**VRINDA STORE DATA ANALYSIS**

OBJECTIVE

Store wants to create the annual sales report for the 2022.

So that they can understand the customer and can grow more sales for year 2023.

KPI’S

1. Compare sales and orders using single chart - DONE
2. Month wise highest sales and orders - DONE
3. Purchasing patter among the gender i.e. who purchased more - DONE
4. Top 10 states contributing to sales - DONE
5. What are different order status in 2022 - DONE
6. Which channel is contributing to max sales
7. Highest selling category
8. Relation between age and gender based on number of orders - DONE

INSIGHTS

1. Maximum sales happened in march month i.e. 1.92M
2. Women tends to purchase more as compared with men.
3. Amazon at 35% is top channel followed by myntra at 23% and flipkart at 22%
4. Adult group share is more as compared with other group
5. Maharashtra is top selling state with total sell of 2.99 M
6. Most of the item are delivered to the customers with delivery rate of 92% and refund at 2% and returned at 3% and cancelled at 3%.

CONCLUSION

1. Target women customers of age group 30 – 40 living in Maharashtra , Karnataka , uttarpradesh by showing ads/promotions/coupons/offers via top 5 selling channels

NOTE :- To remove the applied formula you copy the resulted data and paste it in same column as values this will not make ystem slow

The Yellow colour indicate the calculated column in main sheet.

1. Formula for age group column F

IF(E2>=50,"Senior",IF(E2>=30,"Adult","Teenager"))

Removed the formula from main shit as it will slow down the excel system and pasted those

categories as values. "KPI No 3 and 8"

2. For the date to month converted

TEXT(G2,"mmm")

This is used to denote the month wise data as per the Kpi no 2 also "mmm" will give the month

short form e.g dec and if "mmmm" is used then it will give the full name of the month.