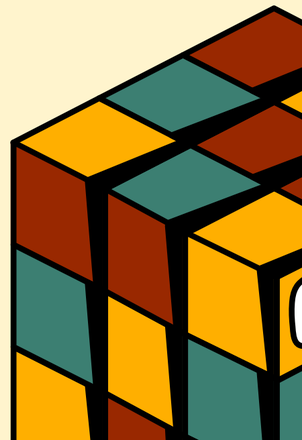
Klodo Garments

WHERE STYLE MEETS COMFORT

"Elevate Your Style Game”



Klodo Garments

Designer Kurtis

Ethnic

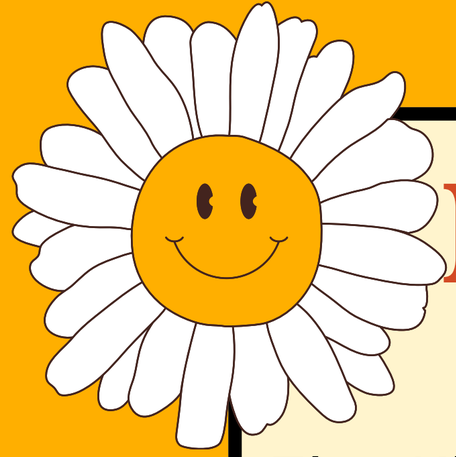
Western

Klodo Garments

Formals

Floral Tops

Bottoms



Project Overview

The Klodo Garments Store Data Analysis project aims to provide valuable insights into the store's performance, sales trends, and customer demographics. By utilizing Excel's data analysis and visualization capabilities, this project transforms raw data into meaningful information. The dataset consists of various columns, including order details, customer information, sales figures, and product-related information.

KPI's

Compare the sales and orders using single chart

Which month got the highest sales and orders?

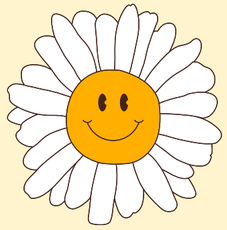
Who purchased more - Men or Women?

What are different order status in 2022?

List top 10 states contributingto the sales?

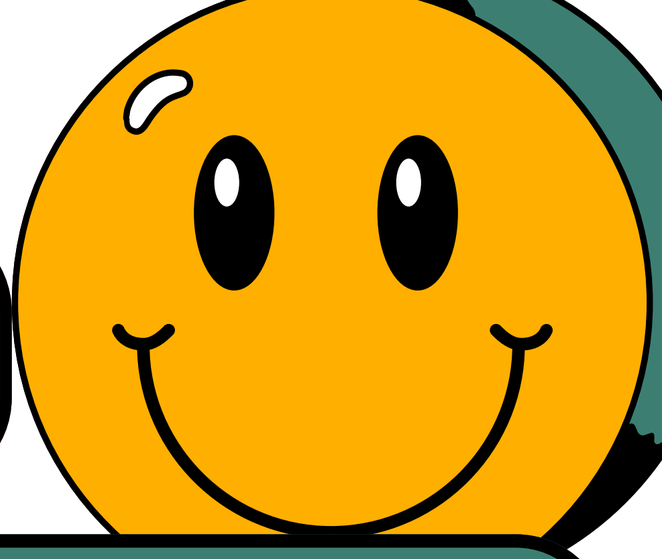
Highest selling category?

Which Channel is contributing maximum to the sales?



Relation between age and gender based on number of orders.

Processes



- Verify data for any missing values and anomalies, and sort out the same.
- Made sure data is consistent and clean with respect to data type, data format and values used.
- Created pivot tables according to the questions asked
- Merge all pivot tables into one dashboard and apply slicer to make dashboard interactive (clickable) and dynamic.

