**DATA CLEANING :**

**To perform :**

Go to the "Data" tab.

Apply filters by clicking on the "Filter" option.

You'll see a drop-down arrow appear next to each column heading.

Click on the arrow and ensure that each column does not contain any duplicate or null values. In the 'Quantity' column, we observe a mix of numerical values ('1', '2', '3', '4', '5', '6') and their textual representations ('One', 'Two'). To maintain consistency, we will replace 'One' with '1' and 'Two' with '2' to ensure uniformity in the data.

**DATA PROCESSING :**

we aim to explore the relationship between age and gender. To facilitate analysis, we will simplify the age data by grouping individuals into age categories or buckets. This simplification will help us derive meaningful insights more easily.

Let's create a new column called 'Age group'. To do this, we'll use a formula in cell to determine the appropriate age range for each individual. This formula will categorize each person into different age groups based on their age.

**IF(E2>=50,"Senior",IF(E2>=30,"Adult","Teenager"))**

Next, we need to extract the month from the date. To do this, we'll apply the following formula."

**TEXT(G2,"mmm")**

**DATA ANALYSIS :**

To determining which month had the **highest sales and orders**. To accomplish this, we will create a single chart using a pivot table.

1. When you click on 'Pivot Table,' it will create a new sheet. To make a chart showing sales and orders, we'll first need to select and drag the 'Sum of Orders' and 'Total Amount' into the values section. And also the month should be into the row section.
2. We'll use a pie chart to compare the purchasing behavior between men and women in 2022. To do this, we'll once again utilize a pivot chart. This action will generate a new sheet specifically for the chart.
3. we'll utilize a pivot table once more to generate the visualization of **order status**. Following the same process as before, we'll create a pie chart for clearer representation.
4. Next, let's proceed to create visualizations for the top 7 states contributing to sales. We'll achieve this by setting up a PivotTable, with **ship-states as rows** and **amount as the value**. Simply drag and drop the required fields into their respective boxes.
5. To analyze the relationship between age and gender concerning the number of orders, follow these steps:
6. Create a pivot table.
7. Place '**Age Group**' in the **rows field.**
8. Place '**Gender**' in the **columns field**.
9. Use '**Count of Order ID**' as the **values** to complete the table.
10. we found that adult women had the highest shopping percentage, accounting for 34.59% of the total.
11. To generate the final chart and determine the channel driving the highest sales, follow these steps:
12. Create a new PivotTable and add the **'Order ID**' to the 'Values' field.
13. Place the '**Channel**' in the 'Rows' field.
14. Proceed as per the previous method to generate the final Pivot.

**DASHBOARD :**

Label the report as 'Vrinda Store Annual Sales Analysis, align it centrally both horizontally and vertically, and set the font size.

Afterward, simply copy (Ctrl+C) all the charts previously created and paste (Ctrl+V) them into the dashboard.

The final step involves adding slicers and linking them to other charts so that the dashboard data updates dynamically based on user selection.

**INSIGHTS:**

March records the highest sales based on both sales and order views.

In 2022, women made more purchases compared to men. (65%)

A significant portion, around 92%, of ordered items were successfully delivered.The top three states contributing to the highest sales are Uttar Pradesh, Karnataka, and Maharashtra.

Sales come from adults(30-49 yrs), with women being the primary purchasers in 2022 As Per the report of data.

Amazon, Myntra, and Flipkart emerged as the leading contributors and indicating its potential significance in revenue growth strategies