

OBJECTIVE

BHARAT STORE WANTS TO CREATE AN ANNUAL SALES REPORT FOR 2022. SO THAT, BHARAT 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 NUMBER
- ❖ WHICH CHANNEL IS CONTRIBUTING TO MAXIMUM SALES?
- ❖ HIGHEST SELLING CATEGORY?, ETC.

STEPS TAKEN IN ANALYZING DATA

- ▶ My objective was to analyze sales data for our company and identify trends and patterns that could inform our sales strategy moving forward.
- ▶ I collected sales data from our CRM system and organized it into a structured format using Excel's table feature.
- ▶ I cleaned the data by removing duplicate entries, correcting errors, and filling in missing data points.
- ▶ Using Excel's built-in functions and formulas, we calculated key metrics such as total revenue, average sale amount, and sales by product category.
- ▶ I created several charts and graphs, including a line chart showing sales over time and a pie chart showing sales by product category, to help us visualize the data and identify trends.
- ▶ To summarize and analyze the data more easily, we used Excel's PivotTable and PivotChart features to create a pivot table that allowed us to group sales data by month, product category, and sales representative.
- ▶ I combined our charts and graphs into a single dashboard that provided a quick overview of key metrics and trends, including total revenue, top selling products, and sales by region.
- ▶ I used conditional formatting to highlight important data points and trends, such as changes in revenue or sales performance compared to previous periods.
- ▶ I made sure the dashboard was easy to read and visually appealing by using consistent formatting and color schemes, and by organizing the data in a logical and intuitive way.
- ▶ I tested the dashboard to ensure it was working as intended and updated it regularly to reflect changes in our sales data.

REPORT



SAMPLE INSIGHTS

- ❑ Women are more likely to buy compared to men (65%)
- ❑ Maharashtra, Karnataka and Uttar Pradesh are the top 3
- ❑ Adult age group (30-49 yrs) is max contributing (~50%)
- ❑ Amazon, Flipkart and Myntra channels are max contribution

FINAL CONCLUSION TO IMPROVE BHARAT STORE SALES:

- ❑ Target women customers of age group (30-49 yrs) living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra