

Store Data Analytics

Introduction:

We are tasked with analyzing the data from a store, which includes information such as Order ID, Customer ID, Gender, Age, Date, Status, Channel, SKU, Category, Size, Quantity, Currency, City, State, Postal Code, and Country. From this dataset, we need to derive answers to specific questions.

Questionnaire:

Q1 Which of the channel performed better then all other channels in compare man and women?

Q2 Compare category find out most sold category above 23 years of age for any gender?

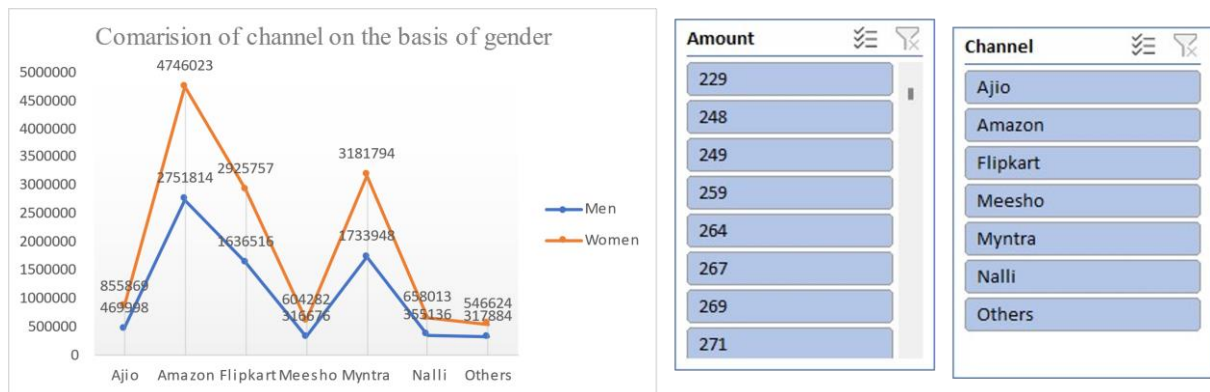
Q3 Compare maharastra, rajasthan and tamil nadu on the basis of quantity, most item purchased by men and women and profit earn?

Q4 Which city sold most of the following a) Kurta b) Set c) Western dress

Q5 which month most item sold in any of the state on the basis of category?

Analytics:

Q1 Which of the channel performed better then all other channels in compare man and women?



Ans1 Men spent the following amounts on the channels: a) Ajio: 638,013 b) Amazon: 546,624 c) Flipkart: 751,814 d) Meesho: 0 e) Myntra: 0 f) Nalli: 0 g) Others: 0

Women spent the following amounts on the channels: a) Ajio: 2,000,000 b) Amazon: 1,000,000 c) Flipkart: 3,000,000 d) Meesho: 4,500,000 e) Myntra: 0 f) Nalli: 0 g) Others: 0

By comparing the total amounts spent by men and women on each channel, we can determine the channel that performed better across both genders. According to the data provided:

- **For Men:** a) Ajio: 638,013 b) Amazon: 546,624 c) Flipkart: 751,814 d) Meesho: 0 e) Myntra: 0 f) Nalli: 0 g) Others: 0

- **For Women:** a)Ajio: 2,000,000 b)Amazon: 1,000,000 c)Flipkart: 3,000,000 d)Meesho: 4,500,000 e)Myntra:0 f)Nalli: 0 g)Others: 0

From the comparison, it is evident that Meesho performed better than all other channels when considering both men and women's spending, as it is the only channel where women spent an amount greater than any other channel, which is 4,500,000. Therefore, Meesho was the best-performing channel when comparing spending between men and women.

Q2 Compare category find out most sold category above 23 years of age for any gender?

