Retail Store Annual Data Analysis

Excel Project

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Objective

- Retail Store wants to create an Annual Sales Report for 2022. So that Store Owner can understand their customers and grow more sales in 2023…

Questions

- 1. Compare the sales and orders using single chart.
- 2. Which month got the highest sales and orders.
- 3. Who Purchases more Men or Women.
- 4. What are the different orders status in 2022.
- 5. List Top 5 States contributing to the sales.
- 6. Relation between Age and Gender based on Numbers.

Questions

- 7.Which Channel Contributing to Max Sales
- 8. Highest Selling Category.

DATASET

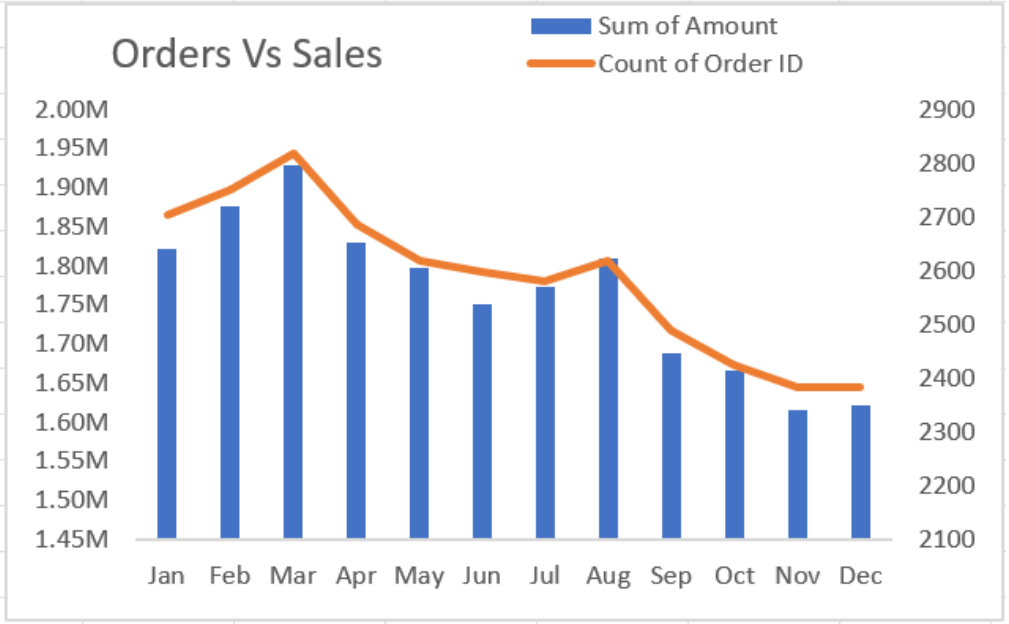
index	Order ID	Cust ID	Gender	Age	Date	Status	Channel	SKU	Category	Size	Qty	currency
1	171-1029312-3038738	1029312	Women	44	04-12-2022	Delivered	Myntra	JNE1233-BLUE-KR-031-XXL	kurta	XXL	1	INR
2	405-2183842-2225946	2183842	Women	29	04-12-2022	Delivered	Ajio	SET414-KR-NP-L	Set	L	1	INR
3	171-1641533-8921966	1641533	Women	67	04-12-2022	Delivered	Myntra	SET261-KR-PP-S	Set	S	1	INR
4	404-7490807-6300351	7490807	Women	20	04-12-2022	Delivered	Amazon	SET110-KR-PP-M	Set	M	1	INR
5	403-9293516-4577154	9293516	Women	62	04-12-2022	Delivered	Myntra	JNE2294-KR-A-XXL	kurta	XXL	1	INR
6	407-1298130-0368305	1298130	Men	49	04-12-2022	Delivered	Flipkart	JNE3797-KR-XXL	Western Dress	XXL	One	INR
7	407-1298130-0368305	1298130	W	23	04-12-2022	Delivered	Meesho	JNE3801-KR-XXL	kurta	XXL	One	INR
8	171-5561216-3398711	5561216	W	70	04-12-2022	Delivered	Others	JNE3405-KR-M	kurta	M	One	INR
9	408-2935263-2935550	2935263	W	75	04-12-2022	Delivered	Amazon	JNE3474-KR-E-XL	kurta	XL	One	INR
10	404-2648970-9042715	2648970	W	43	04-12-2022	Delivered	Myntra	JNE3466-KR-L	kurta	L	One	INR
11	404-2648970-9042715	2648970	W	76	04-12-2022	Delivered	Amazon	JNE3795-KR-S	kurta	S	One	INR
12	404-2648970-9042715	2648970	Women	45	04-12-2022	Delivered	Myntra	J0181-TP-M	Top	M	1	INR
13	408-0265357-4939534	265357	Women	18	04-12-2022	Delivered	Amazon	SET217-KR-PP-XL	Set	XL	1	INR
14	403-9268874-7296313	9268874	Men	44	04-12-2022	Delivered	Myntra	SET185-KR-NP-M	Set	M	1	INR
15	407-0442660-2736366	442660	Women	52	04-12-2022	Delivered	Amazon	SET333-KR-DPT-M	Set	M	1	INR
16	406-7482261-1657136	7482261	Women	18	04-12-2022	Delivered	Nalli	J0124-TP-L	Top	L	1	INR
17	407-7039962-7080347	7039962	Men	30	04-12-2022	Delivered	Meesho	SET304-KR-DPT-XL	Set	XL	1	INR
18	407-3422488-7373923	3422488	Women	48	04-12-2022	Delivered	Others	SET184-KR-PP-XS	Set	XS	1	INR
19	171-8974687-6745940	8974687	Men	24	04-12-2022	Delivered	Myntra	J0161-DR-XXL	Western Dress	XXL	1	INR
20	406-0244536-2177175	244536	Women	46	04-12-2022	Delivered	Amazon	SET233-KR-PP-M	Set	M	1	INR
21	404-4376789-3345166	4376789	Women	43	04-12-2022	Delivered	Nalli	J0231-SKD-XXXL	Set	3XL	1	INR
22	408-1943310-9789160	1943310	Men	31	04-12-2022	Refunded	Myntra	J0339-DR-XXL	Western Dress	XXL	1	INR
23	403-0950590-5005155	950590	Men	30	04-12-2022	Delivered	Myntra	SET210-KR-PP-XXXL	Set	3XL	1	INR
24	406-3935670-5720350	3935670	Women	19	04-12-2022	Delivered	Ajio	SET110-KR-PP-XS	Set	XS	1	INR

