

STORE SALES ANALYSIS

Excel Dashboard



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OBJECTIVE

Vrinda Store wants to create an annual sales report for a year. So that, Vrinda can understand their customers and grow more sales in Next Year



QUESTIONS

- Compare the sale and orders using single chart.
- Which month go the highest sales and orders?
- Who purchased more - Men or Women?
- What are the different order Status in a year?
- List top 5 States Contributing to the Sales
- Relation between age and gender based on number of orders
- Which Channel is Contributing to Maximum Sales?
- Highest Selling Category?, etc.



INSIGHTS

- Women are more likely to buy Compared to men (65%)
- Maharashtra, Karnatkna and Uttar Pradesh are the top 3 States (35%)
- Adult age group (30-49 years) is max Contributing (50%)
- Amazon, Flipkart, Myntra Channel are max Contributing (80%)
- Kurta and set is the most purchased category by women and men respectively (16.55% AND 33.08%)
- As age increases the number of orders by people also increases.
- The status of order are highly Deliverd in this year that is 92% and rest 8% are Refunden, Returned and Cancelled.

CONCLUSION



Target Women customers of age group 30-49 years living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/offres/coupons available on Amazon, Flipkart, and Mytntra



THANK
YOU