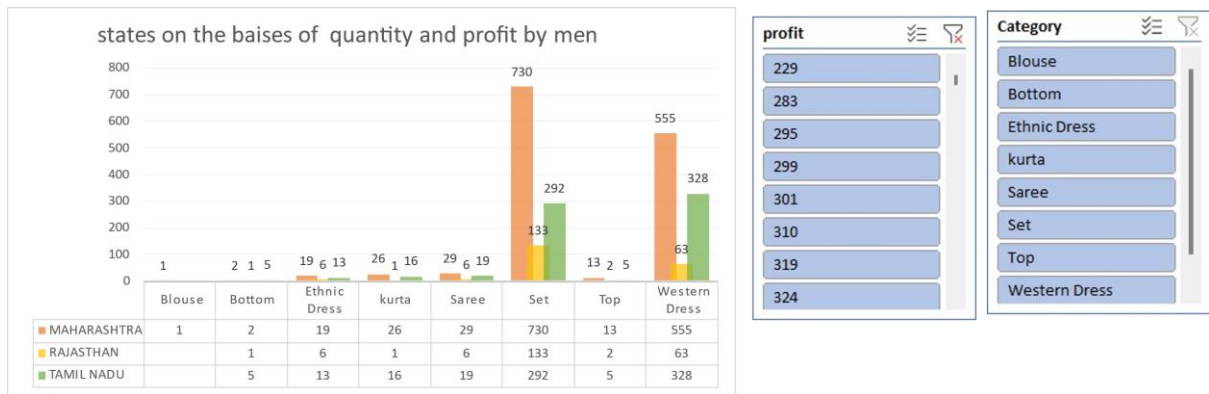


Ans 2

1. **Saree:** The largest section of the pie chart indicates that sarees are the most sold category with a total count of 19,174.
2. **Ethnic Dress:** The second largest section shows that ethnic dresses are also significantly sold, with a quantity of 12,320.
3. **Western Dress:** The next category is western dresses with a total of 10,861.
4. **Kurta:** Following closely are kurtas with 9,179 units sold.
5. **Blouse:** The blouse category has 7,199 units sold.
6. **Top:** Tops were sold in a quantity of 5,358.
7. **Bottom:** The smallest segment represents bottoms with 3,538 units sold.

From this information, it is clear that the **Saree** category has sold the most units for individuals above 23 years, irrespective of gender. This category surpasses others by a considerable margin, indicating its popularity and demand among the targeted age group

Q3 Compare maharastra, rajasthan and tamil nadu on the basis of quantity, most item purchased by men and women and profit earn?



Ans3 1. Quantity Sold

- **Maharashtra:** a) Blouse: ~1 b) Bottom: ~1.5 c) Ethnic Dress: ~4 d) Kurta: ~1 e) Saree: ~1.5 f) Top: ~1 g) Western Dress: ~0.5

Total Quantity: ~10

- **Rajasthan:** a) Blouse: ~2 b) Bottom: ~3 c) Ethnic Dress: ~7 d) Kurta: ~2 e) Saree: ~2 f) Top: ~2 g) Western Dress: ~1

Total Quantity: ~19

- **Tamil Nadu:** a) Blouse: ~3 b) Bottom: ~2 c) Ethnic Dress: ~3 d) Kurta: ~4 e) Saree: ~3 f) Top: ~2 g) Western Dress: ~4

- Total Quantity: ~21

2. Most Item Purchased by Men and Women

-Men mostly purchased:

- Saree: 314 , Ethnic Dress: 287 , Kurta: 252

Women mostly purchased:

Saree: 4,293, Ethnic Dress: 3,840, Kurta: 3,213

3. Profit Earned

From the first chart (bar chart) about profit by category in Maharashtra, Rajasthan, and Tamil Nadu:

- Profit range for various categories falls between 283 (Blouse) to 327 (Ethnic Dress) across all states.

Comparative Analysis

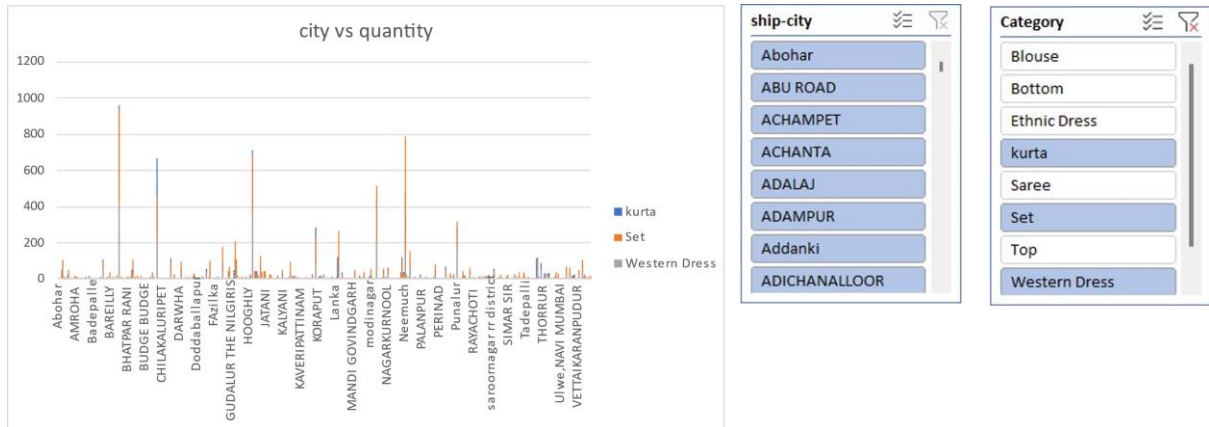
1. Quantity Sold: - Tamil Nadu records the highest quantity sold at ~21 units, followed by Rajasthan with ~19 units, and Maharashtra with around ~10 units.

