1. INTRODUCTION:-

* **This is a Data Analytics Project entirely based on basic concepts of Microsoft Excel like FORMATTING , using FORMULAS ,**

**FILTERS , CONDITIONAL FORMATTING , INSERTION and DELETION of ROWS and COLUMNS , DUPLICATES , ROUNDING of**

**numbers , SLICERS , INSERTING PICTURES and SHAPES , ADD LINK , DROP DOWN LIST , CHARTS , VLOOKUP and HLOOKUP,**

**PIVOT TABLE and much more.**

1. OBJECTIVE:-

* **To Help J.P Store in Understanding their customers and grow more sales in the year 2023 on the basis of 2022 sales. Eventually creating an Annual Sales Report and sharing Insights.**

1. INSIGHTS:-

* **Women are more likely to buy compared to men .**
* **Maharashtra , Karnataka and Uttar Pradesh are the top 3 states as per sale .**
* **Contribution of Adult age group (30 - 49 Yrs ) is Maximum.**
* **Amazon , Flipkart and Myntra are the top 3 channels contributing towards sale.**

1. FINAL CONCLUSION :-

**To improve J.P Store’s sale for the year 2023 , Target Women Customers of the age group 30 to 49 yrs , living in states like Maharashtra , Karnataka and Uttar Pradesh by showing Ads/Offers/Coupons available on Amazon , Flipkart and Myntra.**