# Report on Store Data Analysis

Introduction : This dataset contains sales data from a retail store, covering various details like customer information (such as gender and age group), transaction specifics (like order ID and status), and product details (such as category and SKU). Our goal in analyzing this data is to understand how customers behave and what products are popular. By doing this, we can find patterns, preferences, and connections within the data. These insights can then be used by businesses to improve how they market products, manage their inventory more effectively, and make sure customers are happy with their shopping experience

Questionaries :

1. Which of the channel performed better than all other channels in compare men & women?
2. Compare category. Find out most sold category above 23 years of age for any gender.
3. .Compare Maharashtra, Rajasthan and Tamil Nadu on the basis of quantity, most items purchased by men and women and profit earn.
4. Which city sold most of following categories:
   a. Kurta
   b. Set
   c. Western wears
5. In which month most items sold in any of the state on the basis of category.

Analytics :

1. **Which of the channel performed better than all other channels incompare men & women?**
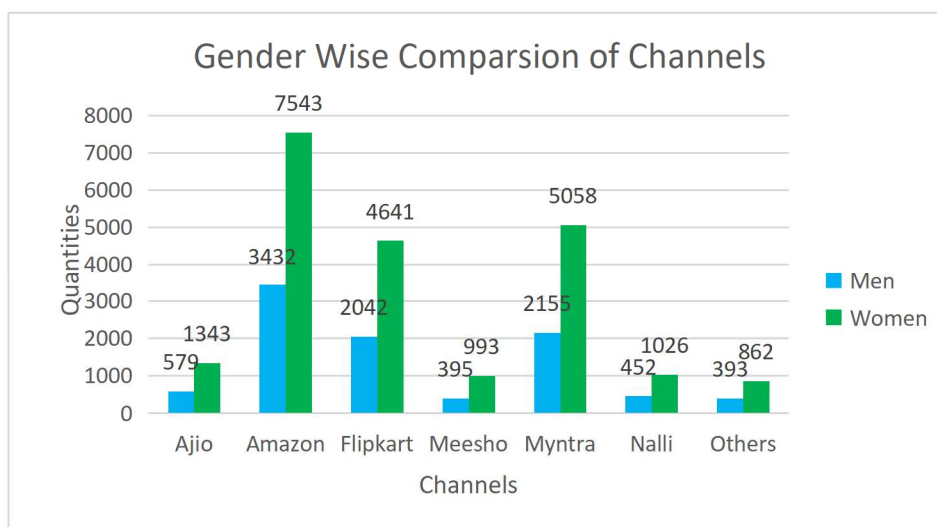
Ans:- Amazon is the top seller for both men and women, with Myntra and Flipkart following closely behind. Specifically, Amazon sold nearly 3,500 units in the men's category and almost 7,500 units in the women's category. Myntra, on the other hand, sold 2,000 units in the men's section.