currency	Amount	ship-city	ship-state	ship-postal-code	ship-cou	B2B
INR	376	MOHALI	PUNJAB	140301	IN	FALSE
INR	1449	GURUGRAM	HARYANA	122002	IN	FALSE
INR	453	KOLKATA	WEST BENGAL	700029	IN	FALSE
INR	729	THANJAVUR	TAMIL NADU	613007	IN	FALSE
INR	544	GURUGRAM	HARYANA	122001	IN	FALSE
INR	735	SANGLI MIRAJ KUPWAD	MAHARASHTRA	416436	IN	FALSE
INR	735	BENGALURU	KARNATAKA	560029	IN	FALSE
INR	435	GURUGRAM	HARYANA	122001	IN	FALSE
INR	385	BENGALURU	KARNATAKA	562149	IN	FALSE
INR	771	VIJAYAWADA	ANDHRA PRADESH	520002	IN	FALSE
INR	517	THIRUVANANTHAPURAM	KERALA	695018	IN	FALSE
INR	399	ARAKONAM	TAMIL NADU	631003	IN	FALSE
INR	786	GUWAHATI	ASSAM	781017	IN	FALSE
INR	911	BENGALURU	KARNATAKA	562125	IN	FALSE
INR	967	HYDERABAD	TELANGANA	500098	IN	FALSE
INR	523	NEW DELHI	DELHI	110062	IN	FALSE
INR	1115	Bhubaneswar	ODISHA	751022	IN	FALSE
INR	563	SIROHI	RAJASTHAN	307001	IN	FALSE
INR	473	MUMBAI	MAHARASHTRA	400097	IN	FALSE
INR	545	AMRITSAR	PUNJAB	143001	IN	FALSE
INR	1164	LUCKNOW	UTTAR PRADESH	226024	IN	FALSE
INR	743	NEW DELHI	DELHI	110087	IN	FALSE
INR	575	MADURAI	TAMIL NADU	625014	IN	FALSE
INR	788	Meerut	UTTAR PRADESH	250002	IN	FALSE

