Annual sales Data Analysis report of

Kanak Clothing

Using Microsoft Excel

📊 Kanak Clothing - Data Analysis Project

📝 Introduction

Kanak Clothing is an online apparel brand selling products like kurtas and sets across major Indian e-commerce platforms:
Myntra, Amazon. This analysis is based on order data collected over a defined period, aiming to uncover key business insights.

- Enhancing User Experience
- Expanding Product Range
- Utilizing Data Analytics

🎯 Objectives

Analyze total sales performance and identify revenue-driving channels.
Study customer demographics: gender distribution, age ranges, and buying behavior.
Determine top-selling products, popular sizes, and preferred categories.
Understand the geographic spread of orders.
Differentiate between B2B and B2C sales contributions.

Data Source and Fields

The data consists of detailed order-level information extracted from:
Myntra
Ajio
Amazon
Key fields include:
Order details: Order ID, Date, Status, Channel, B2B flag
Customer info: Customer ID, Gender, Age
Product info: SKU, Category, Size, Quantity
Financial data: Amount (in INR)
Shipping data: City, State, Postal Code, Country

Technology

Implement advanced technologies such as AI, machine learning, and augmented reality to enhance shopping experiences and streamline operations.

Market Penetration

Enter 30 new international markets, establishing a presence in regions with significant eCommerce growth potential.

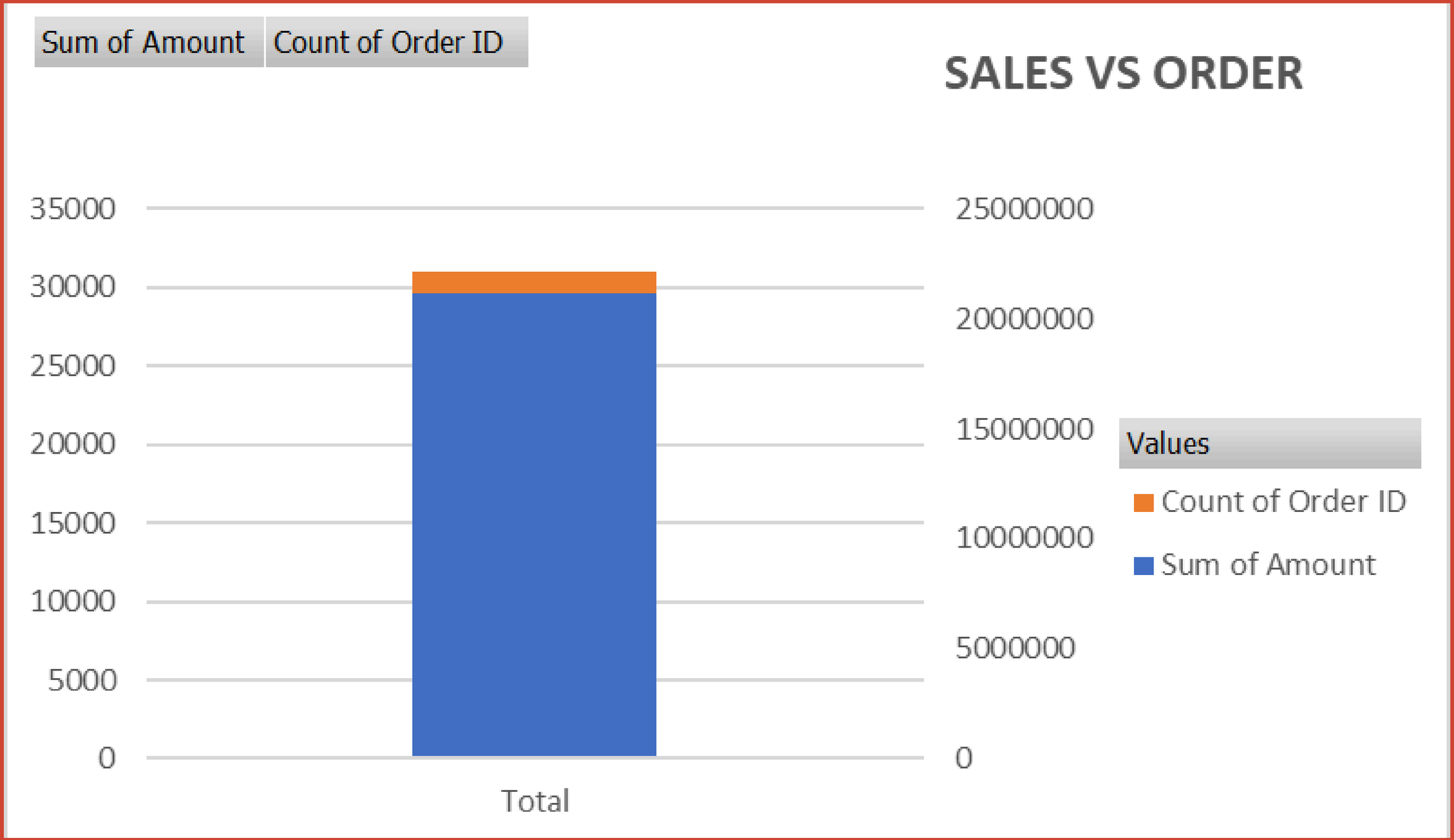
Customer Base

Increase our active customer base by 400% by enhancing our marketing outreach and improving customer retention rates.

