

# Store Sales Data Analysis - Annual Report 2024

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## Project Overview

This Excel-based data analysis project explores **sales performance, customer behavior, and order trends** across multiple channels (Amazon, Flipkart, Myntra, etc.) for a fashion retail business in 2024. The goal is to uncover actionable insights that help improve decision-making related to **sales strategy, customer targeting, and inventory management**.

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## Tools Used

- **Microsoft Excel**
    - Pivot Tables
    - Slicers & Filters
    - Interactive Dashboard
    - Data Cleaning & Transformation (Excel functions)
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## Dataset Description

- **Raw Dataset:** Includes customer orders, sales amount, gender, age group, states, product categories, order status, and channels.
  - **Time Period:** January 2024 to December 2024
  - **Channels:** Amazon, Flipkart, Myntra, Meesho, Nalli, Ajio, Others
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## Key Analysis Performed

- **Monthly Sales & Order Trends**
  - **Sales by Channel, Gender, and Age Group**
  - **Top 5 Performing States**
  - **Order Status Distribution**
  - **Interactive Dashboard with Filters (Month, Channel, Category)**
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# Insights & Findings

## 1. Sales & Orders Over Time

- **Peak Sales:** February 2024 with ₹1.95M in revenue and ~2,900 orders.
  - **Downtrend:** Noticeable sales dip from September to December.
  - **Action:** Focus marketing on Q4 to boost year-end sales.
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## 2. Sales by Gender

- **Women** contribute **64% of sales**, while **Men** account for **36%**.
  - **Insight:** Women are the key drivers of revenue — product targeting and offers can be customized accordingly.
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## 3. Order Status

- **Delivered Orders:** 92%
  - **Cancelled/Returned/Refunded:** Only 8%
  - **Insight:** Efficient order fulfillment, low cancellation rate — strong logistics performance.
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## 4. Top 5 States by Sales

- **Maharashtra:** ₹2.99M (Highest)
  - **Karnataka:** ₹2.65M
  - **Uttar Pradesh:** ₹2.10M
  - **Telangana:** ₹1.71M
  - **Tamil Nadu:** ₹1.68M
  - **Insight:** Targeted campaigns in these states can boost ROI.
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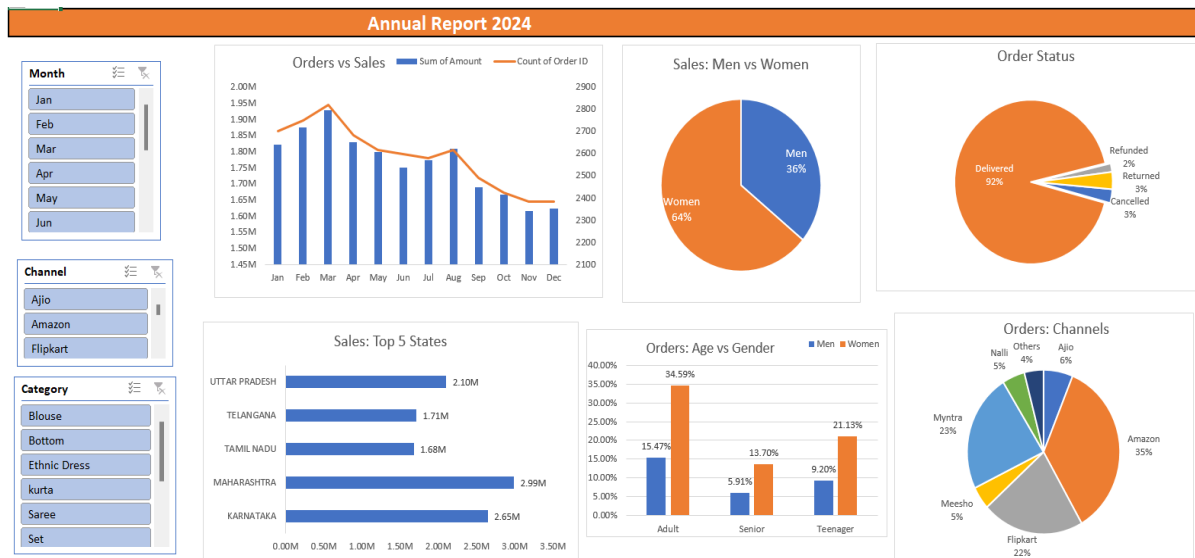
## 5. Customer Age & Gender

- **Adults (Women):** 34.59% of orders
  - **Teenagers (Women):** 21.13%
  - **Men (All Ages):** Less than 16% per group
  - **Insight:** Focus on adult and teenage women segments for higher sales impact.
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## 6. Orders by Channel

- **Amazon:** 35%
- **Myntra:** 23%
- **Flipkart:** 22%
- Others: Ajio, Meesho, Nalli
- **Insight:** Amazon leads — prioritize inventory and offers on this platform.

## Dashboard Overview



## Annual Sales Dashboard 2024

- Interactive with Filters (Month, Channel, Category)
- Visual Charts: Sales vs Orders, Gender Breakdown, Order Status, Top States, Channels
- User-Friendly & Clear for Stakeholders

## ✓ Conclusion

This project demonstrates **practical Excel skills**, including data cleaning, advanced analysis, and dashboard creation. The insights derived can help improve **sales strategy, customer engagement, and operational efficiency**.