Dashboard

Klodo Garments Annual Store Report 2022

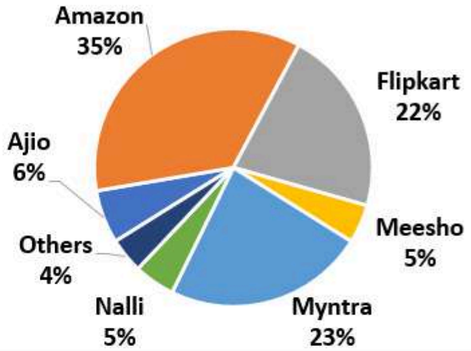
Month
- Jan
- Feb
- Mar

Channel
- Ajio
- Amazon
- Flipkart

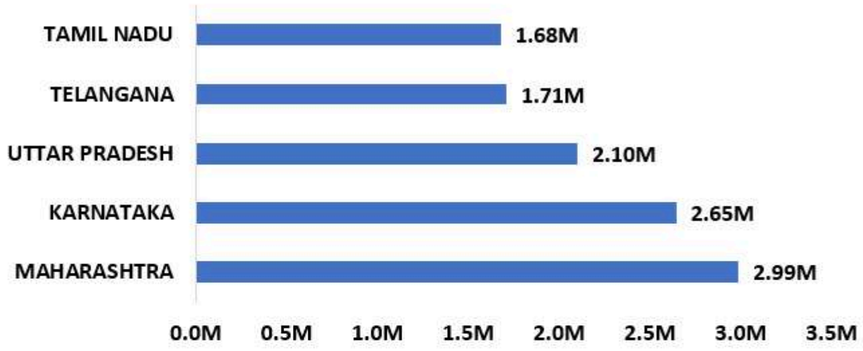
Category
- Blouse
- Bottom
- Ethnic Dress
- kurta

Age Group
- Adult
- Senior
- Teenager

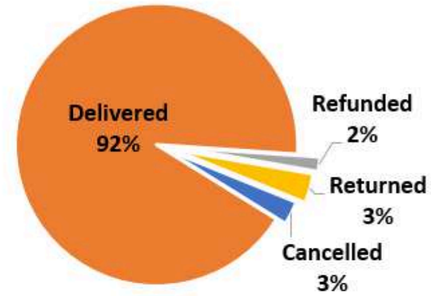
Orders: Channels



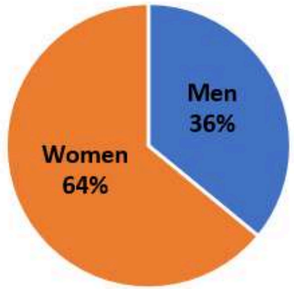
Sales: Top 5 States



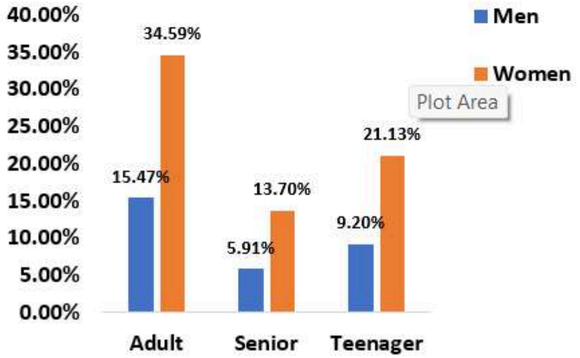
Order Status



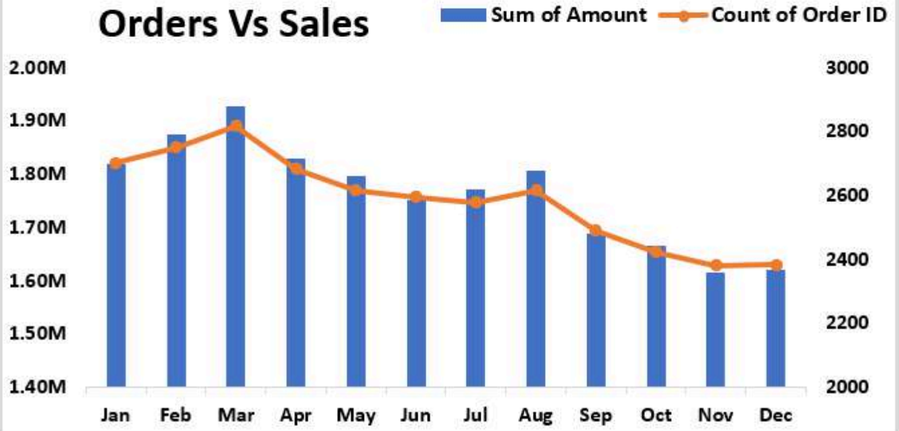
Sales: Men Vs Women



Order: Age Vs Gender



Orders Vs Sales



Project Insights

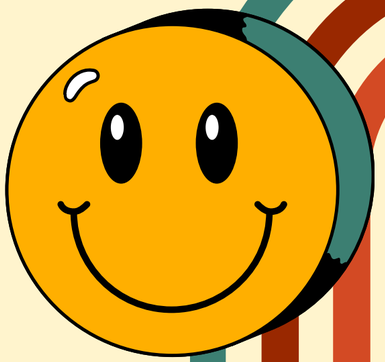
- Women customers are more likely to buy products compared to men (~65%).

- The states of Maharashtra, Karnataka and Uttar Pradesh are the top 3 product buyers

- The adult age group (30-49 yrs) is max contributing (~50%) and buys the most products.

- The maximum number of products customer orders from Amazon, Flipkart and Myntra channels.

Conclusion

To improve sales of **Klodo Garments** Store, **women customers** of the age group **(30-49 yrs**) living **in Maharashtra**, **Karnataka** and **Uttar Pradesh** must be targeted by showing ads/offers/coupons available on Amazon, Flipkart and Myntra.

Thank You