STORE SALES ANALYSIS

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Project Overview

This project involves analysis of a store data and an interactive dashboard. It reveals several key insights about customer segmentation, most popular product size, popular age groups, peak sales month, popular online platform generating maximum order.

Tools used

- Excel has been used to perform data cleaning, data processing and data analysis

- We have used pivot table to summarize the data and charts to visualize.

- We have also used slicer to make the dashboard interactive.

About the data

- Dataset contains order records for the year 2022.

- For each order id the available attributes include for Cust ID, Gender, Age, Age bracket, Date, month, Status, Channel, SKU, Category, Size, Qty, currency, Amount, ship-city, ship-state, ship-postal-code, ship-country, B2B

- Data was cleaned and standardized to ensure accuracy and reliability. No missing values were found.

- Age has been categorized into three segments– young age (25 years or less), Middle aged (26-55 years) and old (above 55 years).

Key insights

- Gender distribution: Overall **69% consumer are women** while only 31% are men.

- Channels: Top 3 channels are **Amazon(35%)**, Flipkart(22%), Myntra(23%).

- Age group: About **60% sales** are made by consumers aged between 25 to 55.

- Peak Month: March recorded highest number of sales.

- Product size: M size is the most popular among all the available sizes.

- State: Top 5 states by order volume are Maharashtra, Karnataka, Uttar Pradesh, Tamil Nadu and Telangana.

Recommendation

- It can be concluded that sales strategies should focus on the top five states, with particular emphasis on women aged between 25 and 55. The most popular sizes are M and L.

- Increase marketing spend on Amazon, Flipkart, Myntra.

- While March recorded highest overall sales, seasonal demand varies across states due to India's diverse market dynamics. For instance, in Karnataka, the peak sales month is May.

- Regional variation highlight tailoring sales-decision accordingly.

Thank you