CHARTS

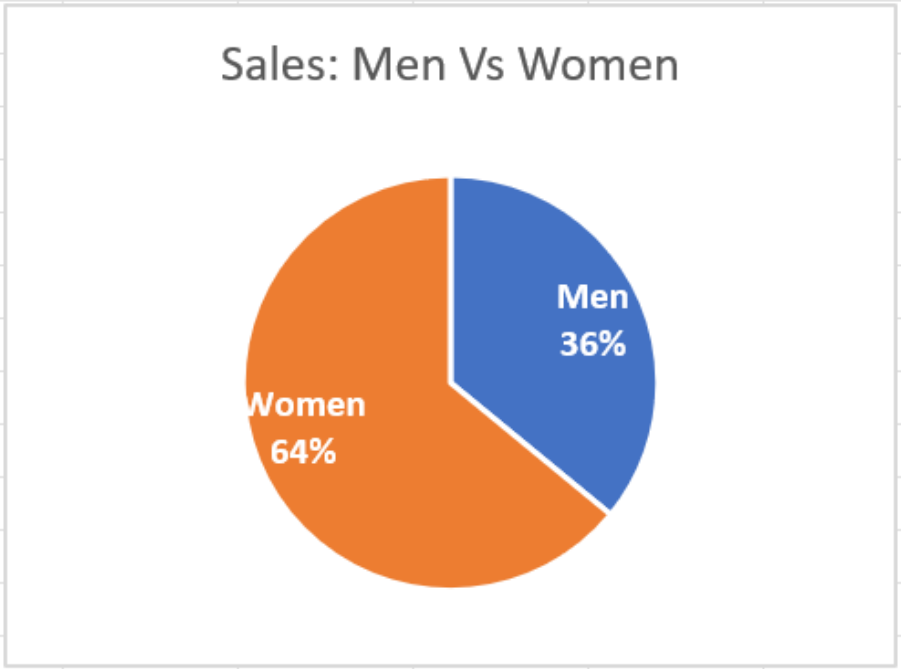
Orders Vs Sales

Row Labels	Sum of Amount	Count of Order ID
Jan	1820601	2702
Feb	1875932	2750
Mar	1928066	2819
Apr	1829263	2685
May	1797822	2617
Jun	1750966	2597
Jul	1772300	2579
Aug	1808505	2617
Sep	1688871	2490
Oct	1666662	2424
Nov	1615356	2383
Dec	1622033	2384



