**Project:** Online Store Sales Analysis  
**Date:** July 5, 2025  
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**1. Project Overview**The online store has experienced a recent drop in sales. To understand the causes, I analyzed sales order data from June 20 to June 29, 2025. The focus was on order statuses, product performance, and regional sales distribution.

**2. Key Findings**

* Total orders: 10
* Completed orders: 6
* Cancelled orders: 2
* Pending orders: 2
* The **T-shirt** is the top-selling product by quantity.
* The **North** region has the highest number of completed orders.
* Most cancellations relate to the **Jeans** product and occur in the **East** region.
* Pending orders are scattered and may indicate delays in processing.

**3. Recommendations**

* Investigate reasons behind cancellations of Jeans in the East region, such as stock issues or customer dissatisfaction.
* Follow up with customers on pending orders to reduce delays and improve satisfaction.
* Review and possibly improve the checkout and order processing system to reduce cancellations and pending orders.

**4. Next Steps**

* Conduct customer surveys or feedback sessions to understand cancellation reasons better.
* Analyze inventory and supply chain processes in the East region for possible bottlenecks.
* Monitor order processing times and implement workflow improvements if needed.