

Store Dataset Report

Introduction:

This dataset encompasses sales data from a retail store, featuring a range of attributes including customer demographics (Gender, Age Group), transaction details (OrderID, Status), product specifics (Category, SKU), and shipping information. With a focus on understanding customer behaviour and product trends, our analysis aims to uncover patterns, preferences, and correlations within the data. By leveraging these insights, businesses can optimize marketing efforts, enhance inventory management, and improve customer satisfaction.

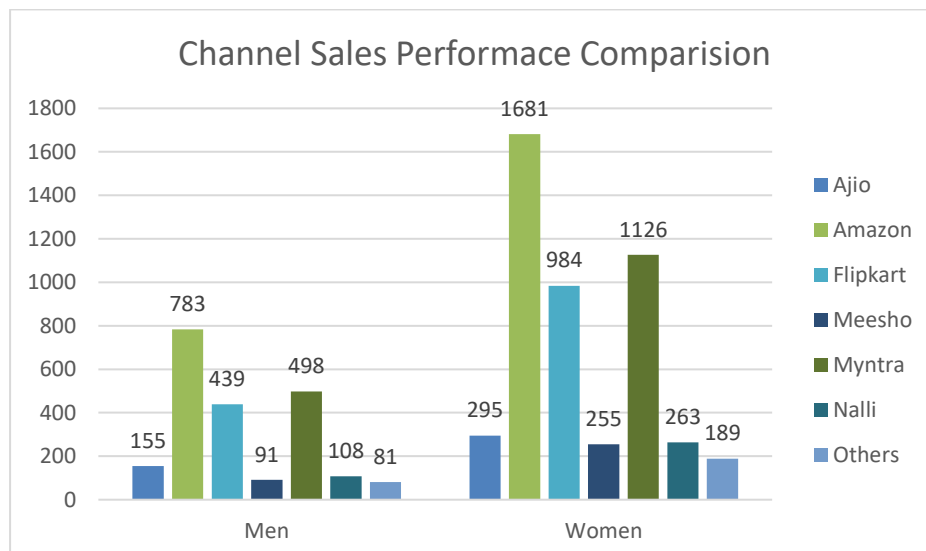
Questionnaire:

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 in compare men & women?

Ans: Amazon leads in the sales in both men and women category followed by Myntra and Flipkart. Amazon sold almost 3500 units in men category and almost 7500 units in women category. Myntra sold 2000 units in men section.



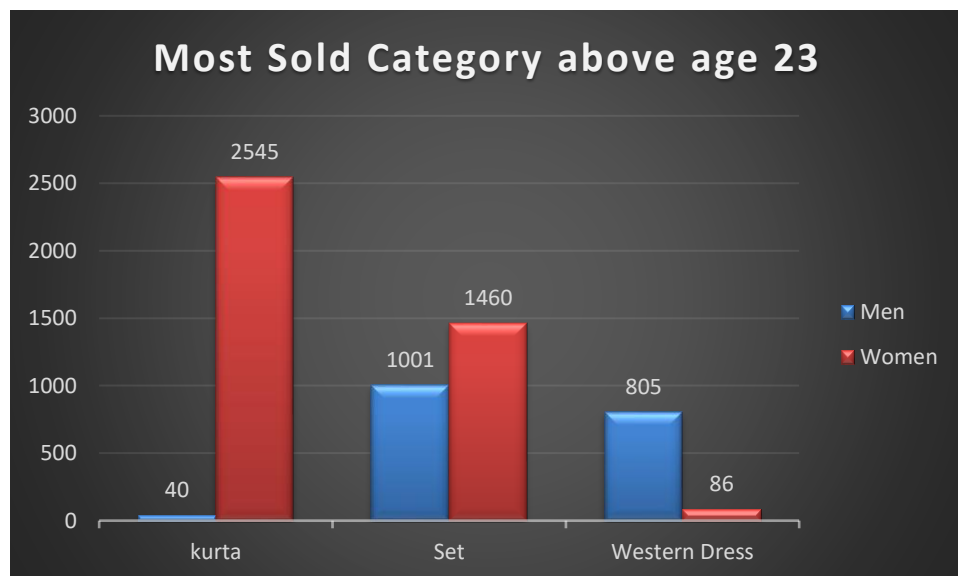
2. Compare category. Find out most sold category above 23 years of age for any gender.