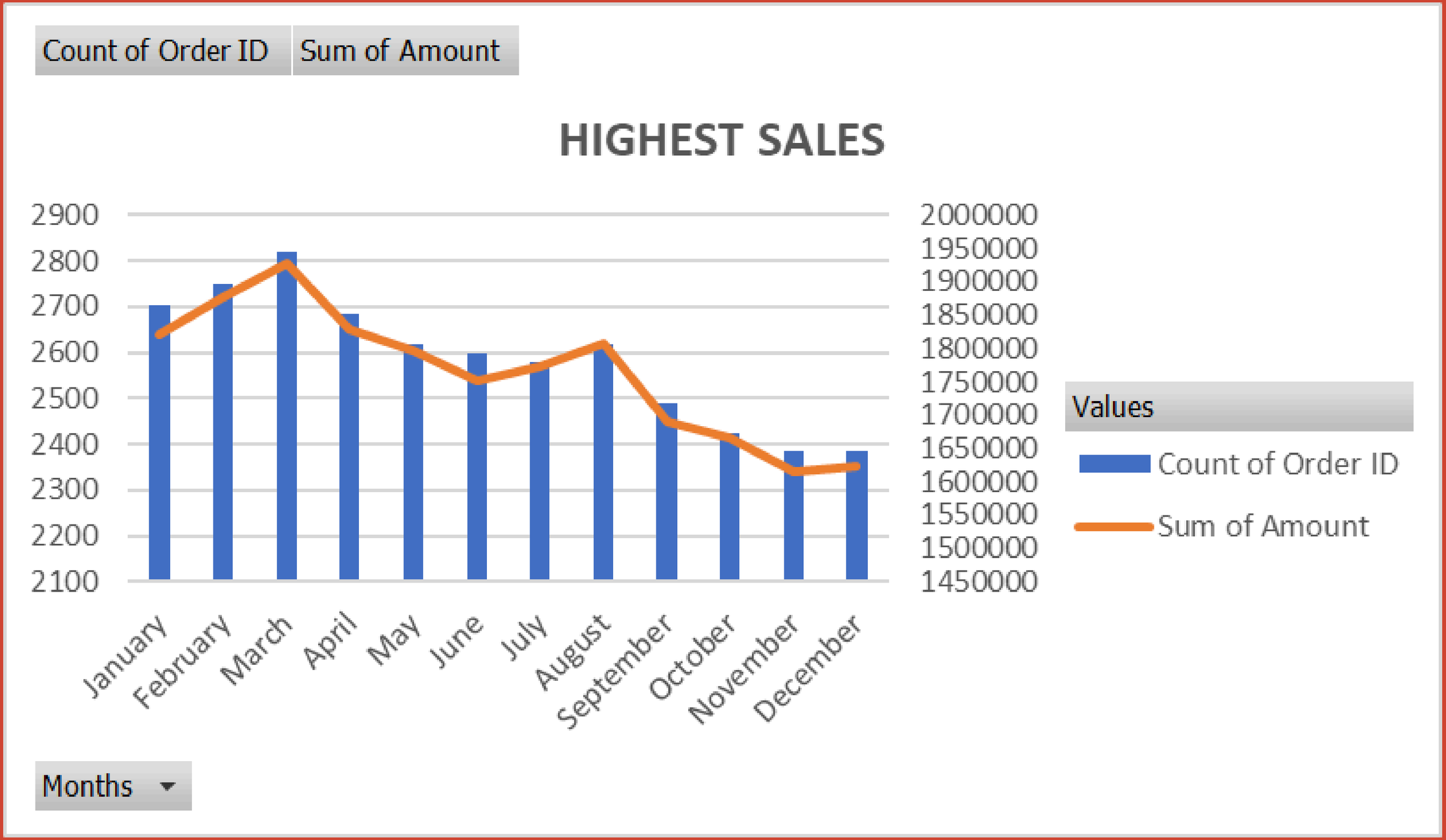
📈 Scope of Analysis

Monthly and platform-wise revenue trends
Contribution of different product categories to overall sales
Most popular sizes ordered by customers
Demographic patterns (e.g., age groups and gender preference)
Regional distribution: identifying top cities and states by sales volume
B2B vs B2C share and performance comparison

