- **Objective**

➔ The store owner wants me to prepare an in-depth annual sales report for 2023 to facilitate customer understanding and drive data-driven sales strategies for increased revenue in 2024.

- **Sample Questions**

1. Which month got the highest sales and orders?
2. Who purchased more- men or women in 2023?
3. What are the different order status in 2023?
4. List top states contributing to the sales?
5. Relation between age and gender based on number of orders
6. Which channel is contributing to maximum sales?

- **Steps**

 Data Cleaning

1. Initial Review: Begin by examining all data points to ensure they address our business problems.
2. Quality Check: Apply filters to each column to identify any incorrect, missing, or null values.
3. Standardize Entries: Convert 'M' and 'W' to 'Men' and 'Women' respectively to eliminate inconsistencies.
4. Consolidate Values: Change 'One' and 'Two' to '1' and '2' for uniformity.

Data Processing

1. Age Segmentation: Introduce a new column labeled 'Age Group' to classify customers as 'Teenager', 'Adult', or 'Senior'. This helps identify which age groups are purchasing the most.
2. Monthly Analysis: Extract the month from the date column, add this data to a new 'Month' column, and convert it to month name to analyze sales trends over time.
3. Highlight New Data: Emphasize newly calculated columns for easier visibility and analysis.

Data Analysis

1. Monthly Sales Analysis: Use a pivot table to review sales data by month, focusing on the total amount spent and the number of orders.
2. Gender Sales Analysis: Another pivot table should assess sales by gender, highlighting differences in spending patterns.
3. Order Status Review: Create a pivot table to examine the status of orders, looking specifically at the volume of orders in each category.
4. Top States by Sales: A pivot table to identify the top five states by sales volume will help focus regional marketing efforts.
5. Demographic Purchasing Patterns: Analyze which age groups are purchasing most frequently and segment this by gender using a pivot table.
6. Website Performance: Determine which website platforms generate the most sales using a pivot table that correlates websites with order counts.

Data Visualization

1. Comprehensive Charting- Develop charts and graphs to visually summarize key sales data points, such as Order vs. Sales, Top 5 States by Sales, Sales by Gender, Age vs. Gender Distribution, Delivery Status, and Top Performing Websites.

2. Reporting- Compile the insights into a structured report, outline key findings, and recommend strategic actions to boost future sales.

By following this structured approach I effectively clean, process, analyze, and visualize the data to drive informed business decisions and improve sales outcomes.

- **Insights**

1. March have the most sales with 94% of successful deliveries
2. Women are more likely to buy compared to men (~65%)
3. Delivered 92%, Canceled 3%, Returned 3%, refunded 3%
4. Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%)
5. Adult age group (30-49 yrs) is max contributing (~50%)
6. Amazon, Flipkart and Myntra channels are max contributing (~80%)

- **Final Conclusion to improve Vrinda store sales**

➔ Target women customers of age group (30-49 yrs) living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra.