OBJECTIVE:

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

Sample questions:

1. Compare the sales and orders using a single chart.

2. Which month got the highest sales and orders?

3. Who purchased more men or women in 2022?  
4. What are the different order status in 2022?

5. List the top 10 states contributing to the sales.

6. Relation between age and gender based on the number of orders.

7. Which channel is contributing to maximum sales?

8. Highest selling category?

DATA CLEANING

* Check for duplicate or null values
* By applying filter ,we can check
* We have found: inconsistencies in Gender column
* M,W ,Women,Men ….solutionn?
* Select all M , press ctrl+F and replace all M with Men
* Same issue with Qty replace one with 1

DATA PROCESSING

* Creating new column “age group” =IF(F31047>=50,"senior",IF(F31047>=30,"adult","teenager"))
* Creating new colmn “month” =TEXT(H2,"mmm")

DATA ANALYSIS

* For this, first create pivot table

1. Compare the sales and orders using a single chart.

Go to pivotChart analyze and select pivot chart .

INSIGHTS:

* Women are more likely to buy compared to men
* Maharashtra,Karnataka and uttar Pradesh are the top 3
* Adlt age group is max contributing
* Amazon,Flipkart and myntra channels are max contributing.