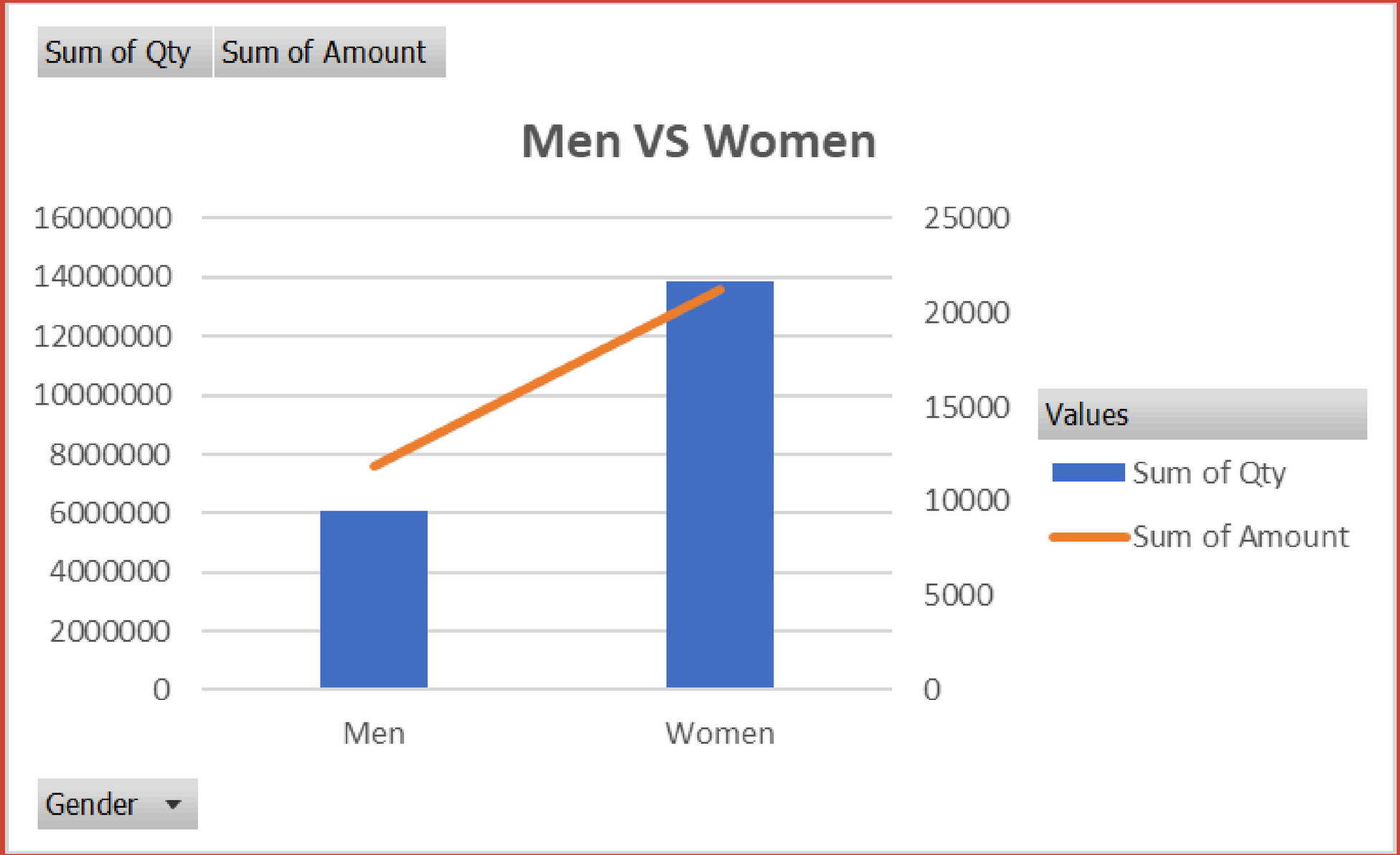
COMPARE THE SALES AND ORDER USING SINGLE CHARTS?