2.Compare category. Find out most sold category above 23 years of age for any gender.
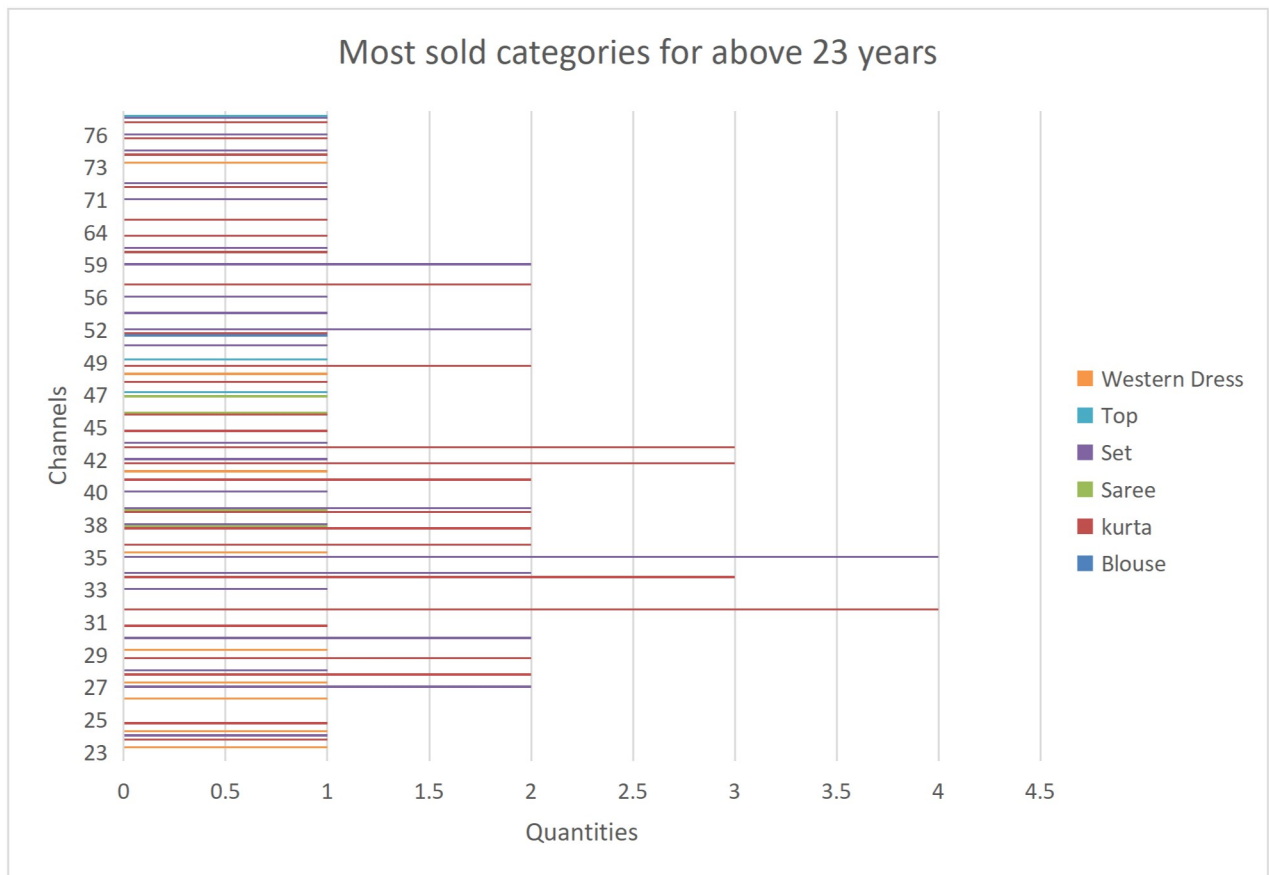
Ans. In the women's section, the most popular category among customers aged 23 years and above is Kurta, with a remarkable 8,820 units sold. Meanwhile, in the men's section, the top-selling category is Set, which saw 4,365 units sold. Interestingly, Set also ranks as the second most popular category in the women's section, indicating its broad appeal across genders

3.Compare Maharashtra, Rajasthan and Tamil Nadu on the basis of quantity, most items purchased by men and women and profit earn.

Comparsion of Rajasthan, TamilNadu and maharastra on bases of Quantity
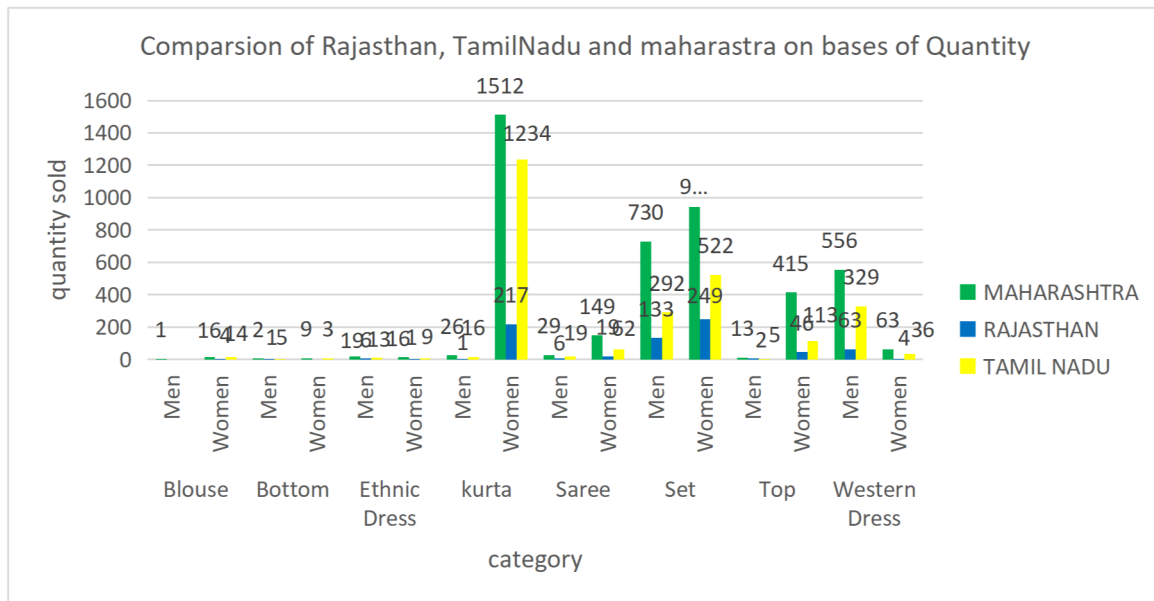
Ans:- In Maharashtra, sales data indicates that the men's category saw a total of 1,390 units sold, while the women's category recorded a significantly higher figure of 3,144 units sold. Moving on to Tamil Nadu, sales in the men's category amounted to 686 units, with the women'scategory showing a stronger performance at 2,023 units sold. Finally, in Rajasthan, sales werecomparatively lower, with only 21 units sold in the men's category and 543 units in the women'scategory.

