DRESSUP SALES ANNUAL REPORT 2023

FINDINGS AND ANALYSIS:

- How do sales and orders compare using a single chart?
- Which month has the highest sales and orders?
- Who purchased more, men or women in 2023?
- What are different order statuses in 2023?
- Which are the top 5 states contributing to sales?
- What is the relation between age and gender based on the number of orders?
- Which channel is contributing to maximum sales?
- Highest selling category etc.

Key Highlights and Insights:

- Women are likely to purchase more than men (65%).
- Maharashtra, Karnataka, and Uttar Pradesh are the top 3 contributors to sales.
- The adult age group (30 to 49 yrs) made the most contributions (50%).
- Amazon, Flipkart, and Myntra channels are the top contributors (80%).

Skills and Tools:

- Utilized advanced Excel features such as pivot tables and dynamic charts.
- Enhanced my data visualization skills to create clear and impactful charts and graphs.