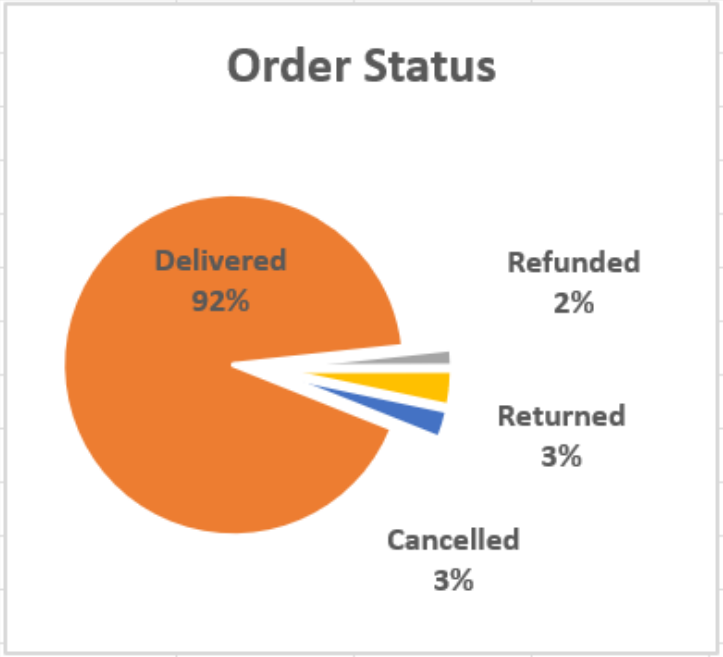
Men Vs Women

Row Labels	Sum of Amount
Men	7613604
Women	13562773



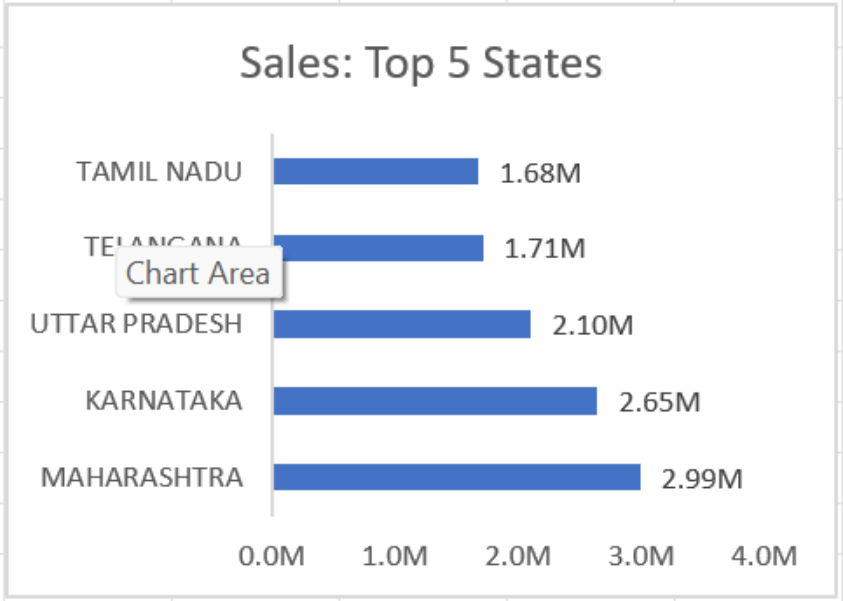
Order Status

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



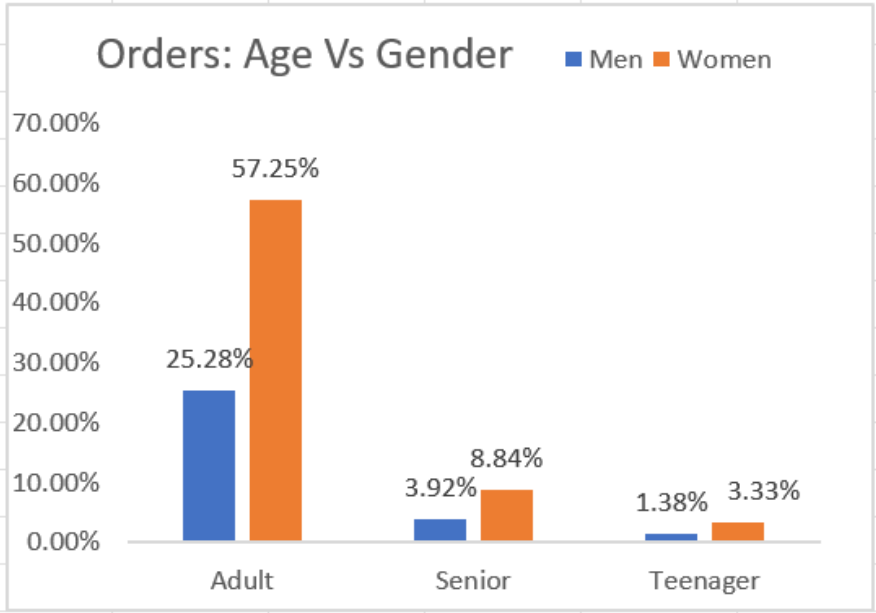
Top 5 States

Row Labels	Sum of Amount
MAHARASHTRA	2990221
KARNATAKA	2646358
UTTAR PRADESH	2104659
TELANGANA	1712439
TAMIL NADU	1678877