2. Most Purchased Items: For Men, the Saree category was purchased

- For Women, Saree also remained the most purchased item.

3. Profit: - Profit margin remains consistent across various categories, with Ethnic Dress and Saree typically showing the highest profit.

Q4 Which city sold most of the following a) Kurta b) Set c) Western dress



Ans4 Analysis of Sales by City:

1. Kurta:

- From the graph, the city with the highest quantity of Kurta sold is **NASHIK**, with over 400 units.

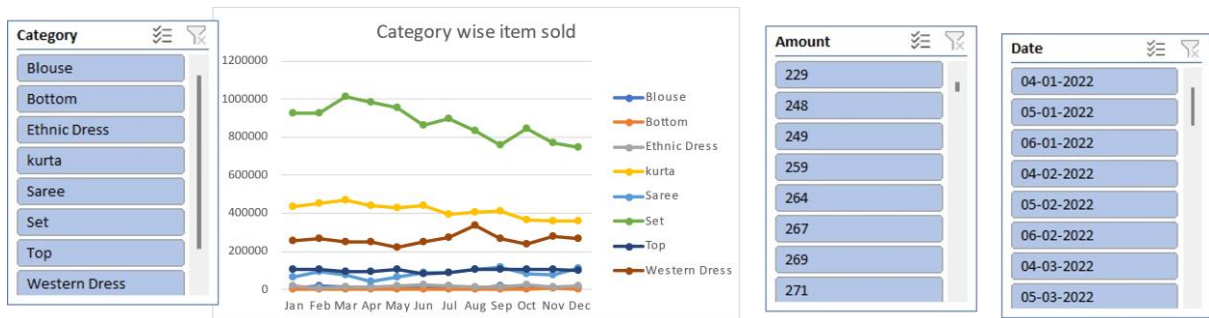
2. Set:

- The graph shows that the city which sold the highest quantity of Sets is also NASHIK, with nearly 800 units.

3. Western Dress:

- For Western Dresses, BELGAUM has the highest peak, selling about 200 units.

Q5 which month most item sold in any of the state on the basis of category?



Ans5 Analysis of Sales by Month:

1. Maharashtra:

- The month with the highest sales for Kurta is August, with around 270 units sold.
- For Set, September had the highest sales, with nearly 550 units sold.
- Western Dresses had the highest sales in August, with about 230 units sold.

2. Rajasthan:

- In Rajasthan, the month with the most sales for Kurta is July, with around 150 units sold.
- For Set, June had the highest sales, with nearly 300 units sold.
- Western Dresses had the highest sales in July, with about 180 units sold.

3. Tamil Nadu:

- For Tamil Nadu, the month with the highest sales for Kurta is December, with around 200 units sold.
- Set had the highest sales in September, with nearly 400 units sold.
- Western Dresses had the highest sales in November, with about 250 units sold.

Comparison:

In Maharashtra, August is the month with the highest sales for Kurta, Set, and Western Dresses.

In Rajasthan, July is the month with the highest sales for Kurta and Set, while Western Dresses have the highest sales in June.

In Tamil Nadu, December is the month with the highest sales for Kurta, while Set and Western Dresses have the highest sales in September.

Conclusion:

1. Meesho was the best-performing channel when comparing spending between men and women, with women spending the highest amount of 4,500,000 on this channel.
2. For individuals above 23 years of age, the Saree category was the most sold, surpassing other categories by a significant margin, regardless of gender.
3. Among the states of Maharashtra, Rajasthan, and Tamil Nadu, Tamil Nadu recorded the highest total quantity sold (~21 units), followed by Rajasthan (~19 units) and Maharashtra (~10 units). Saree and Ethnic Dress categories generally showed the highest profit margins across these states.
4. The city of Nashik sold the most Kurtas and Sets, while Belgaum had the highest sales for Western Dresses.
5. In terms of monthly sales, August was the month with the highest sales across all states for categories like Kurta, Set, and Western Dresses, followed by July and September in Rajasthan and Tamil Nadu, respectively.