

Store Analysis: Unveiling Insights through Excel

Explore a compelling data analysis project focused on retail analysis, where I delve into the performance and customer behavior of a specific store. Witness the entire data analysis process, from data cleaning and processing to in-depth data analysis and visualization, all achieved using Microsoft Excel and the Tango Chrome extension.

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Created by	Creation Date	Last Updated
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STEP 1

Data Examination and Formatting

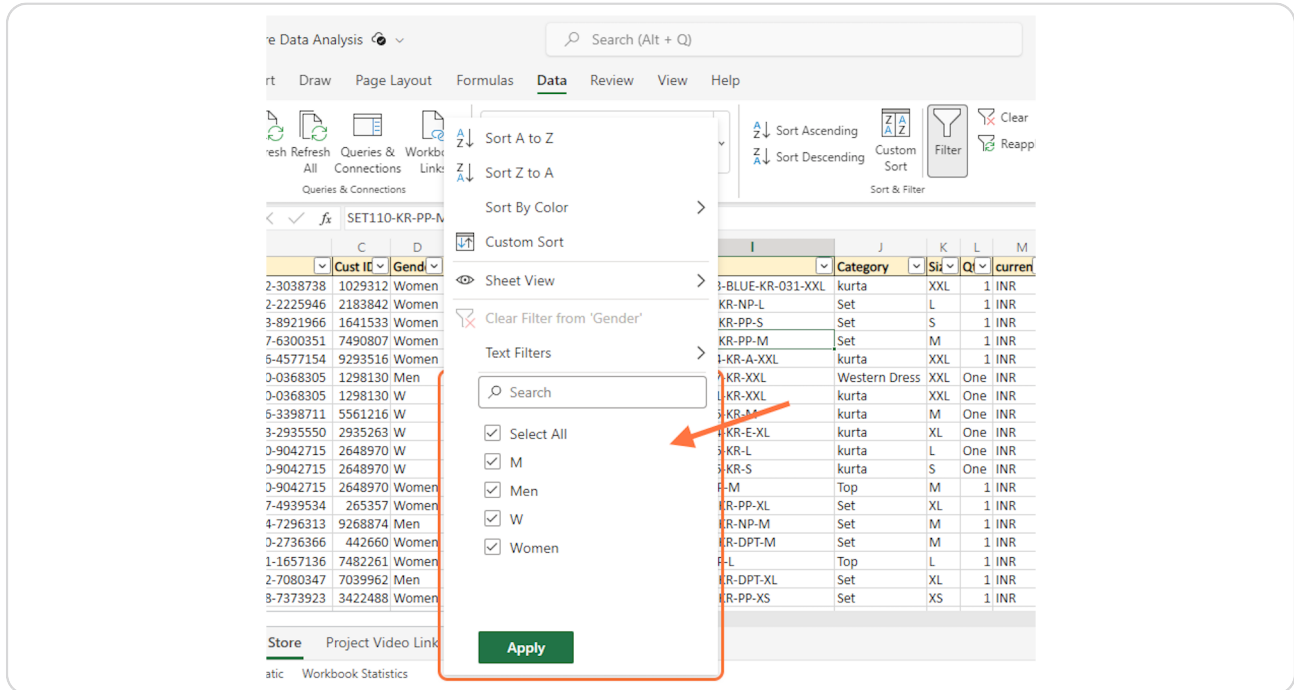
I meticulously review the raw data, ensuring completeness and accuracy. I highlight the column headings for easy reference and adjust column widths to optimize data display.

Index	Order ID	Cust ID	Gender	Age	Date	Status	Channel	SKU	Category	Size	Qty	currency	Amount	ship-city	ship-state	ship-postal-code
1	171-1029312-3038738	1029312	Women	44	04-12-2022	Delivered	Myntra	JNE1233-BLUE-KR-031-XXL	kurta	XXL	1	INR	376	MOHALI	PUNJAB	140301
2	405-2183842-2225946	2183842	Women	29	04-12-2022	Delivered	Ajio	SET414-KR-PP-L	Set	L	1	INR	1449	GURUGRAM	HARYANA	122002
3	171-1641533-8921966	1641533	Women	67	04-12-2022	Delivered	Myntra	SET261-KR-PP-S	Set	S	1	INR	453	KOLKATA	WEST BENGAL	700029
4	404-7490807-6300351	7490807	Women	20	04-12-2022	Delivered	Amazon	SET110-KR-PP-M	Set	M	1	INR	729	THANJAVUR	TAMIL NADU	613007
5	403-9293516-4577154	9293516	Women	62	04-12-2022	Delivered	Myntra	JNE2294-KR-A-XXL	kurta	XXL	1	INR	544	GURUGRAM	HARYANA	122001
6	407-1298130-0368305	1298130	Men	49	04-12-2022	Delivered	Flipkart	JNE3797-KR-XXL	Western Dress	XXL	One	INR	735	SANGLI MIRAJ KUPWAD	MAHARASHTRA	416436
7	407-1298130-0368305	1298130	W	23	04-12-2022	Delivered	Meesho	JNE3801-KR-XXL	kurta	XXL	One	INR	735	BENGALURU	KARNATAKA	560029
8	171-5561216-3398711	5561216	W	70	04-12-2022	Delivered	Others	JNE3405-KR-M	kurta	M	One	INR	435	GURUGRAM	HARYANA	122001
9	408-2935263-2935550	2935263	W	75	04-12-2022	Delivered	Amazon	JNE3474-KR-E-XL	kurta	XL	One	INR	385	BENGALURU	KARNATAKA	562149
10	404-2648970-9042715	2648970	W	43	04-12-2022	Delivered	Myntra	JNE3466-KR-L	kurta	L	One	INR	771	VIJAYAWADA	ANDHRA PRADESH	520002
11	404-2648970-9042715	2648970	W	76	04-12-2022	Delivered	Amazon	JNE3795-KR-S	kurta	S	One	INR	517	THIRUVANANTHAPURAM	KERALA	695018
12	404-2648970-9042715	2648970	Women	45	04-12-2022	Delivered	Myntra	JO181-TP-M	Top	M	1	INR	399	ARAKONAM	TAMIL NADU	631003
13	408-0265357-4939534	265357	Women	18	04-12-2022	Delivered	Amazon	SET217-KR-PP-XL	Set	XL	1	INR	786	GUWAHATI	ASSAM	781017
14	403-9268874-7296313	9268874	Men	44	04-12-2022	Delivered	Myntra	SET185-KR-NP-M	Set	M	1	INR	911	BENGALURU	KARNATAKA	562125
15	407-0442660-2736366	442660	Women	52	04-12-2022	Delivered	Amazon	SET333-KR-DPT-M	Set	M	1	INR	967	HYDERABAD	TELANGANA	500098
16	406-7482261-1657136	7482261	Women	18	04-12-2022	Delivered	Nalli	JO124-TP-L	Top	L	1	INR	523	NEW DELHI	DELHI	110062
17	407-7039962-7080347	7039962	Men	30	04-12-2022	Delivered	Meesho	SET304-KR-DPT-XL	Set	XL	1	INR	1115	Bhubaneswar	ODISHA	751022
18	407-3422488-7373923	3422488	Women	48	04-12-2022	Delivered	Others	SET184-KR-PP-XS	Set	XS	1	INR	563	SIROHI	RAJASTHAN	307001

STEP 2

Data Cleaning and Standardization

I perform data cleaning by meticulously filtering each column, ensuring data accuracy, and identifying any null values. During this process, I discover inconsistencies in the "Gender" column, with entries recorded as "Men," "M," "Women," and "W."



The screenshot displays the Microsoft Excel interface with the 'Data' tab selected. The 'Filter' dropdown menu is open for the 'Gender' column, showing a list of filter options: 'Select All', 'M', 'Men', 'W', and 'Women'. An orange arrow points to the 'M' option, indicating the selection of a specific filter value. The background shows a table with columns labeled 'Category', 'Size', 'Qty', and 'current'.

	Category	Size	Qty	current
I-BLUE-KR-031-XXL	kurta	XXL	1	INR
KR-NP-L	Set	L	1	INR
KR-PP-S	Set	S	1	INR
KR-PP-M	Set	M	1	INR
I-KR-A-XXL	kurta	XXL	1	INR
I-KR-XXL	Western Dress	XXL	One	INR
I-KR-M	kurta	M	One	INR
I-KR-E-XL	kurta	XL	One	INR
I-KR-L	kurta	L	One	INR
I-KR-S	kurta	S	One	INR
I-M	Top	M	1	INR
I-KR-PP-XL	Set	XL	1	INR
I-KR-NP-M	Set	M	1	INR
I-KR-DPT-M	Set	M	1	INR
I-L	Top	L	1	INR
I-KR-DPT-XL	Set	XL	1	INR
I-KR-PP-XS	Set	XS	1	INR

STEP 3

Gender Data Standardization

To ensure consistency and standardization, I use the "Find and Replace" feature by pressing Ctrl + F keys and replace all instances of "M" with "Men" and "W" with "Women".

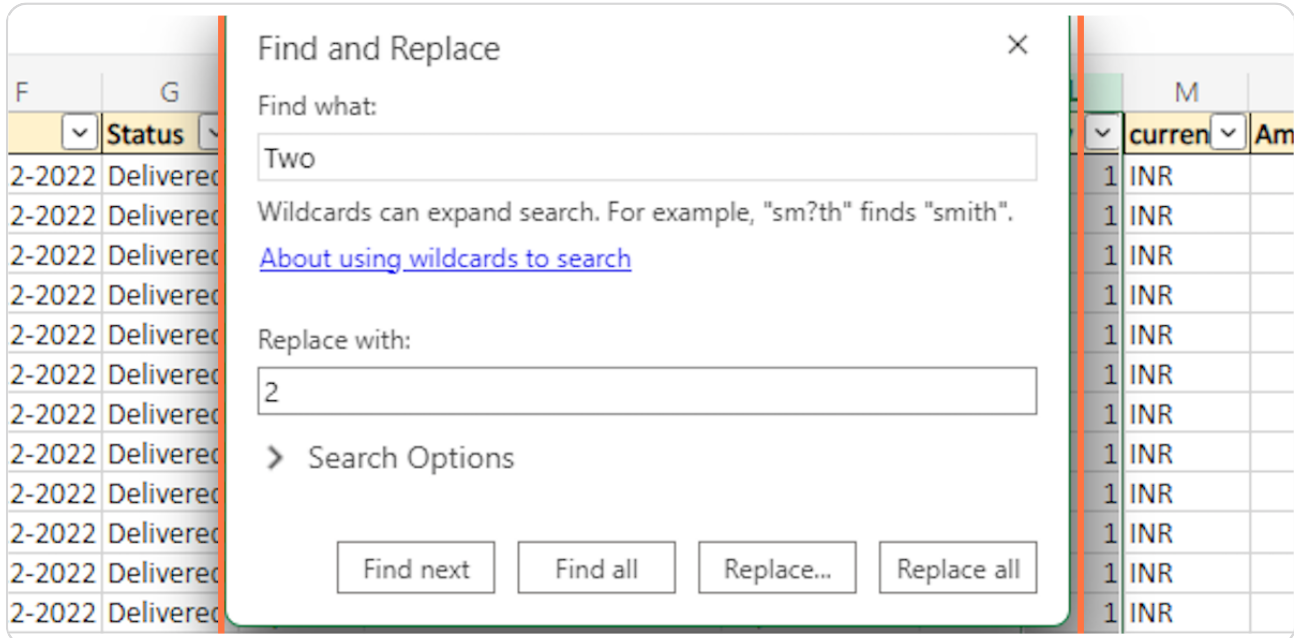
The screenshot shows a data table with the following columns: Cust ID, Gender, Date, Status, and various product details. A 'Find and Replace' dialog box is open, showing the search for 'M' and replacement with 'Men'. The dialog box has a red border and is positioned over the table data.

Cust ID	Gender	Date	Status	Product Details
2709798	M	35 04-12-2022	Deliv	
2439278	M	39 04-12-2022	Deliv	
8874360	M	23 04-12-2022	Deliv	
9907523	M	27 04-12-2022	Deliv	
7643005	M	75 04-12-2022	Deliv	
381223	M	47 04-12-2022	Deliv	
8213196	M	75 04-12-2022	Deliv	
2859697	M	57 06-01-2022	Deliv	
3902373	M	40 06-01-2022	Retu	
6319391	M	47 06-01-2022	Deliv	
5041238	M	18 06-01-2022	Deliv	
5231546	M	23 06-01-2022	Deliv	
4708015	M	64 06-01-2022	Delivered	Flipkart SET322-KR-SHA-XL Set XL 1 INR 1338 GR
6787728	M	18 06-01-2022	Delivered	Ajio JNE3869-DR-XL Western Dress XL 1 INR 1099 NE
3803944	M	28 06-01-2022	Delivered	Myntra JNE3797-KR-XXXL Western Dress 3XL 1 INR 948 PIN
6606419	M	21 06-01-2022	Delivered	Ajio J0401-DR-XXXL Western Dress 3XL 1 INR 735 PUI
9579839	M	39 06-01-2022	Delivered	Myntra SET363-KR-NP-M Set M 1 INR 885 PUI
5622534	M	36 06-01-2022	Delivered	Amazon JNE3797-KR-XS Western Dress XS 1 INR 1338 HYI

STEP 4

Quantity Data Standardization

During the same process, I also identify discrepancies in the "Qty" column, with entries such as "one" and "1," as well as "two" and "2." To maintain data consistency, I apply the "Find and Replace" feature again, replacing "One" with "1" and "Two" with "2."