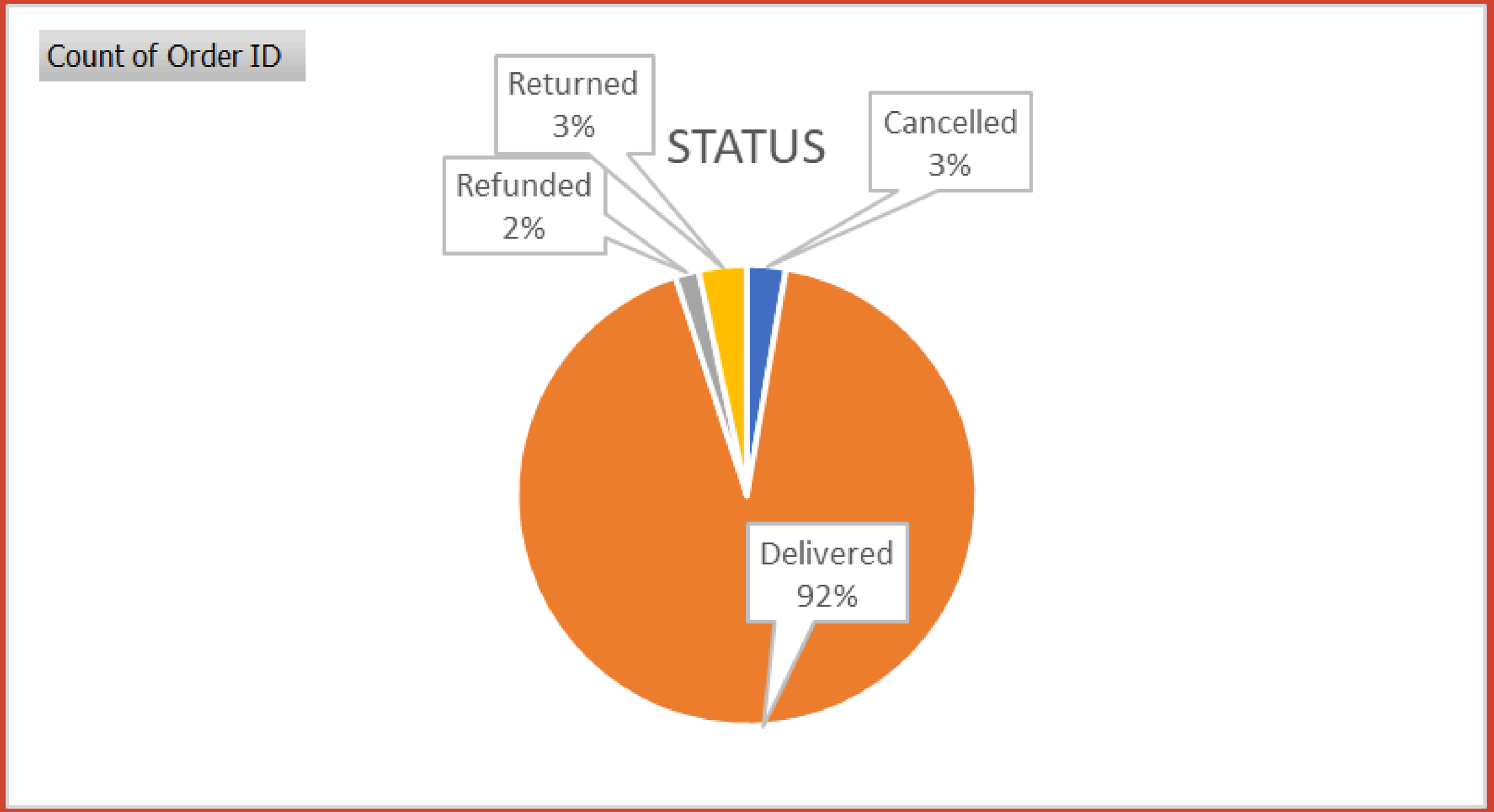
WHICH MONTH GOT THE HIGHEST SALES AND ORDERS?



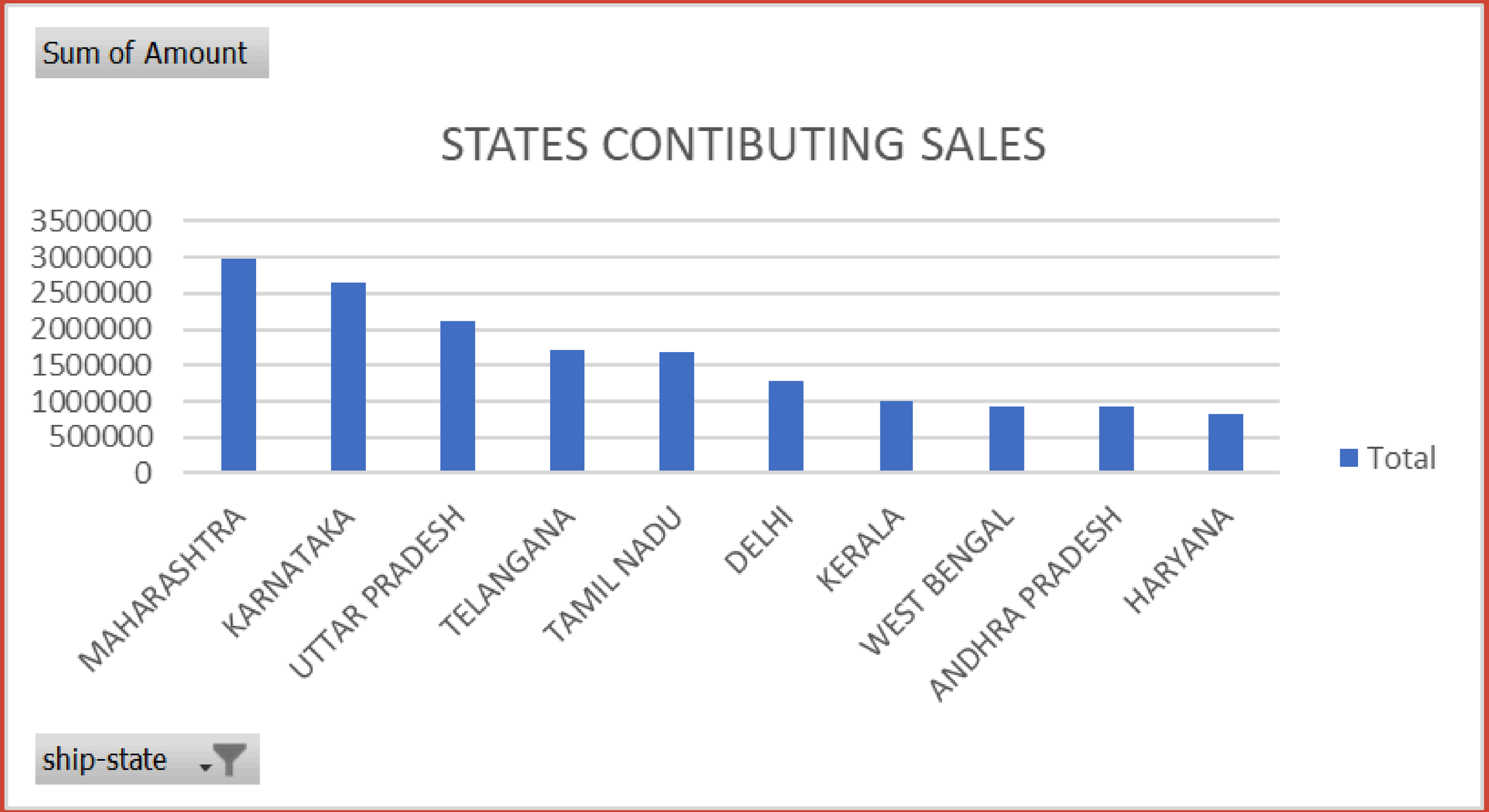
WHO PURCHASED MORE MEN OR WOMEN IN 2022?