Ans: In the above 23 years of age group Kurta is most sold category in women section with 8820 units sold. Set is most sold category in men section with 4365 units sold also set is the second most sold category in women section.

The table of items sold is given below:

Item	Men	Women	Grand Total
Blouse	6	190	196
Bottom	40	28	68
Ethnic Dress	150	77	227
kurta	156	8820	8976
Saree	261	941	1202
Set	4365	6204	10569
Top	45	1825	1870
Western Dress	3078	380	3458
Grand Total	8101	18465	26566

The graph is as follows:

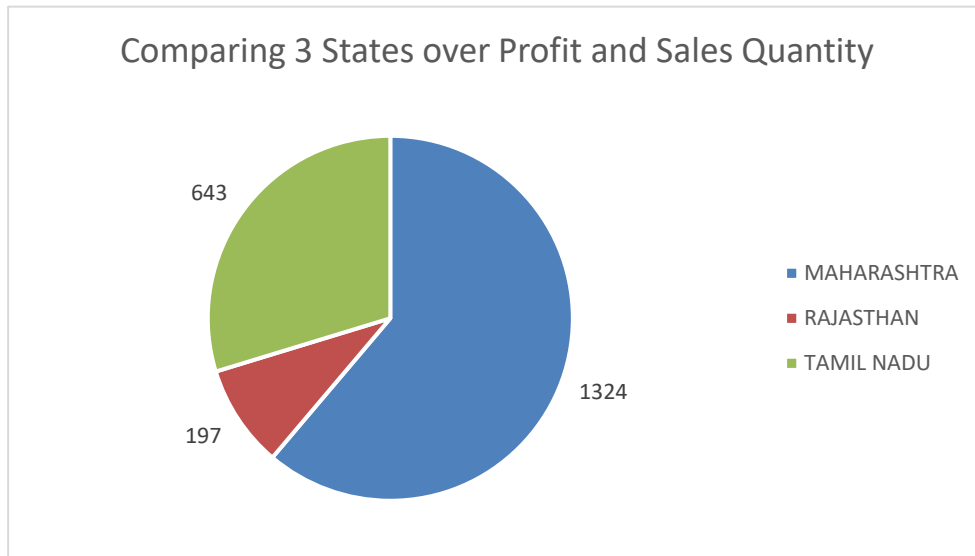


3. Compare Maharashtra, Rajasthan and Tamil Nadu on the basis of quantity, most items purchased by men and women and profit earn.

Ans: In Maharashtra: Sales in men category=1390, Sales in women category= 3144

In Tamil Nadu: Sales in men category=686, Sales in women category= 2023

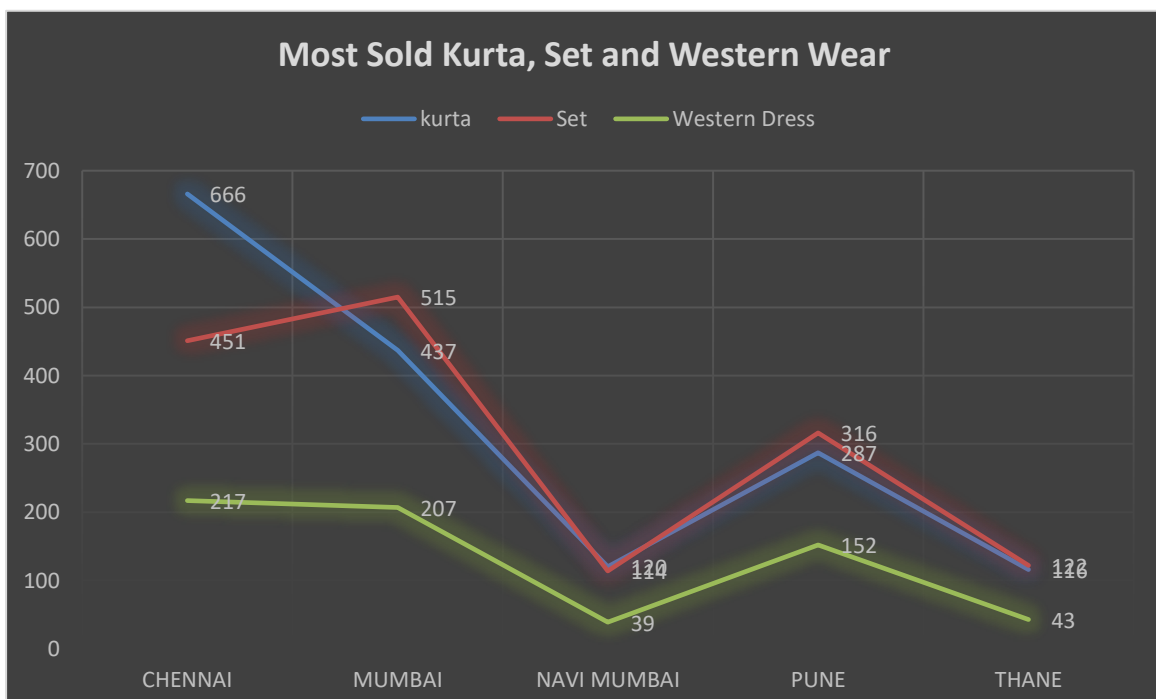
In Rajasthan: Sales in men category=21, Sales in women category=543