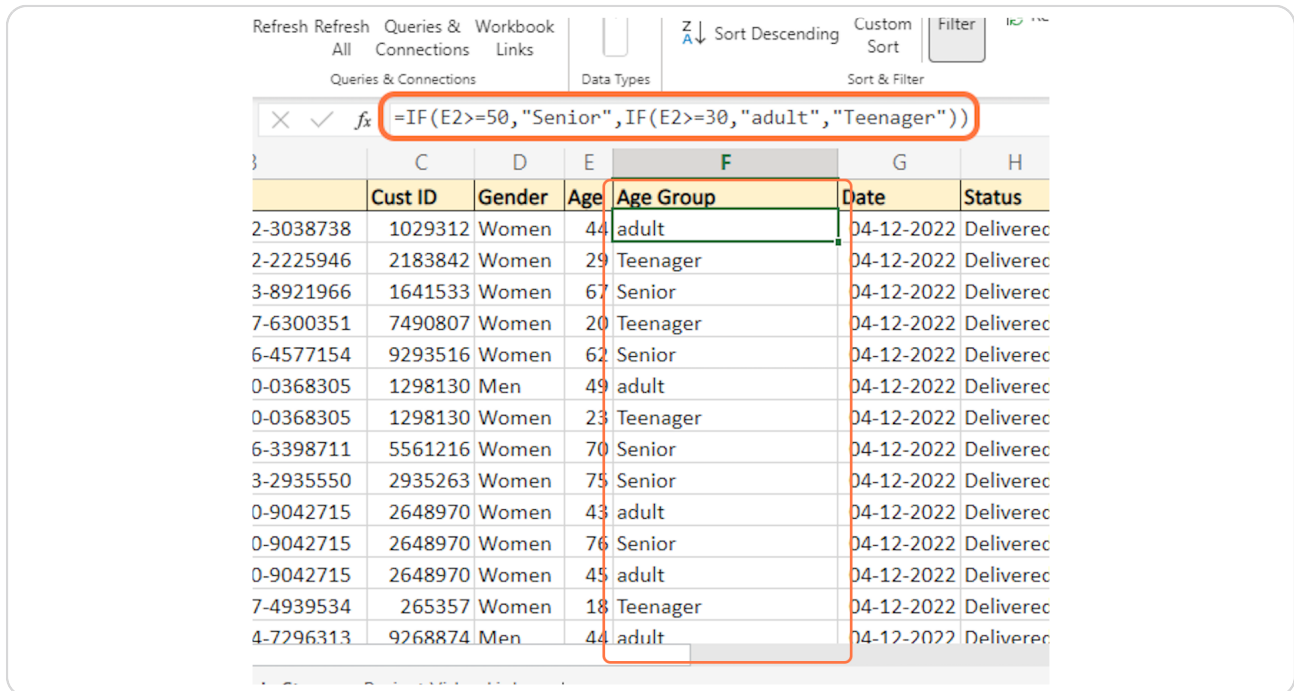


STEP 5

Data Processing and Age Group Classification

In response to the question regarding the relationship between age and gender, I perform data processing by creating a new column labeled "Age Group." Utilizing a simple formula, I categorize ages into "Senior," "Adult," and "Teenager" groups for analysis.

This classification enables a convenient exploration of customer behavior patterns based on gender and age groups concerning order frequency.



The screenshot shows a data table with columns: Cust ID, Gender, Age, Age Group, Date, and Status. The formula bar displays the formula: `=IF(E2>=50,"Senior",IF(E2>=30,"adult","Teenager"))`. The table data is as follows:

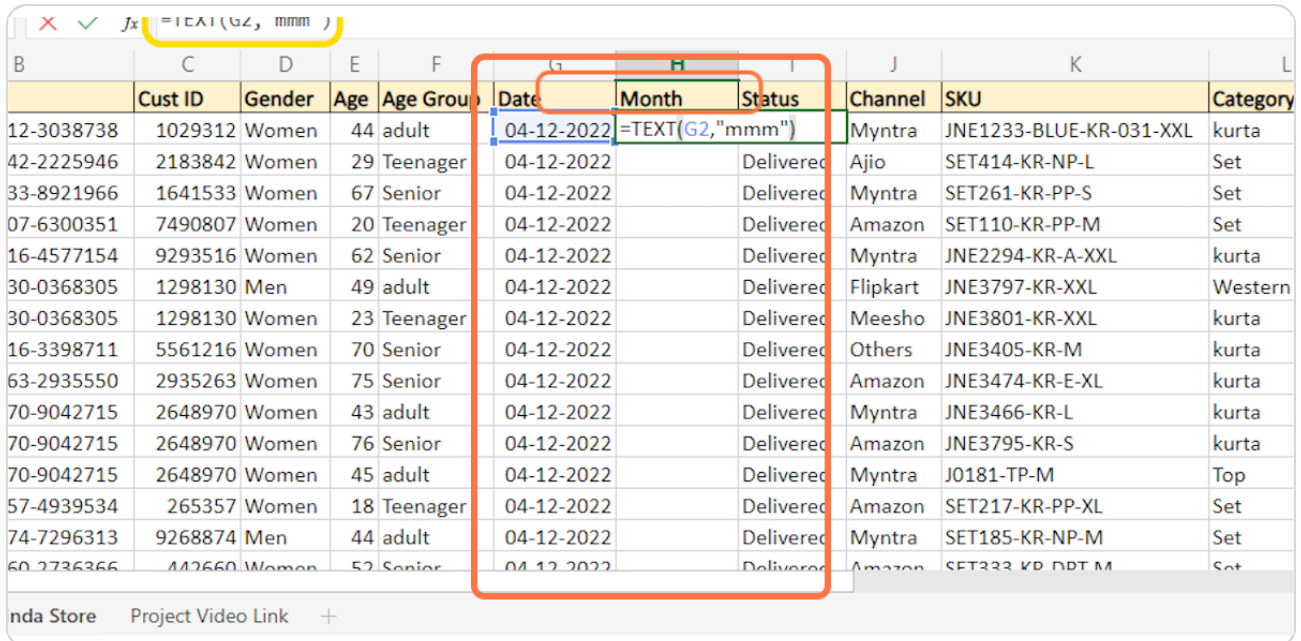
	C	D	E	F	G	H
	Cust ID	Gender	Age	Age Group	Date	Status
2-3038738	1029312	Women	44	adult	04-12-2022	Delivered
2-2225946	2183842	Women	29	Teenager	04-12-2022	Delivered
3-8921966	1641533	Women	67	Senior	04-12-2022	Delivered
7-6300351	7490807	Women	20	Teenager	04-12-2022	Delivered
6-4577154	9293516	Women	62	Senior	04-12-2022	Delivered
0-0368305	1298130	Men	49	adult	04-12-2022	Delivered
0-0368305	1298130	Women	23	Teenager	04-12-2022	Delivered
6-3398711	5561216	Women	70	Senior	04-12-2022	Delivered
3-2935550	2935263	Women	75	Senior	04-12-2022	Delivered
0-9042715	2648970	Women	43	adult	04-12-2022	Delivered
0-9042715	2648970	Women	76	Senior	04-12-2022	Delivered
0-9042715	2648970	Women	45	adult	04-12-2022	Delivered
7-4939534	265357	Women	18	Teenager	04-12-2022	Delivered
4-7296313	9268874	Men	44	adult	04-12-2022	Delivered

