**Objective:** Vrinda store wants to create an annual sales report for 2022. So that, Vrinda can understand their customers and grow more sales in 2023.

**Sample Questions:**

**1.**Compare the sales and orders using single chart.

**2.**Which month got the highest sales and orders?

**3.**Who purchased more? Men or women in 2022.

**4.**What are the different order status in 2022?

**5.**List top 10 states contributing to the sale.

**6.**Relation between age and gender based on number of orders.

**7.**Which channel is contributing to maximum sales?

**8.**Highest selling category?

**Step-1:** The very first thing we do is that we observe the data on a high level and try to identify whether this data will help us solve the business problem or not?

**Step-2:** Data Cleaning

In this we would check each column in the raw data individually so that we ensure that the entire data in that particular column follows the same data-type and there are no null values as well.

**Problem1:** Here in the gender column the data was not proper as for same gender two notations were used like for example Male gender **Men** and **M** was used and same is the case with Female gender.

**Solution1:** We will here replace (ctrl F) M with Men and F with Female.

**Problem2:** Here in the quantity column at some places instead of 1 and 2 One and Two was written.

**Solution2:** This problem can also be solved by replacing one and two with 1 and 2 using find and replace function i.e. (ctrl F).

**Step-3:** Data Processing

Here we will make another new column called Age group beside the column of age.

Here we have used the IF function/formula to create age groups.

**Note 1:** After creating the new column using formula make sure to paste as option and select paste as values, as it is considered as a good practice.

Here again we will create new column beside date column, here we will have TEXT function to extract month name from date column.

**Follow Note 1 here as well.**

**Note 2:** We will color the column heading which we have created using functions so that we can recognize afterwards that this is not part of raw data and rather it is part of our data processing.

**Step 4:** Data Analysis:

**Now here will create a pivot table**

**Orders Vs Sales** worksheet:

**1.**Do basic formatting.

**2.**Here the vales are having lots of zero so we will format it by using **Format Axis** and using the formula **0,,”M”** so this will convert the values into million format so that it is more convenient to read it.

**Now we need to link all the charts from the dashboard worksheet to slicers.**We need to right click the slicer and report connection to connect all the charts in the dashboard by selecting the checkboxes.

**Insights Gained:**

**1.**Women are more likely to buy compared to men (Almost 65%)

**2.**Maharashtra, Karnataka and Utter Pradesh are the top 3 states (Almost 35%)

**3.**Adult age group (30-49 yrs) is max contributing (Almost 50%)

**4.**Amazon, Flipkart and Myntra channels are max contributing (Almost 80%)