**Project Title:**

**Sales Data Analysis for Rocry Shopping Company**

**Project Description:**

Rocry Shopping Company is a growing e-commerce business headquartered in Diwali, India. Sales data has been extracted from the company’s website and requires cleaning and analysis to provide insights into customer behavior, sales distribution, and market performance.

**Project Requirements:**

**Data Cleaning:**

1. **Structure the Data:** Ensure each field is placed in a separate column for proper analysis.
2. **Gender Column:** Replace:
   * M with **Male**
   * F with **Female**
3. **Marital Status Column:** Replace:
   * 0 with **Single**
   * 1 with **Married**
4. **Remove Empty Columns:** Delete **Column N** and **Column O**.
5. **Handle Incomplete Orders:** Replace all empty cells in the **Amount** column (representing unsuccessful orders) with **0**.

**Data Analysis:**

1. **Total Number of Customers:** Calculate the distinct count of customers.
2. **Top Occupation by Orders:**
   * Identify the occupation with the **highest number of orders**.
   * Sum the total **amount of orders** placed by that occupation.
3. **Top 10 Product Categories:**
   * Based on **Sum of Amount**.
   * Calculate the **percentage contribution** of each to the total.
4. **Highest Ordering Age Group:**
   * Determine which **age group of males and females** placed the most orders.
5. **Insight Observation:**
   * Provide a brief observation based on the finding in question 9.
6. **Top Revenue Age Groups:**
   * Analyze to find the **3 age groups** that generate the **highest revenue (Amount)**.
   * Identify the **Top 5 States** contributing the most revenue from these age groups.
7. **Dashboard Visualization:**
   * Create a single chart showing:
     + **Gender**
     + **Age Group**
     + **Marital Status**
     + **Sum of Amount**
   * Add a **Zone slicer** for interactive filtering.