STEP 6

Data Processing and Month Extraction

In response to the question regarding the month with the highest sales and orders, I perform data processing by creating a new column named "Month." Using a simple formula, I extract the month information from the date column provided in the dataset.

This enables a straightforward analysis of sales and order trends on a monthly basis.



	B	C	D	E	F	G	H	I	J	K	L
		Cust ID	Gender	Age	Age Group	Date	Month	Status	Channel	SKU	Category
	12-3038738	1029312	Women	44	adult	04-12-2022	=TEXT(G2,"mmm")		Myntra	JNE1233-BLUE-KR-031-XXL	kurta
	42-2225946	2183842	Women	29	Teenager	04-12-2022		Delivered	Ajio	SET414-KR-NP-L	Set
	33-8921966	1641533	Women	67	Senior	04-12-2022		Delivered	Myntra	SET261-KR-PP-S	Set
	07-6300351	7490807	Women	20	Teenager	04-12-2022		Delivered	Amazon	SET110-KR-PP-M	Set
	16-4577154	9293516	Women	62	Senior	04-12-2022		Delivered	Myntra	JNE2294-KR-A-XXL	kurta
	30-0368305	1298130	Men	49	adult	04-12-2022		Delivered	Flipkart	JNE3797-KR-XXL	Western
	30-0368305	1298130	Women	23	Teenager	04-12-2022		Delivered	Meesho	JNE3801-KR-XXL	kurta
	16-3398711	5561216	Women	70	Senior	04-12-2022		Delivered	Others	JNE3405-KR-M	kurta
	63-2935550	2935263	Women	75	Senior	04-12-2022		Delivered	Amazon	JNE3474-KR-E-XL	kurta
	70-9042715	2648970	Women	43	adult	04-12-2022		Delivered	Myntra	JNE3466-KR-L	kurta
	70-9042715	2648970	Women	76	Senior	04-12-2022		Delivered	Amazon	JNE3795-KR-S	kurta
	70-9042715	2648970	Women	45	adult	04-12-2022		Delivered	Myntra	J0181-TP-M	Top
	57-4939534	265357	Women	18	Teenager	04-12-2022		Delivered	Amazon	SET217-KR-PP-XL	Set
	74-7296313	9268874	Men	44	adult	04-12-2022		Delivered	Myntra	SET185-KR-NP-M	Set
	60-2736366	442660	Women	52	Senior	04-12-2022		Delivered	Amazon	SET333-KR-DPT-M	Set

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