4. Which city sold most of following categories

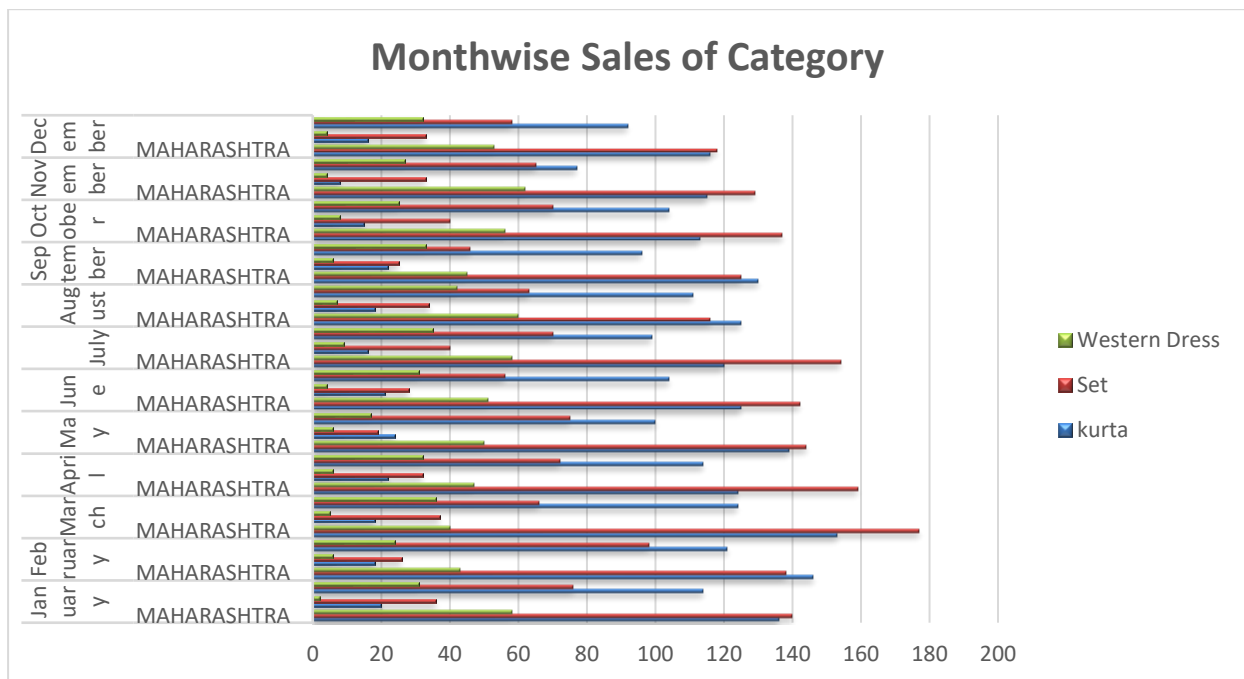
- Kurta set
- Western wears

Ans: Bengaluru, Chennai, Hyderabad, Mumbai and New Delhi are the cities sold most of kurtas, Sets and western wears.



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

Ans: The graph for most items sold in any of stats on basis of category is as follows:



Conclusion and Review:

After thorough analysis of the store data, it is evident that there are notable trends and insights to be gleaned. By examining key metrics such as units sold, state wise analytics, geographic, and sales across different stats and products, we can draw valuable conclusions about market demand, sales and overall profitability. This comprehensive understanding will enable informed decision-making to optimize resources, target specific markets, and maximize profits in future store sales endeavours.