**Avenue-Store-2022-Sales-Report-Project-in-Excel**

**Objective**

Avenue store wants to create an annual sales report for 2022, so that they can understand their customer and grow more sales in 2023.

**Business problem:**

1. Compare the sales and orders using single chart?
2. Which month got the highest sales and order?
3. Who purchased more men or women?
4. What is the different order status in 2022?
5. List top 5 states contributing to the sales?
6. Relation between age and gender based on numbers?
7. Which channel is contributing highest sales?
8. Highest selling category?

**Steps involved:**

* Understanding the business problem
* Data Preparation & Cleaning
* Data Analysis
* Data Visualization

**Sample insights**

* Women are more likely to buy compared to men (~64%)
* Men and Women sales ratio is: Women= 64%, Men= 36%
* March Month is having highest no. of orders and sales.
* Top 5 states are: Tamil Nadu, Telangana, Uttar Pradesh, Karnataka, Maharashtra
* Among top 5 States Maharashtra contributes more sales
* Adult age group (29 - 50 Adult) is max contributing, Men = 19.36%, Women= 33.99%
* Flipkart, Amazon, Myntra channels are max contributing. (~80%)