**4. Which city sold most of following categories:**
   a. Kurta
   b. Set
   c. Western wears

Comparsion of cities on basis of Kurta , Set and Westernwear Sold
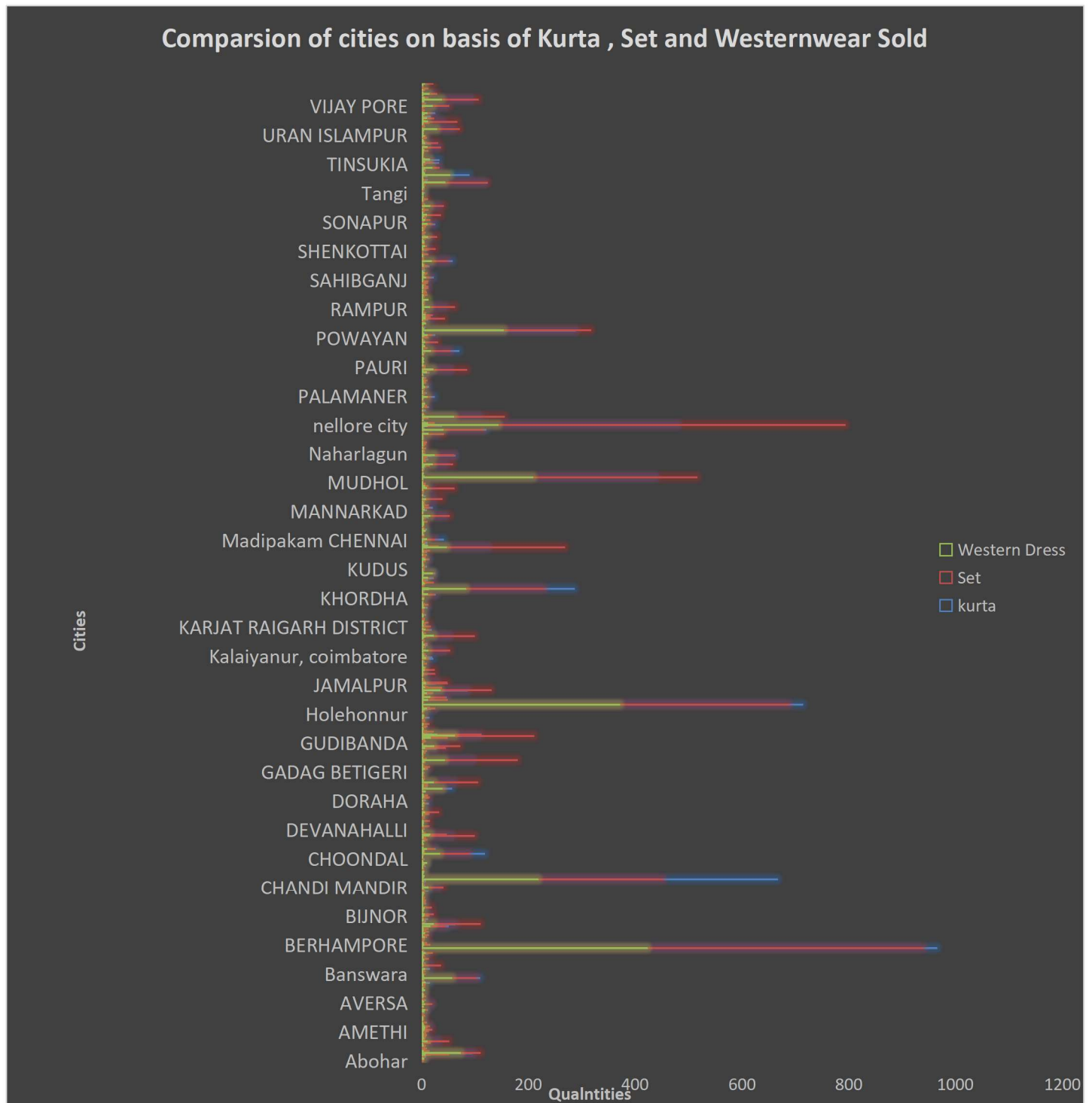
Ans:- Bengaluru, Chennai, Hyderabad, Mumbai, and New Delhi stand out as the top cities for Kurta, Set, and Western wear sales. These urban centers consistently show the highest demand for these clothing categories compared to other cities, indicating strong consumer preferences for traditional and contemporary styles. This insight enables businesses to focus their marketing efforts and product offerings to better serve customers in these key markets

