**Problem statement:**

**Vrinda store wants to create an annual sales report for 2023. So that, Vrinda can understand their customers and grow more sales in 2024.**

**Sample Questions we can ask from our data:**

1. How sales and orders are related?
2. Which month got the highest sales and orders?
3. Who purchased more men or women in the year 2023?
4. What is the order status count?
5. Top 10 states VS Sales?
6. Which age and gender is contributing more in sales?
7. Which channel is contributing to maximum sales?
8. Which is the highest selling category?

**FLOW:**

1. **Define the Problem Statement/ Objective of the project**
2. **Data Loading and Understanding the data (High level)**

* **Checking Rows and Columns**
* **Understanding columns**

1. **Data Cleaning**

* **Checking Null values**
* **Checking Duplicates**
* **Checking Spelling Inaccuracies/Inconsistency in data**
* **Checking whether our data is consistent?**

1. **Data Preprocessing (**Doing calculations or preprocessing which will help in data analysis)

* **Binning/ Bucket of age column**
* **Binning of Dates into Months**

1. **Creating Pivot tables For KPI’s**

* **Order vs sales**
* **Etc..**

1. **Adding Slicers for making the dashboard dynamic**
2. **Publishing Insights and Recommendations**