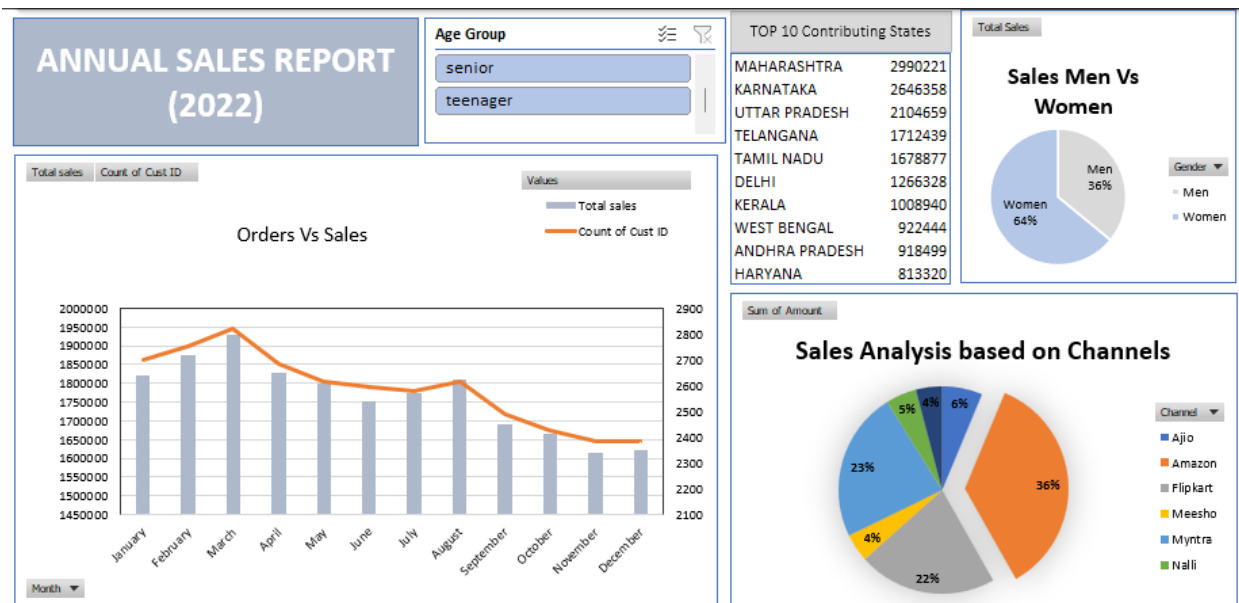
Steps:

Insert a new column near the order date column and name it as month.

Write formula

=TEXT([@Date],"mmmm")

It returns the month name like December .

DASHBOARD:

Using this dashboard we can conclude

- *March* month got the highest sales and *November* month got the least sales.
- There is a positive linear relationship between the number of orders and the sales as the number of orders increases and the sales amount also increases.
- *Women* purchased more than men.
- Slicer for different age group is created.
- Can find the top 10 contributing states.
- People orders mostly through *amazon* channel nearly 36%.
- *Maharashtra* is the state highest sales is being recorded.