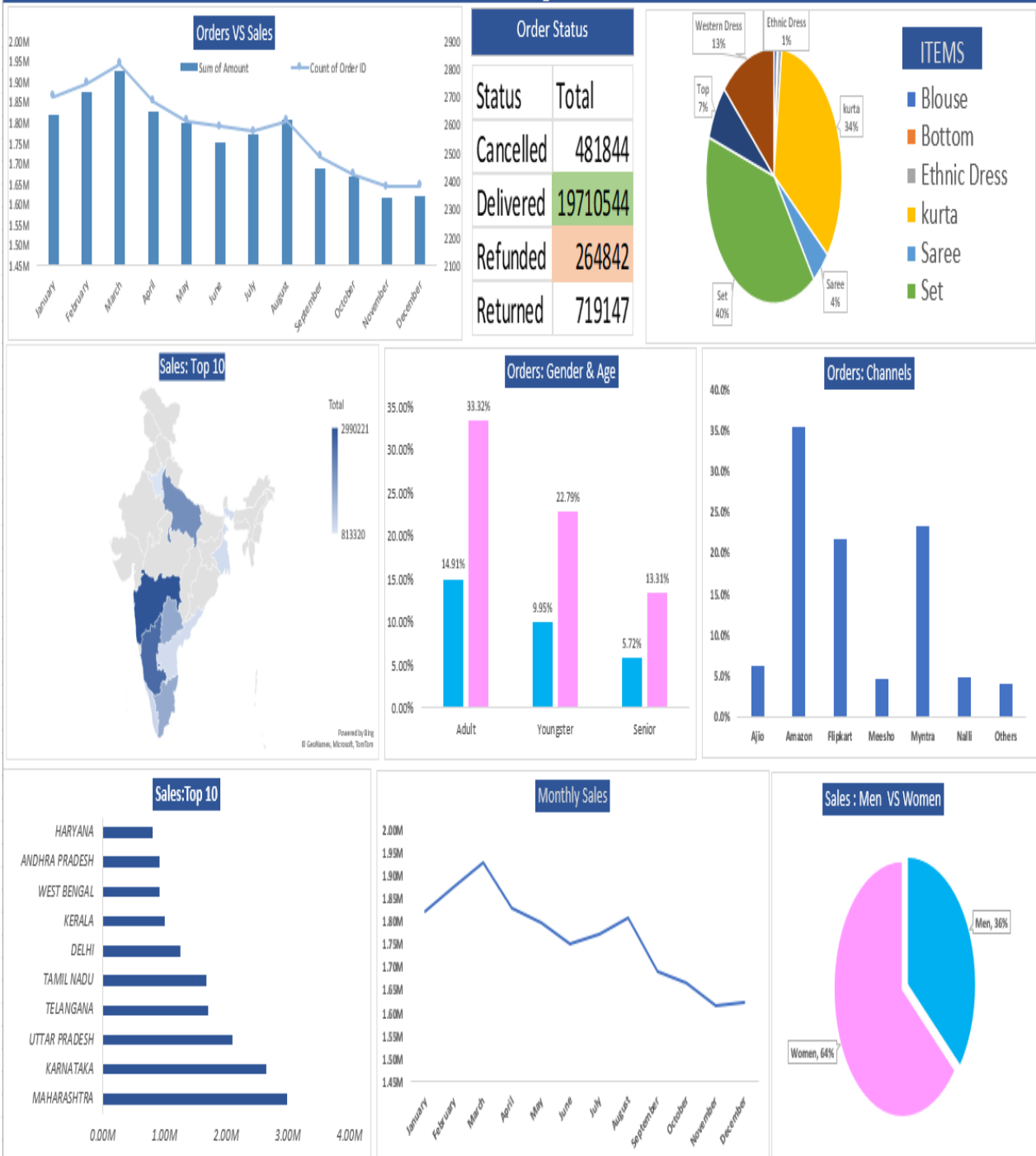


SALES REPORT

(EXCEL DASHBOARD)

XYZ Store Annual Report 2022



OBJECTIVE

XYZ store wants to create an annual sales report for the year 2022 to know their target audience better and to grow over time.

DATA USED

Sales data for XYZ Store with 31000+ rows for the year 2022.

QUESTIONS

- Compare the sales and the orders using single chart?
- Which month got the highest sales and orders?
- Which gender contributed to majority of sales?
- What is the different order status in 2022?
- List top 10 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?

FINDINGS:

- Comparing the orders and sales we can trace back the highest no. of orders and sales to the month of March.
- The lowest sales and orders are recorded in the month of December.
- Females contributed to the majority of sales.
- Majority of the items are delivered while 2.6Lakh have been refunded
- Maharashtra is the biggest consumer of goods while Haryana being the smallest consumer.
- Females ranging from age group 31-50 contributed to the majority of sales.
- Amazon has the largest stake in the contribution of sales for XYZ store.
- The most popular category was the item set ~ contributing to 40% of the sales.

INSIGHT

- To increase sales XYZ store should target men and women of age group 31-50 years for states of Maharashtra, Karnataka, Uttar Pradesh
- To increase sales in months of slow sales December, November, June customers should be incentivised through coupons, attractive discounts, special loyalty points system.