**Question/ Business Task for report**

* Total Sales.
* Total Sales reached by the customer.
* Which month got the highest sales and orders?
* Who purchased more — men or women in 2022?
* What is the different order status in 2022?
* List the top 5 states that contribute to the sales.
* The relation between age and gender based on a number of orders.
* Which channel is contributing to maximum sales?

**Data Cleaning**

1)

* In the Gender column, we have four unique entries ‘Men’, ‘M’, ‘Women’, and ‘W’.
* We have to convert all the ‘M’ to ‘Men’ and ‘W’ to ‘Women’ using Find and Replace option in the home tab.

2)

* In Qty. column, we have some numeric values like 1, 2, 3, etc., and some alphabetic values like one and two.
* Use the Find and Replace option again to replace these one and two with 1 and 2.

**Data Processing**

Divide customers into three categories :

         1) old => Above 55

         2) Adult => between 30 and 55

         3) Youth => below 30

**Insights**

* Women are more likely to buy compared to men (~65%).
* Maharashtra, Karnataka, and Uttar Pradesh are the top 3 states (~35%).
* The Adult age group (30–49 yrs) is max contributed (~50%).
* Amazon, Flipkart, and Myntra channels are maxed contributors (~80%).