Objective: Vrinda store wanted to create an annual sales report for 2022. So that, The Vrinda store owner can understand their customers and grow more sales in 2023.

Questions asked by Owner of Vrinda store are as follows:
🔍 Compare the sales and order using a single chart?
🔍 Which month got the highest and lowest sales and orders?
🔍 Who purchased more (men or women) in 2022?
🔍 What are different order status in 2022?
🔍 List top 10 states contributing to the sales?
🔍 Relation between age and gender based on number of sales.
🔍 Which channel is contributing to maximum sales?

Steps Involved:

1. Defining problem.
2. Data cleaning: It includes handling missing value, duplicates, error, trimming of extra space, auto-fit cells.
3. Data processing: In this step, I created an Age group column using the if function, and created a month column which facilitated tracking sales.
4. Data analysis: Pivot tables used for this purpose.
5. Data visualisation: Various kinds of charts created from analysed data.
6. Findings
7. Conclusion.

Findings:
💡 Orders vs. Sales: during March vrinda store observed highest sales and lowest sales in December !
💡 Sales by Gender: Women customers lead with 64% of total sales, showcasing their preference for our products.
💡 Order Status: 92% of orders delivered successfully.
💡 Customer Demographics: The adult female group made the most purchases, reflecting their strong presence in our customer base.
💡 Top Performing States: Maharashtra, Karnataka, and Uttar Pradesh topped the charts for the highest sales.
💡 Sales Channels: Amazon emerged as the most preferred channel, contributing 35.48% of total orders.

Conclusion:
Target women customers of age group (30-49 yrs) living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra.

Skills used: Pivot Tables, Slicers, Analysis, Visualization, and Dashboard creation.