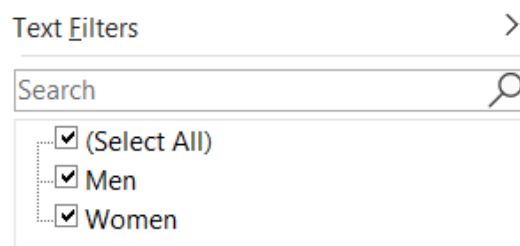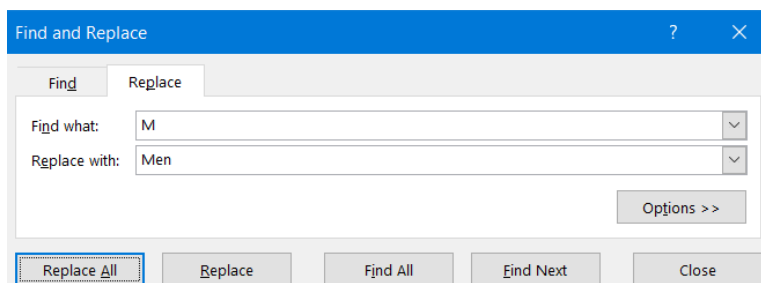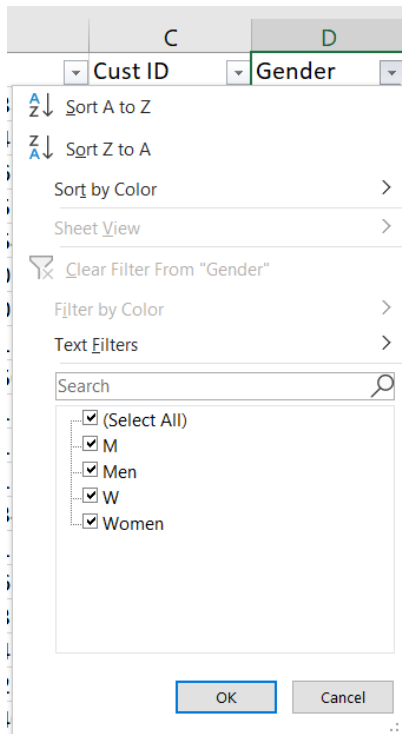# STORE SALES ANALYSIS, INSIGHTS AND CONCLUSION

## DATA CLEANING

1. Gender:
- The gender column had four different types of records i.e. M, Men, W, Women
- **'M'** was replaced with **'Men'** and **'W'** was replaced with **'Women'**

2. Qty
● One and Two were replaced with **1** and **2** respectively

| J | K | L |
|---|---|---|
| egory ⌄ | Size ⌄ | Qty ⌄ |

A↓ Sort Smallest to Largest

Z↓ Sort Largest to Smallest

Sort by Color                                    >

Sheet View                                       >

Clear Filter From "Qty"

Filter by Color                                  >

Number Filters                                   >

Search 🔍

☑ (Select All)
☑ 1
☑ 2
☑ 3
☑ 4
☑ 5
☑ One
☑ Two

OK          Cancel

Number Filters

Search

☑ (Select All)
☑ 1
☑ 2
☑ 3
☑ 4
☑ 5

## DATA PROCESSING

1. Added an "Age Group" Column using the formula
   **=IF(E2>=60,"Senior",IF(E2>=20,"Adult","Teenager"))**

   Sample of resulting dataset

   | E | F |
   |---|---|
   | Age | Age group |
   | 44 | Adult |
   | 29 | Adult |
   | 67 | Senior |
   | 20 | Adult |
   | 62 | Senior |
   | 49 | Adult |
   | 23 | Adult |
   | 70 | Senior |
   | 75 | Senior |
   | 43 | Adult |
   | 76 | Senior |
   | 45 | Adult |
   | 18 | Teenager |

2. Extracting the Month from the Date using the formula
   **=TEXT(G2,"mmmm")**

   Sample of resulting dataset

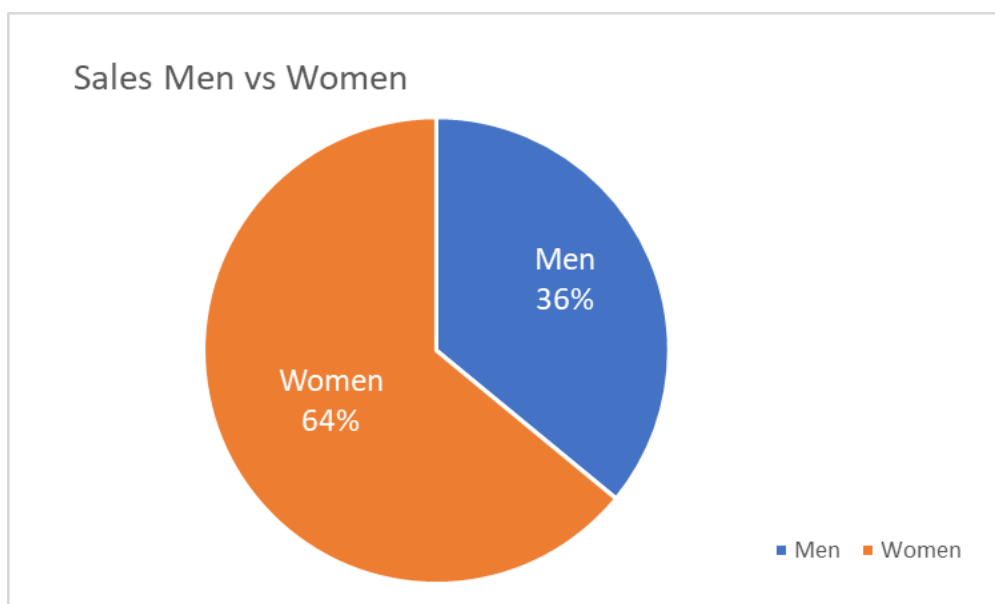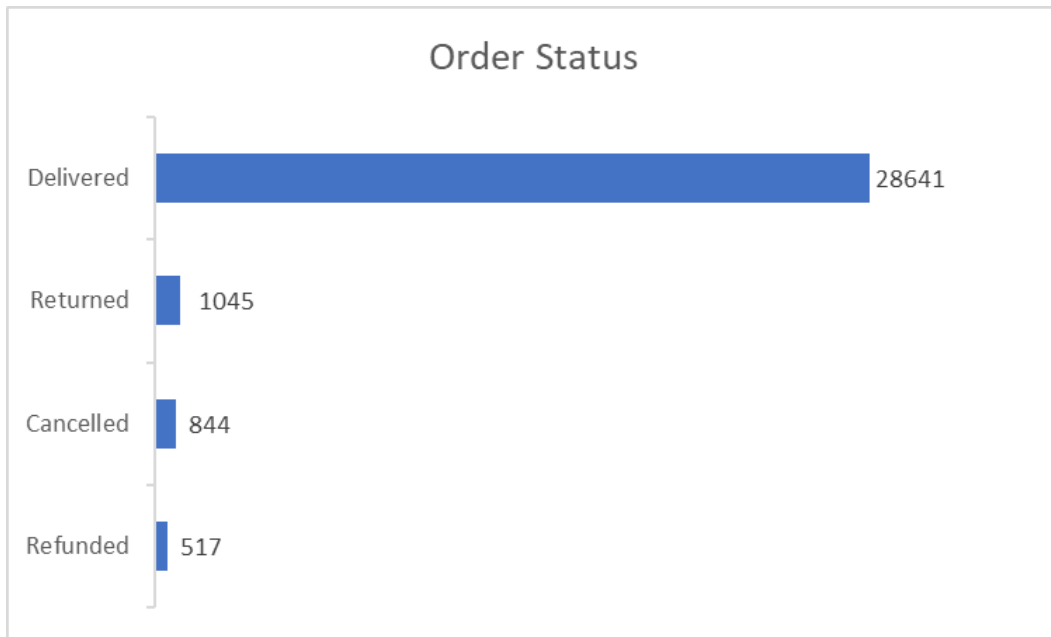   | G | H |
   |---|---|
   | Date | Month |
   | 04-12-2022 | December |
   | 04-12-2022 | December |
   | 04-12-2022 | December |
   | 04-12-2022 | December |
   | 04-12-2022 | December |
   | 04-12-2022 | December |
   | 04-12-2022 | December |
   | 04-12-2022 | December |
   | 04-12-2022 | December |

## DATA ANALYSIS

Sample questions

1. Sales vs Orders for each month
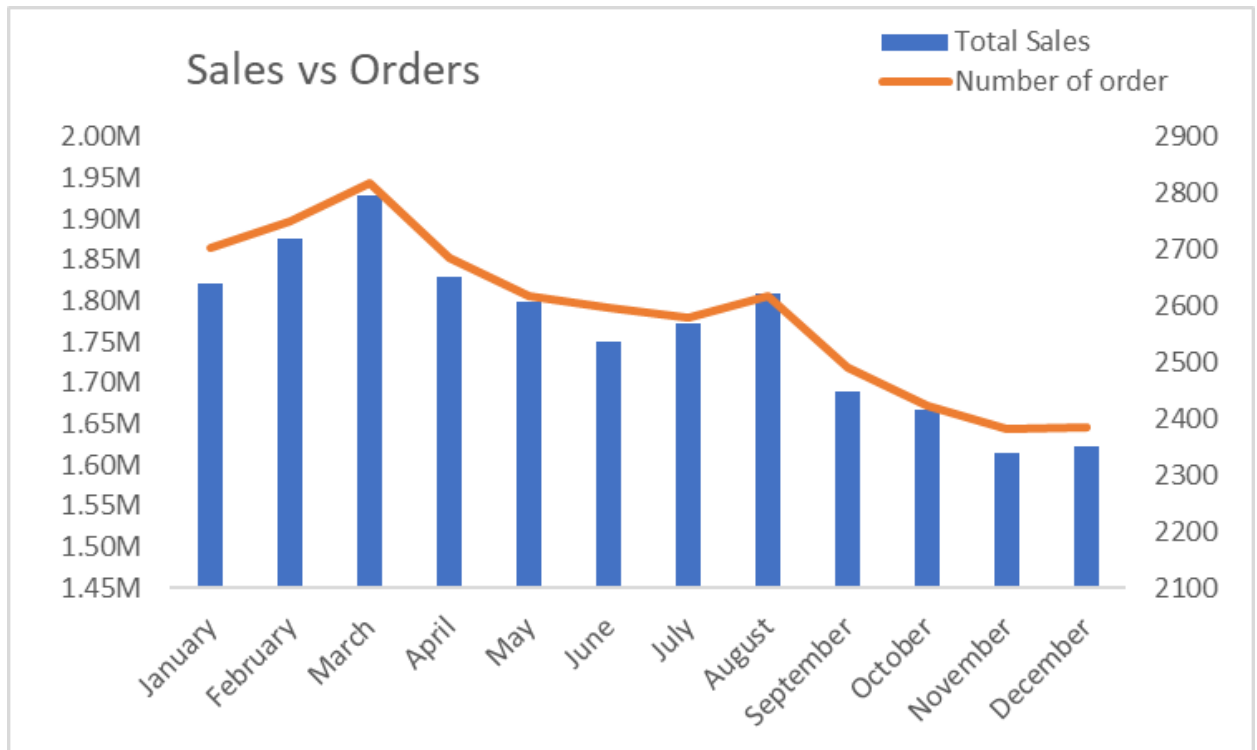


2. Who made more purchases, men or women?

3. Different order status in 2022

**Order Status**

| Status | Count |
|---|---|
| Delivered | 28641 |
| Returned | 1045 |
| Cancelled | 844 |
| Refunded | 517 |

4. Top 5 States contributing to the sales

**Sales: Top 5 States**

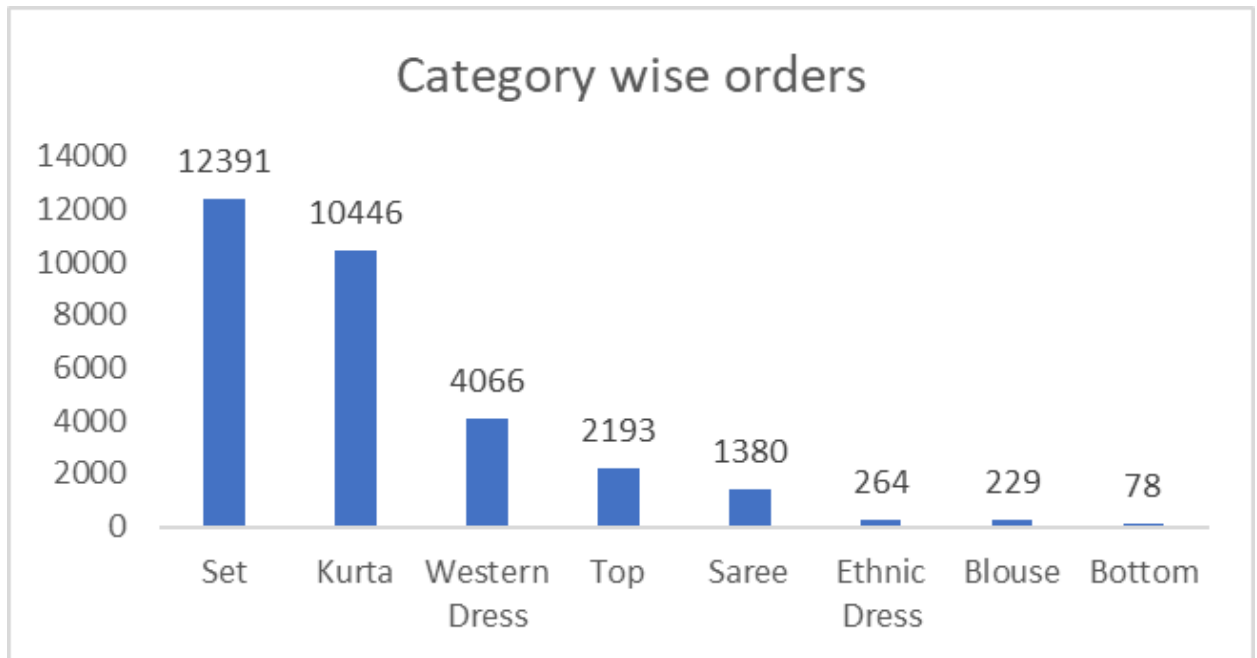| State | Sales |
|---|---|
| TAMIL NADU | 1.68M |
| TELANGANA | 1.71M |
| UTTAR PRADESH | 2.10M |
| KARNATAKA | 2.65M |
| MAHARASHTRA | 2.99M |
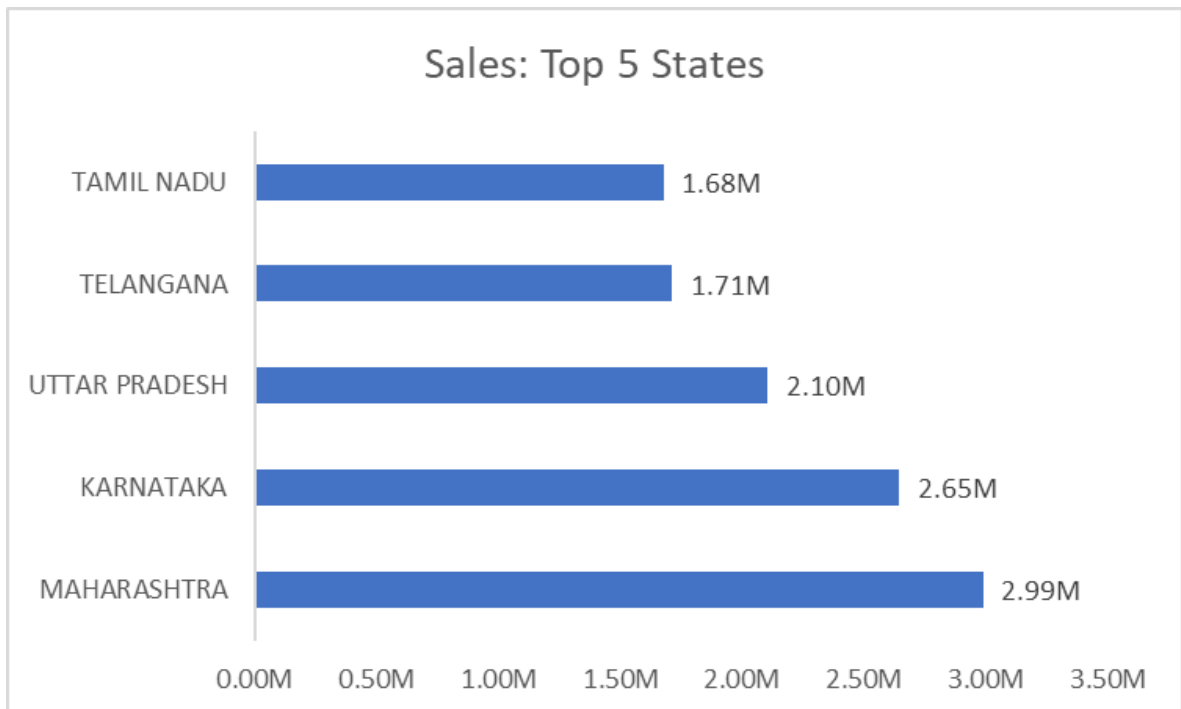
5. Which channel is contributing to Maximum Sales
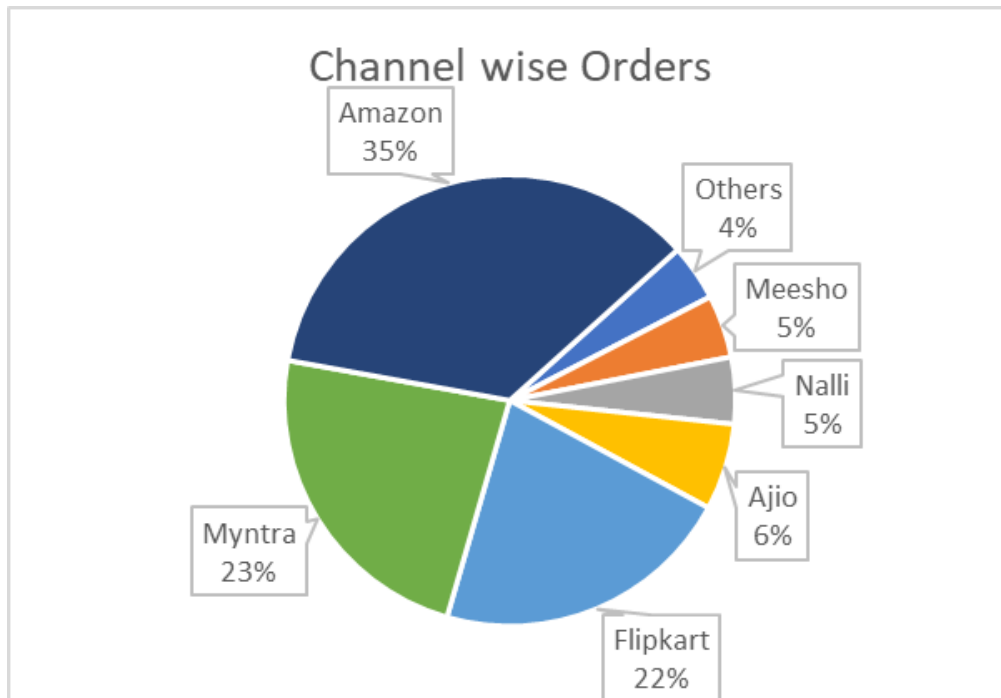


6. Sales: Age group vs Gender
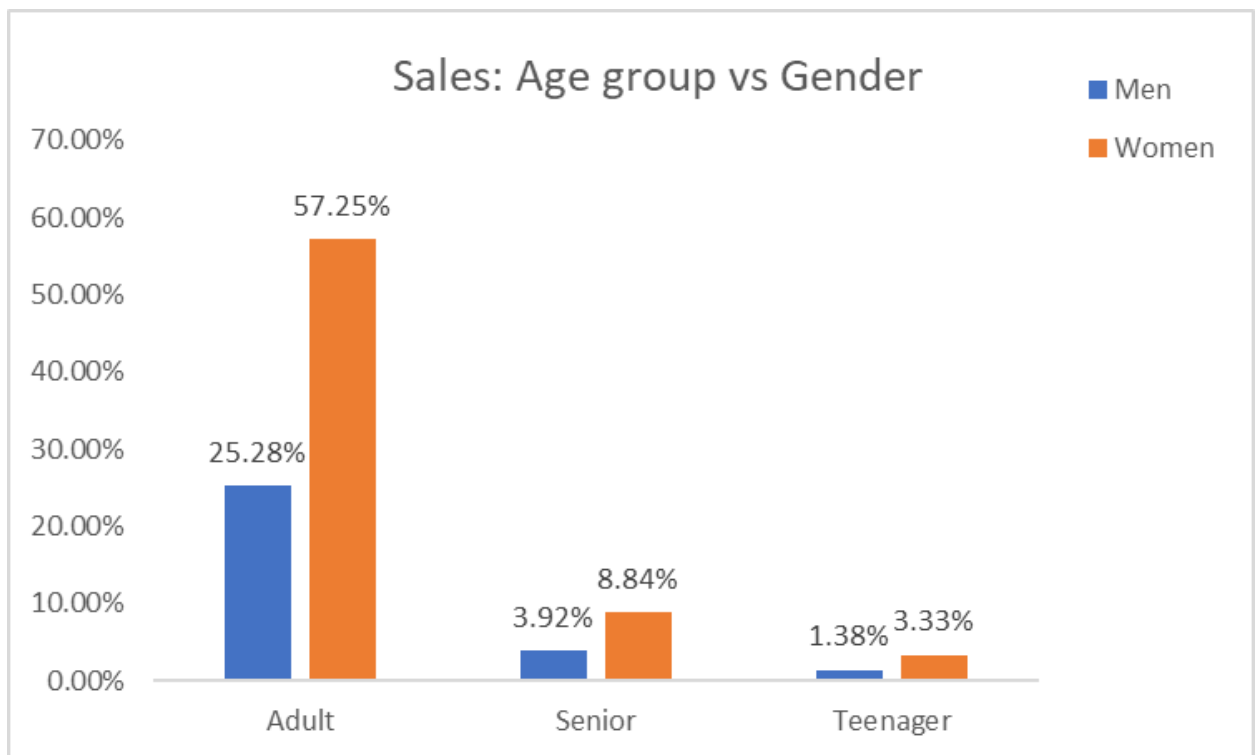
7. Category wise orders



**INSIGHTS**

1. Women are more likely to buy more than men.
2. Maharashtra, Karnataka, and Uttar Pradesh are the top 3 states contributing to sales.
3. Amazon, Myntra, and Flipkart are the top 3 channels contributing to sales.
4. Adults contribute approximately 80% of sales.
5. The maximum selling categories are Sets and Kurta contributing approximately 75% of the sales.

**CONCLUSION**

**To improve the sales, target women customers aged 21-60 living in Maharashtra, Karnataka, and Uttar Pradesh. Focus on marketing Sets and Kurtas on channels like Amazon, Myntra, and Flipkart.**