**STORE SALES ANNUAL REPORT**

**OBJECTIVE:**

Store sales want to create annual sales report. So that, store can understand their customers and grow more sales in 2024.

**PROBLEM STATEMENT:**

1. Compare the sales and orders using line chart.
2. Which month got the highest sales and orders.
3. Who Purchased more - man and women in the annual.
4. What is the different order status in the year.
5. List top 10 states contributing to the sales.
6. Relation between age and gender based on number.
7. Which channel in contributing to maximum sales.
8. Highest sales, Category? Etc.

**FUNCTIONALITIES WE HAVE LEARN IN EXCEL**

1. Data cleaning
2. Data processing
3. Data Analysis
4. Data Visualization
5. Sales Report

**PROCESS**

* Verify data for any missing values and anomalies, and sort out the same.
* Made sure data is consistent and clean with respect to data type, data format and values used.
* Created pivot tables according to the questions asked.
* Merge all pivot tables into one dashboard and apply slicer to make and dynamic.

**PROJECT INSIGHT:**

* Women customers are more likely to buy products compared to men (~65%).
* The states of Maharashtra, Karnataka and Uttar Pradesh are the top 3 product buyers.
* The adult age group (30-49 yrs) is max contributing (~50%) and buys the most products.
* The maximum number of products customer orders from Amazon, Flipkart and Myntra channels.

**FINAL CONCULSION:** To improve sales of Store, women customers of the age group (30-49 yrs.) living in Maharashtra, Karnataka and Uttar Pradesh must be targeted by showing ads/offers/coupons available on Amazon, Flipkart and Myntra.