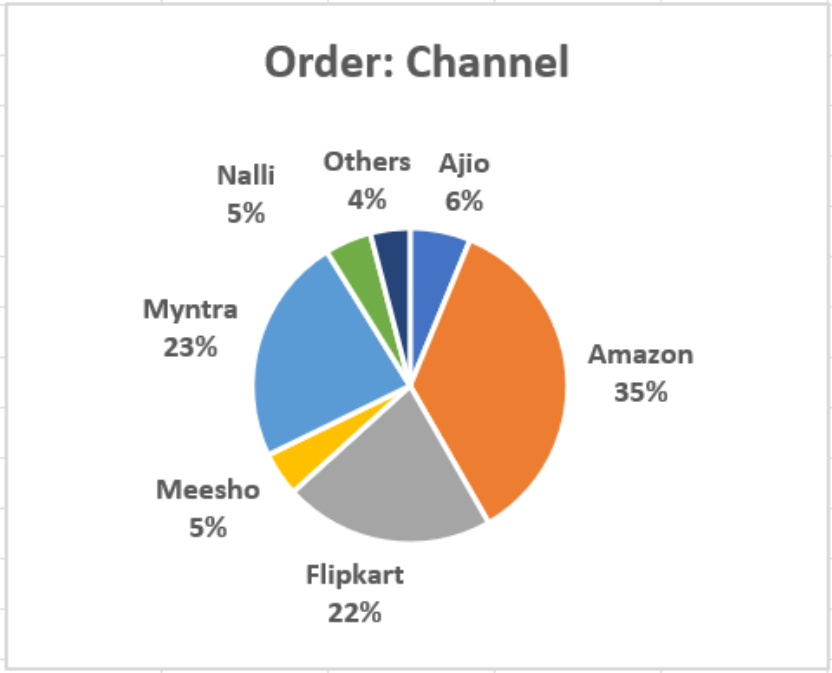
Age Vs Gender

Count of Order ID	Column Labels	
Row Labels	Men	Women
Adult	25.28%	57.25%
Senior	3.92%	8.84%
Teenager	1.38%	3.33%

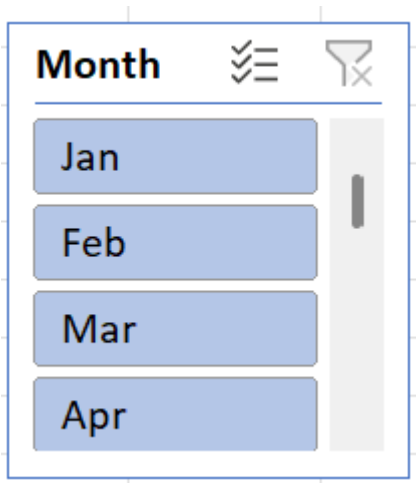


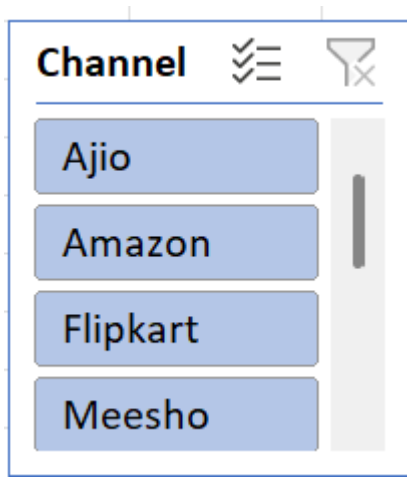
Order: Channel

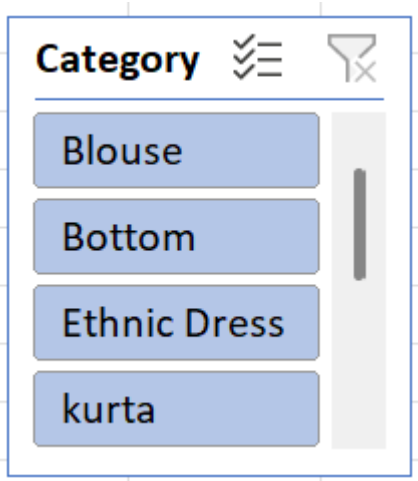
Row Labels	Count of Order ID
Ajio	6.2%
Amazon	35.5%
Flipkart	21.6%
Meesho	4.5%
Myntra	23.4%
Nalli	4.8%
Others	4.1%



