

Vrinda store wants to create an annual sales report for 2022. So, Vrinda can understand their customers and grow more sales in 2023.

Sample Questions

Compare the sales and orders using single chart

Which month got the highest sales and orders?

Who purchased more men or women in 2022?

What are different order status in 2022?

List top 10 states contributing to the sales?

Relation between age and gender based on numbers of orders?

Which channel is contributing to maximum sales?

Highest selling category?, etc

DATA CLEANING

1.To AutoFit column width: Alt + H, then O, and then I.

2.Repalce M and W with man and women in gender.

3.Replace one and two with 1 and 2 in quantity.

DATA PROCESSING

1.Make age group of senior,adult and teenager based on IF function
=IF(E2>=50,"Senior",IF(E2>=30,"Adult","Teenager")) then did paste as values.

2. Make month section extract month from TEXT function

=TEXT(G2,"mmmm")

DATA ANALYSIS

1.Compare the sales and orders using single chart

Using pivot table to orders and amount and month

Got the table off the grand total for order and amount(from design go to grand total and off the grand total for row and column)

Select the table and make chart from pivotchartanalysis select combo and the axis.

Edit the chart (add chart title, remove grindline,remove unnessary data, using formula [0.00,,"M"]) for getting the value of yaxis in million)

Make new sheet named report and paste the chart and edit the sheet.

If any new data is entered or the data has changed we can go to the pivot analysis and refresh then we get the chart based on current data.

2.To see who does more shopping between men and women, we will follow almost the same steps

3.To see the order status, we will follow almost the same steps.

4.To see the top 5 states, we will follow almost the same steps.

5.To see the order:age vs gender, we will follow almost the same steps (just arrange by percentage by clicking right and select show value as %of total)

6.To see that which channel leads to maximum sales, we will follow almost the same steps (just arrange by percentage by clicking right and select show value as %of total)

Then we have made the slicer (Click on chart from Report: Go to pivot analysis and select insert slicer.

Make slider based on certain criteria.

Then write the insight which you got from the analysis