5.In which month most items sold in any of the state on the basis of category.

MONTHWISE COMPARSION OF CATEGORIES
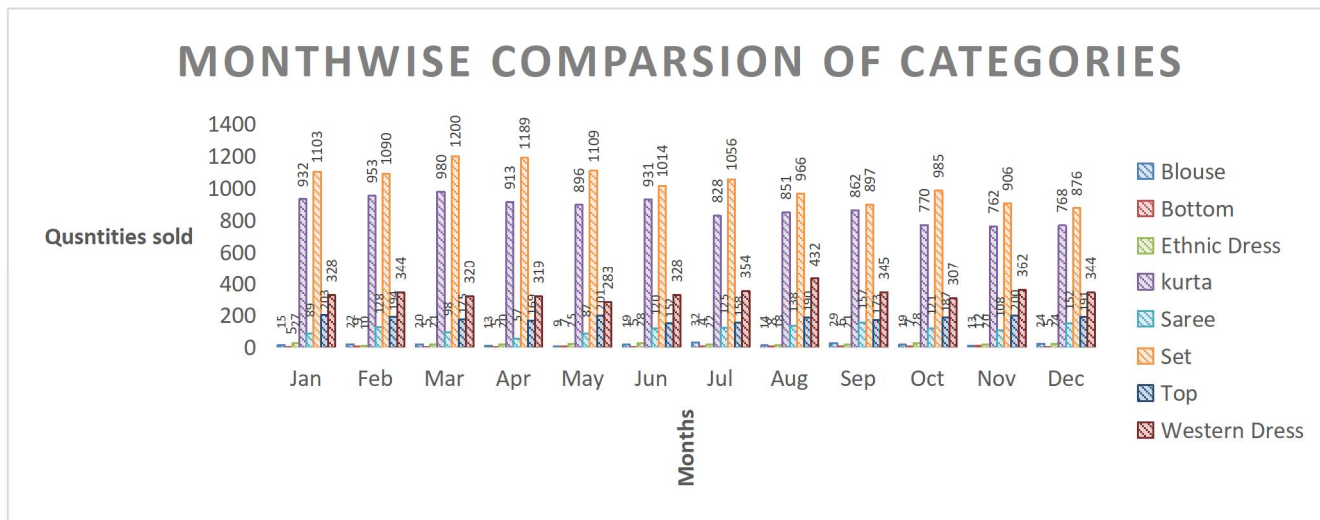
Ans: The Graph for most sold item in any of state on basis of category is given above:

Conclusion and Review :

this dataset offers a comprehensive view of sales data from a retail store, encompassing customer demographics, transaction details, and product specifics. Our analysis aims to uncover insights into customer behavior and product popularity, with the goal of identifying patterns, preferences, and connections within the data. By leveraging these insights, businesses can refine their marketing strategies, optimize inventory management practices, and enhance the overall shopping experience for customers. Ultimately, understanding customer behavior and product trends enables businesses to make informed decisions that drive sales growth and foster customer satisfaction.