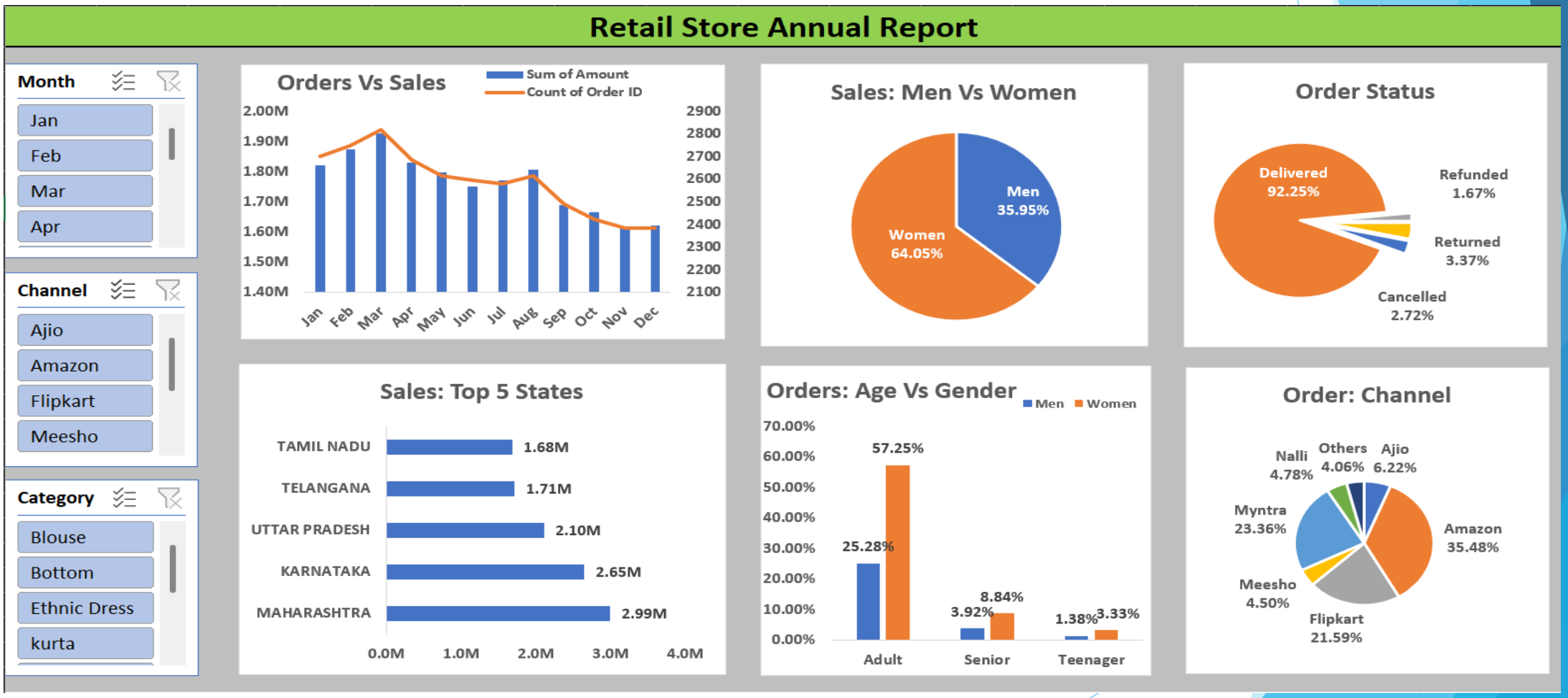
Slicers


Month
Jan
Feb
Mar
Apr


Channel
Ajio
Amazon
Flipkart
Meesho


Category
Blouse
Bottom
Ethnic Dress
kurta

Final Dashboard



INSIGHTS

- 1. Women are more likely to buy compared to men (~64%).
- 2. Maharashtra, Karnataka and Uttar Pradesh are top 3 States.
- 3. Adult age group (20 - 60 yrs) is maximum contribution.
- 4. Amazon, Flipkart and Myntra channels has maximum contribution

FINAL CONCLUSION

- 🎯 Target Audience Target women aged 20-60 in Maharashtra, Karnataka, and Uttar Pradesh by making coupons and offers available on Amazon, Flipkart, and Myntra through targeted advertisements and promotions.