**CLUB’s Fashion Wear Annual Report-FY2024**

USER: S.KAUSHIK SHIVA

2024

* **INTRODUCTION:** As we reflect on the successes and milestones of the past year, we are excited to introduce a new feature to our online platform: the ability to review and analyse sales data from the year 2022. We are committed to transparency and empowering our community with insights into our operations, and this initiative is a testament to that commitment.
* **PREREQUISITE**: As a shop owner seeking clarity on sales performance and keen to ascertain the most profitable e-commerce platform during the festival season.

1. Comparing sales Month wise.
2. Sales by Gender category.
3. What are the different order status?
4. States with top five sales?
5. Which Online Platform contributed the most?
6. Highest Selling Category?

COMPARING SALES MONTHWISE.

* Select the data🡪Click on insert 🡪 open pivot table :

**Month** in Rows. **Sales** in Values and **Count of order** id in Values.

**Values** in Column.

We will be getting a pivot table for the data:

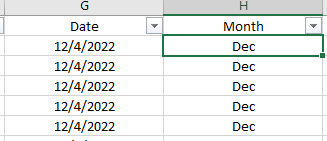
|  |  |
| --- | --- |
| **PIVOT TABLE** | **SALES CHART** |
| |  |  |  | | --- | --- | --- | | **Row Labels** | **Sum of Amount** | **Count of Order ID** | | Jan | 1820601 | 2702 | | Feb | 1875932 | 2750 | | Mar | 1928066 | 2819 | | Apr | 1829263 | 2685 | | May | 1797822 | 2617 | | Jun | 1750966 | 2597 | | Jul | 1772300 | 2579 | | Aug | 1808505 | 2617 | | Sep | 1688871 | 2490 | | Oct | 1666662 | 2424 | | Nov | 1615356 | 2383 | | Dec | 1622033 | 2384 | |  |

Note: To create Month data in Master Datasheet we need to add new column use TEXT Function.

=TEXT(G2,"MMM").

G2=Date column

MMM= Alpha character as need



**SUM OF AMOUNT SALES DONE BY GENDER CATEGORY**

* Select the data🡪Click on insert 🡪 open pivot table :

**Gender** in Rows. **Amount (sum of sales)** in Values

We will be getting a pivot table for the data:

|  |  |
| --- | --- |
| **PIVOT TABLE** | **SALES CHART** |
| |  |  | | --- | --- | | **Row Labels** | **Sum of Amount** | | Men | 7613604 | | Women | 13562773 | |  |

**ORDER STATUS BY ORDER ID**

* Select the data🡪Click on insert 🡪 open pivot table :

**STATUS** in Rows. Count of Order ID in Values

We will be getting a pivot table for the data:

* **Once Pie Chart is created, the values must be converted Into Percentage, so to get Clear status.**

|  |  |
| --- | --- |
| **PIVOT TABLE** | **SALES CHART** |
| |  |  | | --- | --- | | **Row Labels** | **Count of Order ID** | | Cancelled | 844 | | Delivered | 28641 | | Refunded | 517 | | Returned | 1045 | |  |

**TOP 5 STATES WITH HIGH PROFIT:**

* Select the data🡪Click on insert 🡪 open pivot table :

**Ship State** in Rows. **Sum of Amount** ID in Values

We will be getting a pivot table for the data:

|  |  |
| --- | --- |
| **PIVOT TABLE** | **SALES CHART** |
| |  |  | | --- | --- | | KARNATAKA | 2646358 | | MAHARASHTRA | 2990221 | | TAMIL NADU | 1678877 | | TELANGANA | 1712439 | | UTTAR PRADESH | 2104659 | |  |

**Note**: As per requirement, we need top FIVE states with high sales, so after creating pivot table click in

State 🡪left click 🡪filter🡪 Top 10.

**AGE GROUP BY SALEs**

* Select the data🡪Click on insert 🡪 open pivot table:

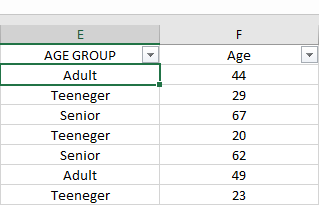
**AGE Group in** Rows. Count of Order ID in Values. **Gender** in Column

We will be getting a pivot table for the data.

|  |  |
| --- | --- |
| **PIVOT TABLE** | **SALES CHART** |
| |  |  |  | | --- | --- | --- | | **Count of Order ID** | **Column Labels** |  | | **Row Labels** | **Men** | **Women** | | Adult | 11.24% | 24.46% | | Senior | 5.72% | 13.31% | | Teenager | 13.62% | 31.66% | |  |

Note: To create Age Group in Main Data Sheet as per our requirement we have Age data .Using the IF formula we can create Age Group Data.

=IF (F2>50,"Senior", IF (F2>35,"Adult","Teeneger"))



ONLINE SHOPPING BRAND SALES

* Select the data🡪Click on insert 🡪 open pivot table:

**Channel in** Rows. Count of Order ID in Values.

We will be getting a pivot table for the data.

|  |  |
| --- | --- |
| **PIVOT TABLE** | **SALES CHART** |
| |  |  | | --- | --- | | Ajio | 6.2% | | Amazon | 35.5% | | Flipkart | 21.6% | | Meesho | 4.5% | | Myntra | 23.4% | | Nalli | 4.8% | | Others | 4.1% | |  |

* **Once Pie Chart is created, the values must be converted Into Percentage, so to get Clear status**.

DASHBOARD: