



Sales report



2024

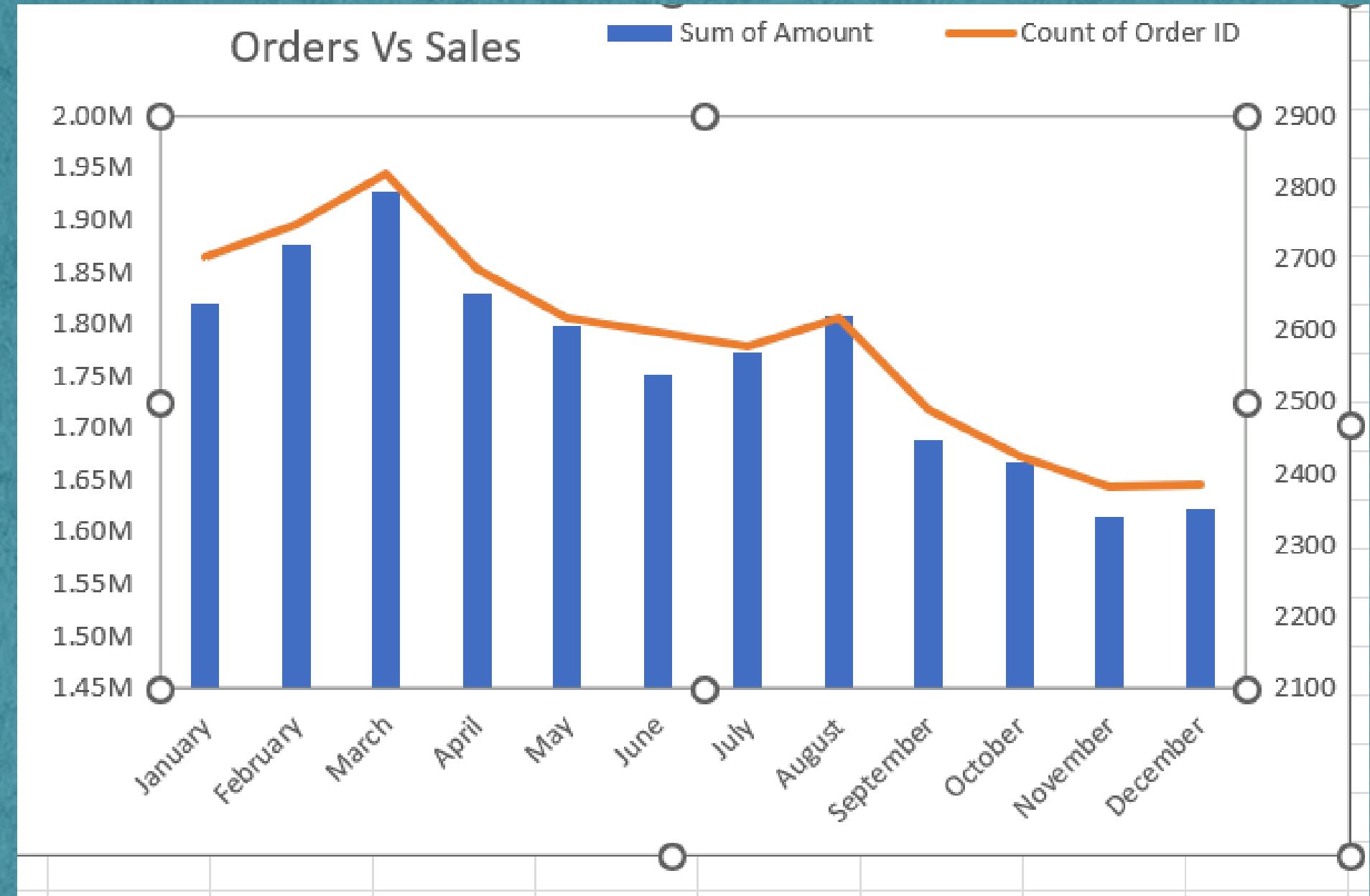
Introduction

As an aspiring data analyst, I am excited to present this latest sales report of a store by delving into a thorough analysis of the sales data using Excel and pivot charts. This detailed examination enables us to uncover key performance metrics, identify trends, and derive actionable insights. By leveraging this powerful tool, we can better understand our sales dynamics, recognize top-performing products and regions, and make informed decisions to drive future growth. Let's dive into the data and explore the sales performance in detail.



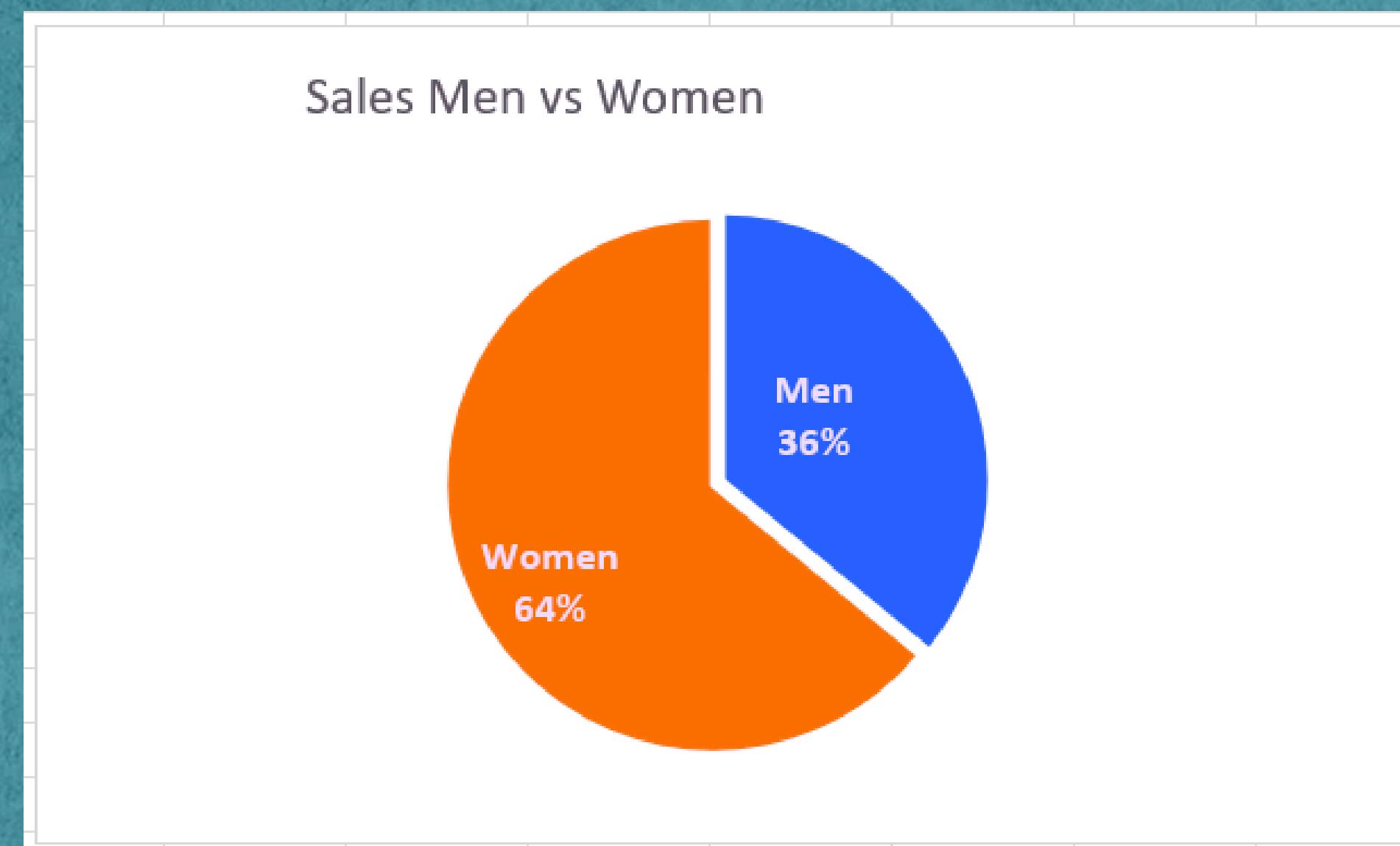
Month Wise Sales report

Row Labels	Sum of Amount	Count of Order ID
January	1820601	2702
February	1875932	2750
March	1928066	2819
April	1829263	2685
May	1797822	2617
June	1750966	2597
July	1772300	2579
August	1808505	2617
September	1688871	2490
October	1666662	2424
November	1615356	2383
December	1622033	2384

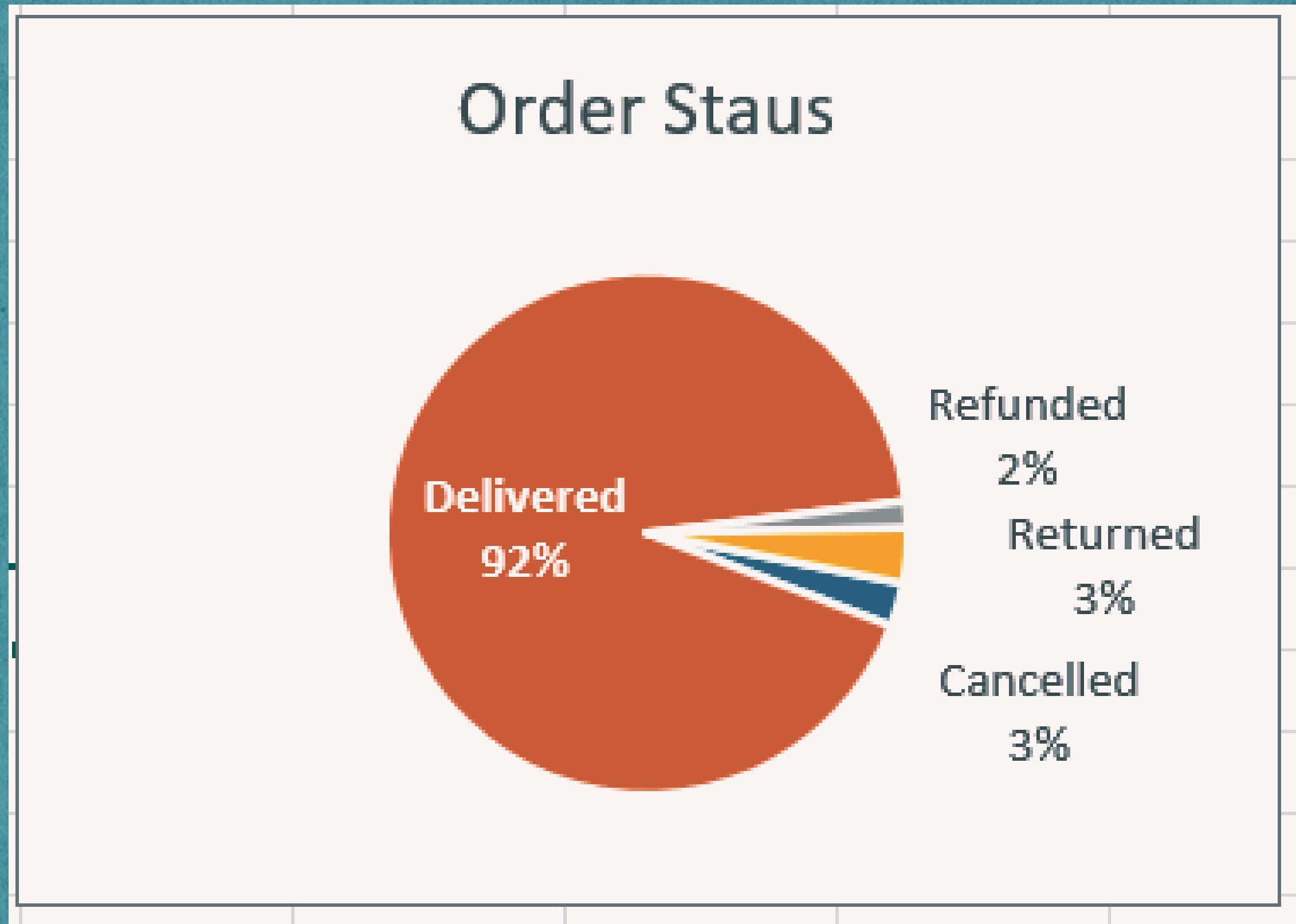


Gender based revenues

Row Labels	Sum of Amount
Men	7613604
Women	13562773

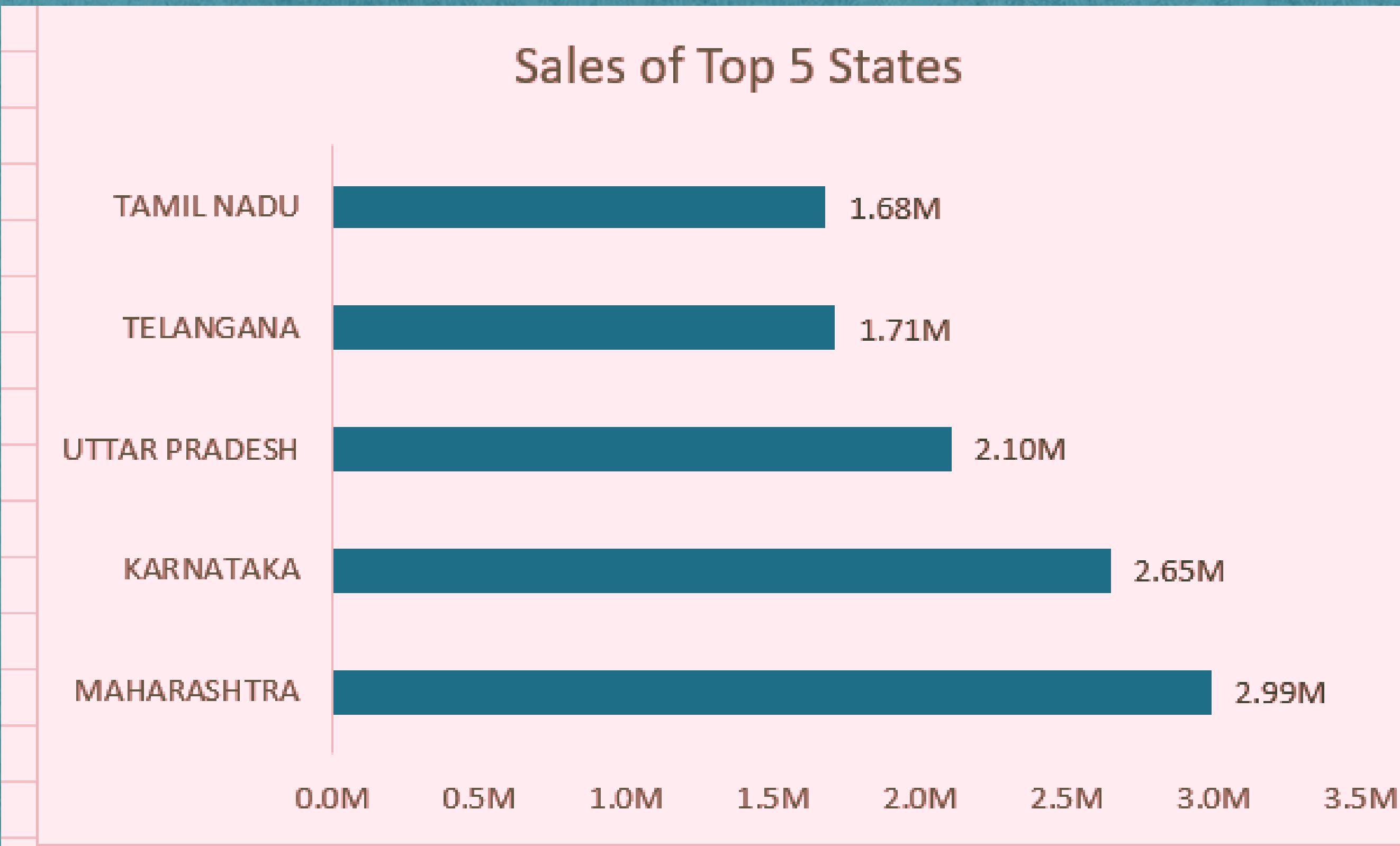


Order Status

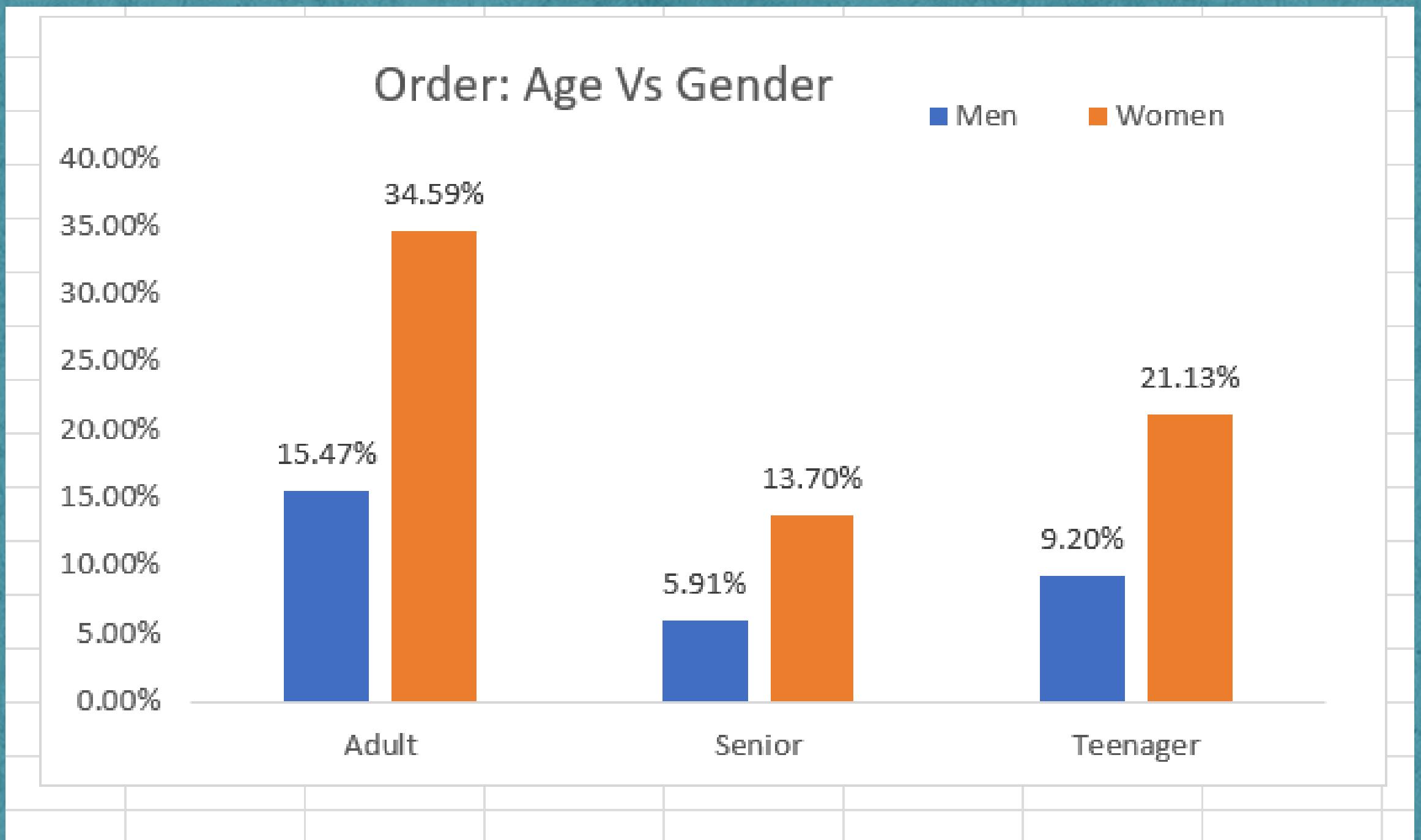


Row Labels	Count of Order ID
Cancelled	844
Delivered	28641
Refunded	517
Returned	1045

State wise Sales



Age and Gender

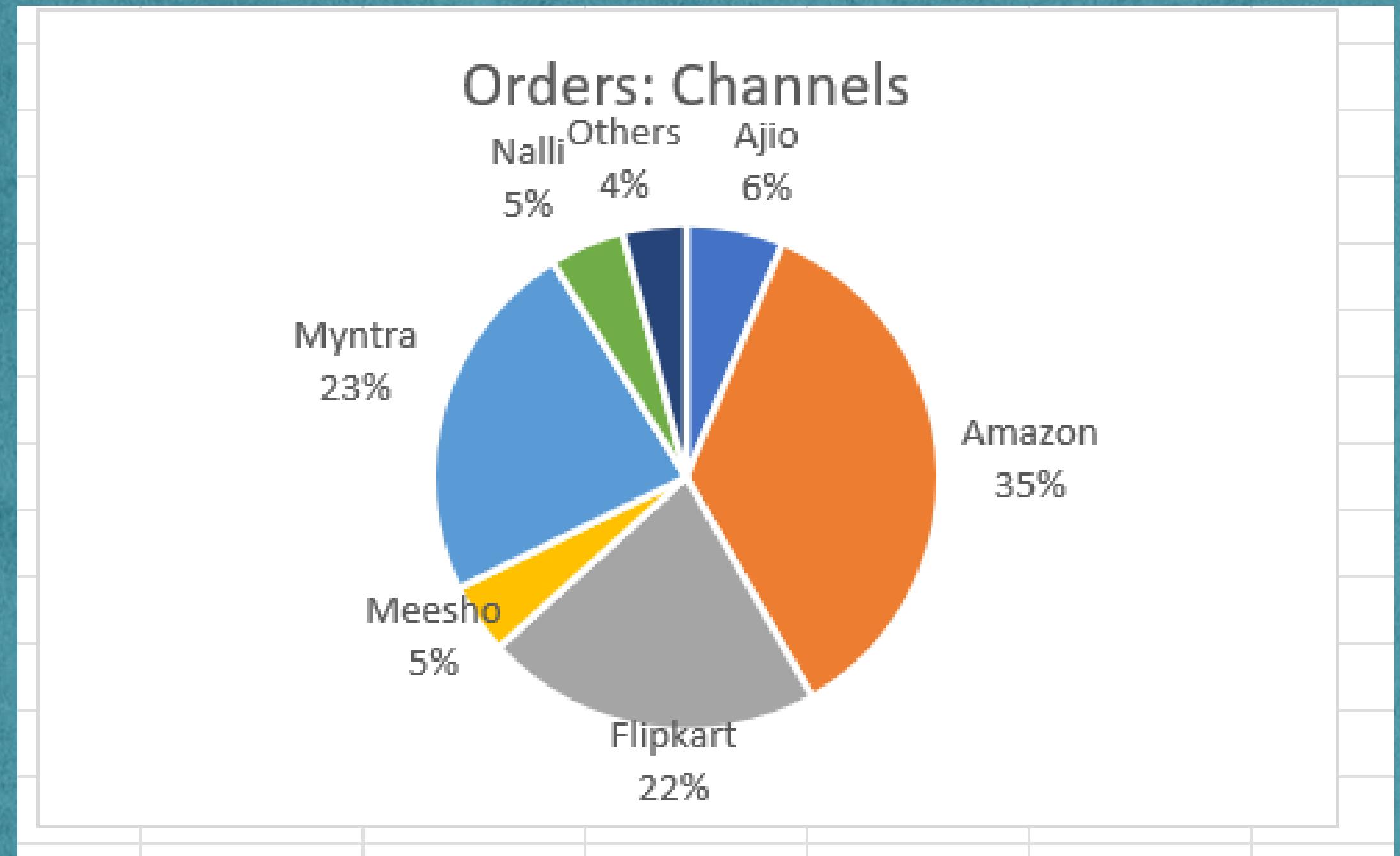


Count of Order ID	Column Labels	Men	Women
Row Labels			
Adult		15.47%	34.59%
Senior		5.91%	13.70%
Teenager		9.20%	21.13%

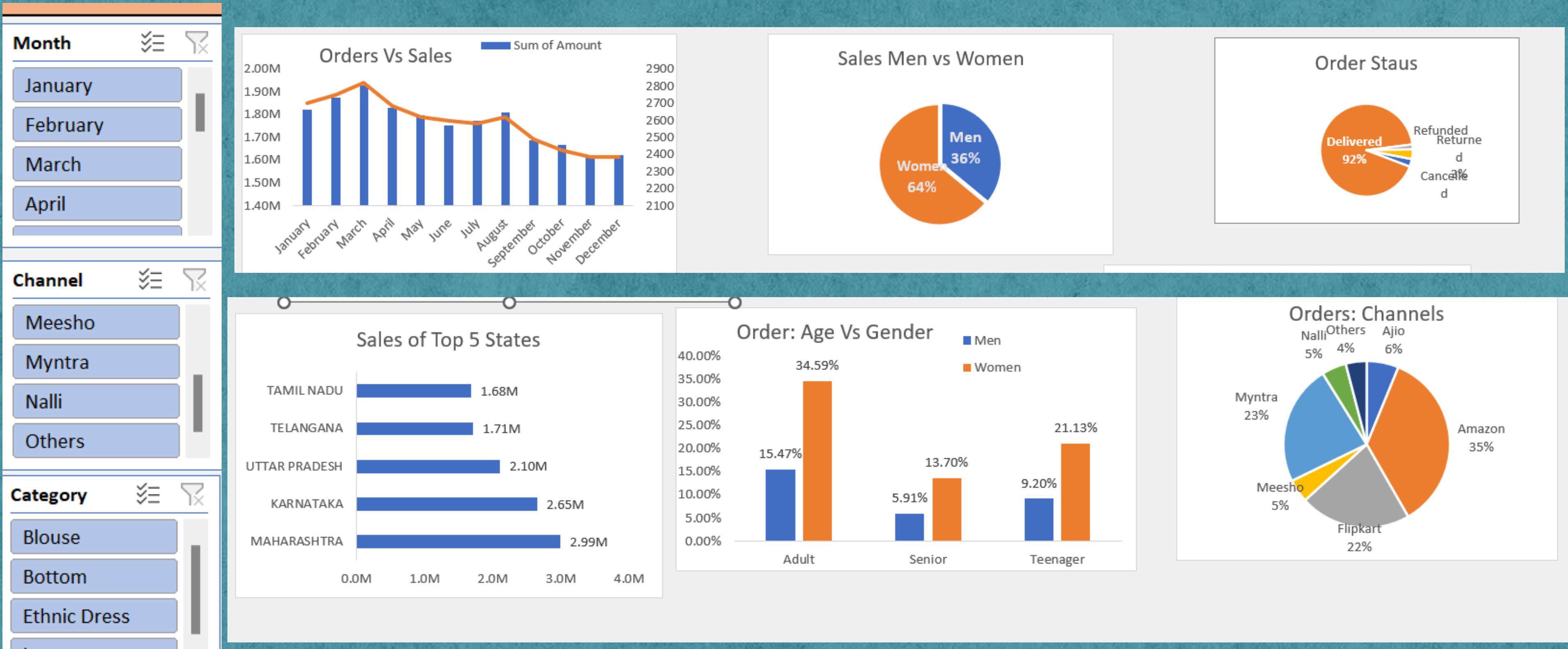
Orders Channels

Row Labels ▾ Count of Order ID

Row Labels	Count of Order ID
Ajio	6.2%
Amazon	35.5%
Flipkart	21.6%
Meesho	4.5%
Myntra	23.4%
Nalli	4.8%
Others	4.1%



Store Annual Report



Insights

From the analysis of the given data sets we can derive following insights :-

- Maximum Revenue was generated in the month of March
- Women of the age 30to 50 from the location Maharashtra can be given discounts on channels such as Amazon, Flipkart and Myntra.



Thank you!



Riya Shree

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