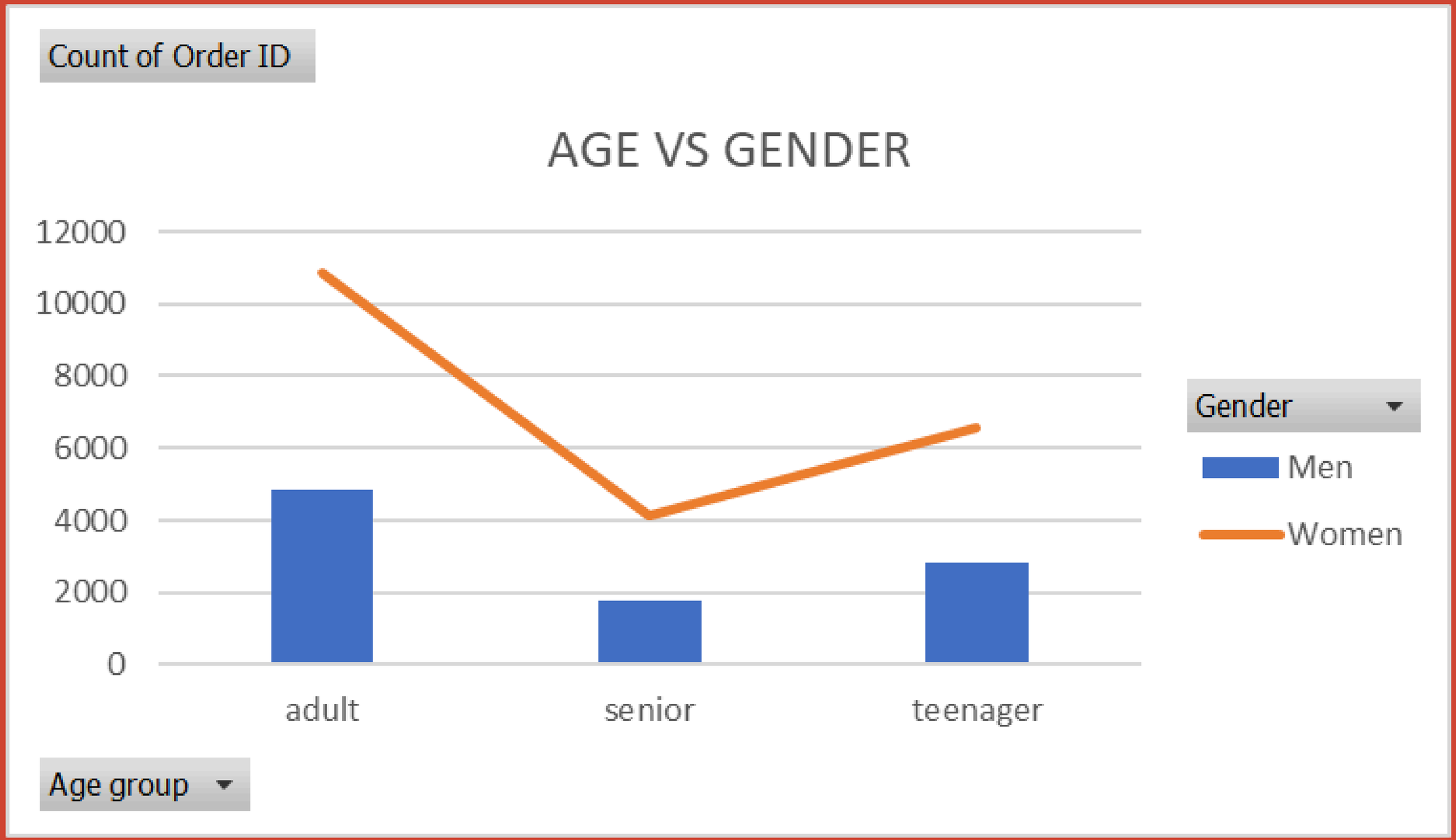
WHAT ARE DIFFERENT ORDER STATUS IN 2022?



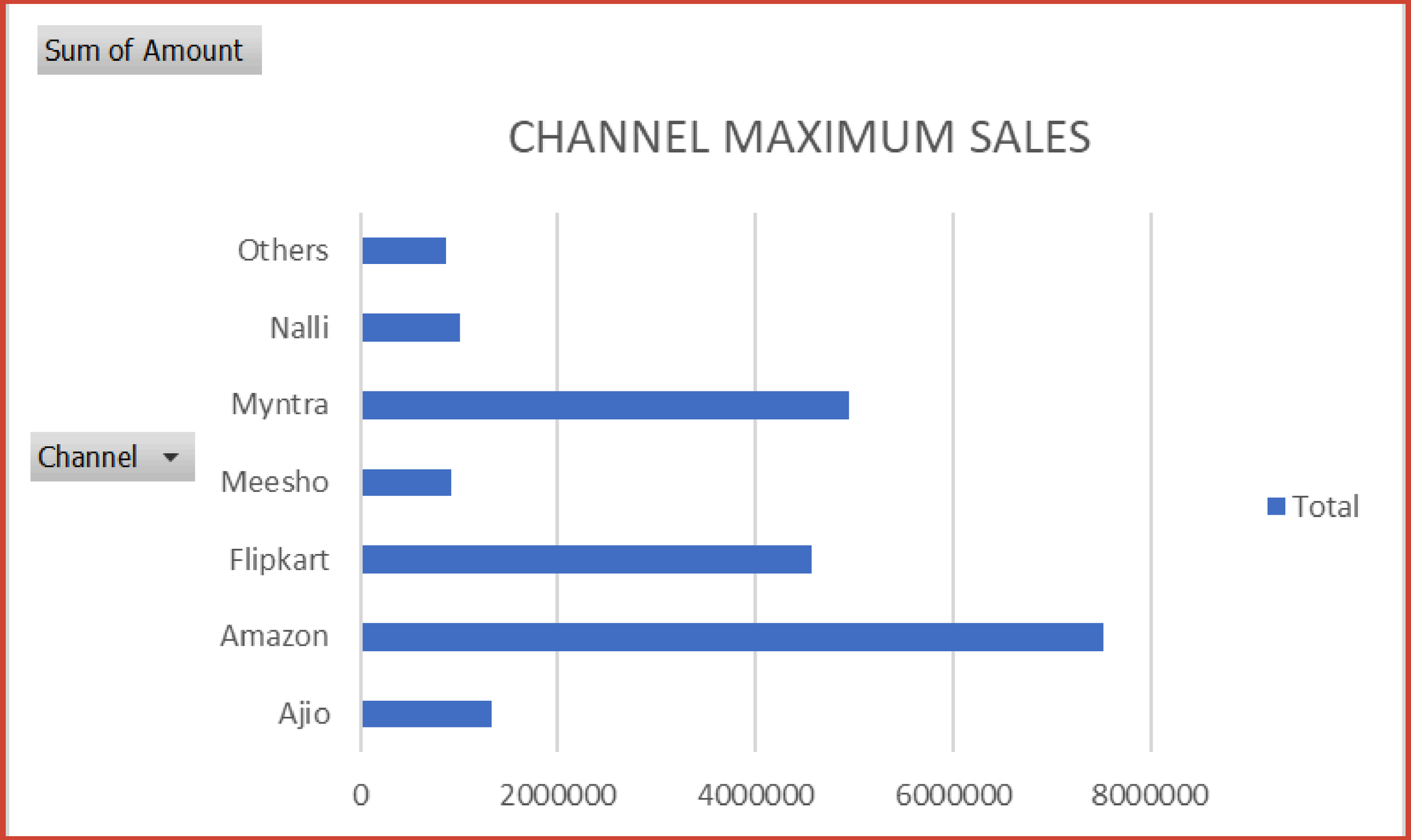
LIST TOP 10 STATES CONTRIBUTING TO THE SALES ?



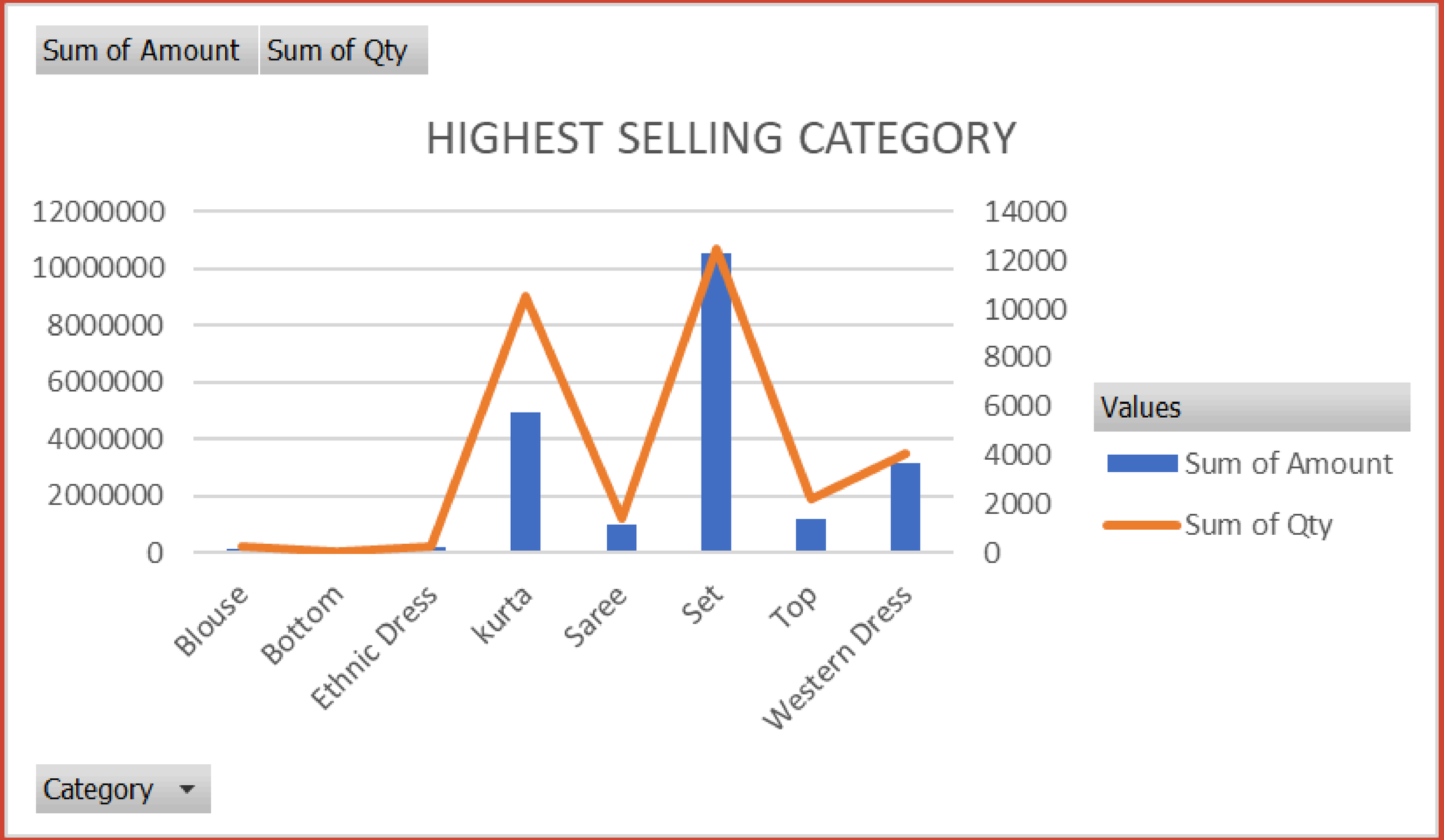
RELATION BTW AGE AND GENDER BASED ON NUMBER ?

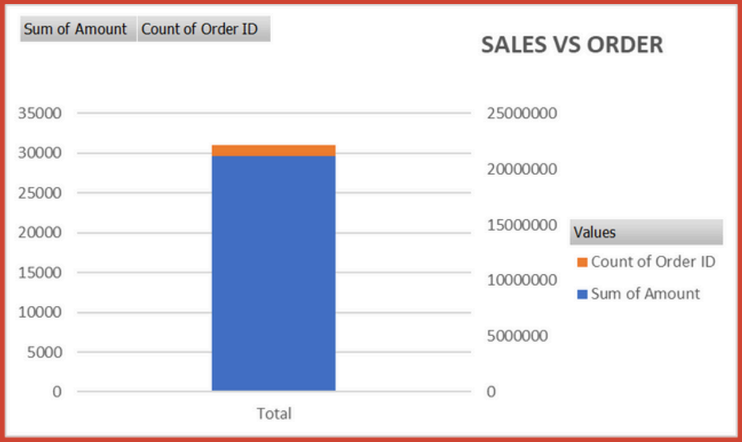


WHICH CHANNEL IS CONTRIBUTING TO THE MAXIMUM SALES ?

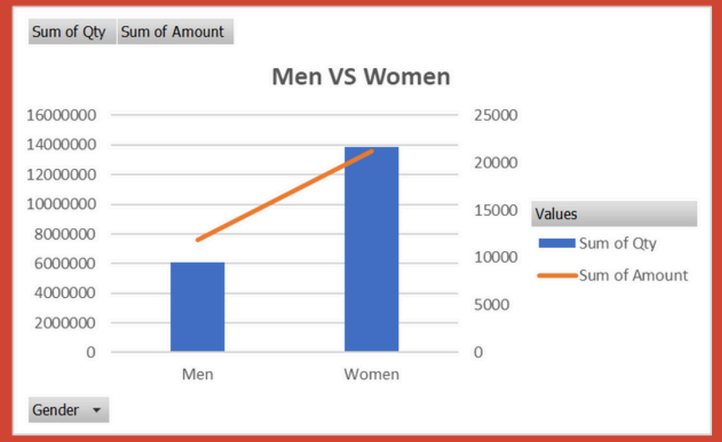


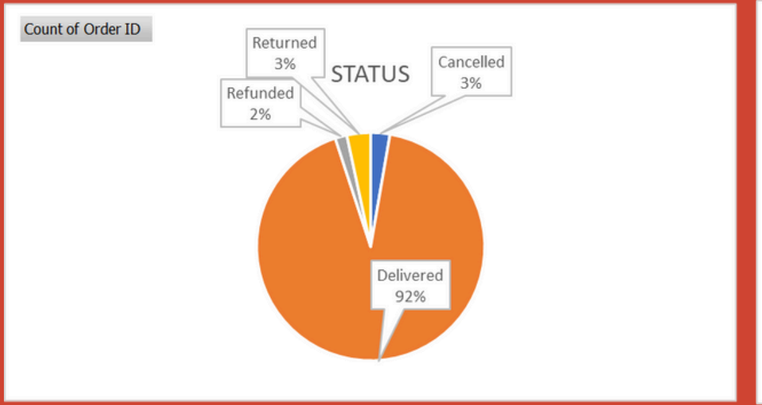
HIGHEST SELLING CATEGORY ?

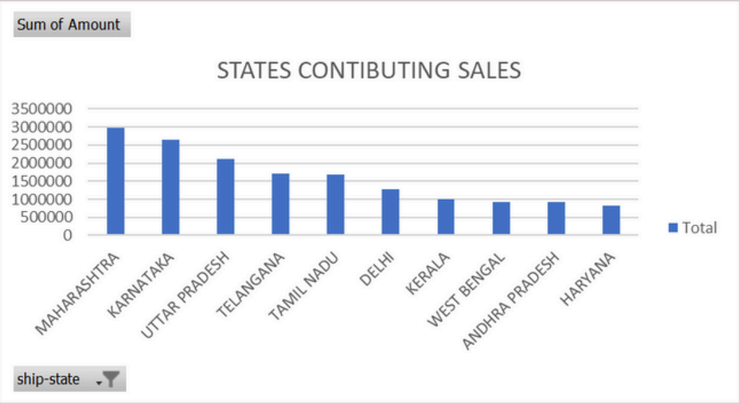


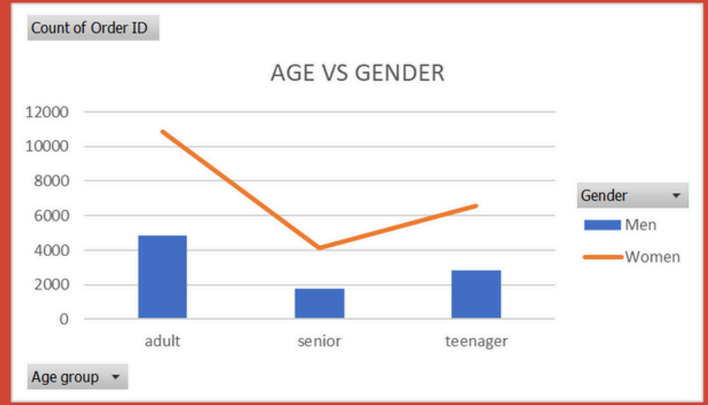

Sum of Amount
Count of Order ID
SALES VS ORDER
35000
30000
25000
20000
15000
10000
5000
0
25000000
20000000
15000000
10000000
5000000
0
Total
Values
Count of Order ID
Sum of Amount

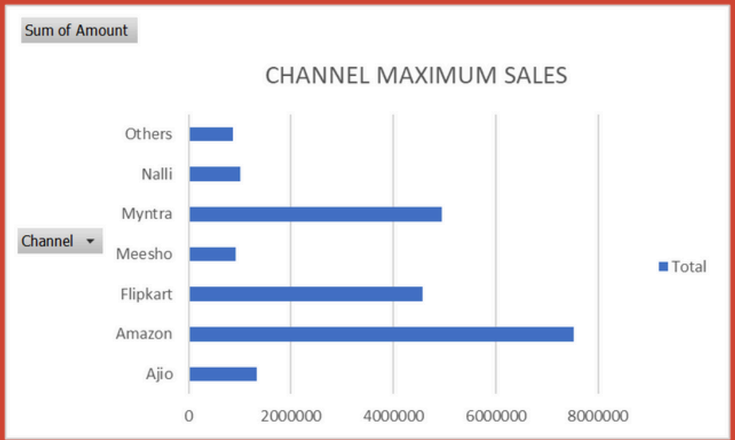
Count of Order ID
Sum of Amount
HIGHEST SALES
2900
2800
2700
2600
2500
2400
2300
2200
2100
2000000
1950000
1900000
1850000
1800000
1750000
1700000
1650000
1600000
1550000
1500000
1450000
January
February
March
April
May
June
July
August
September
October
November
December
Values
Count of Order ID
Sum of Amount
Months

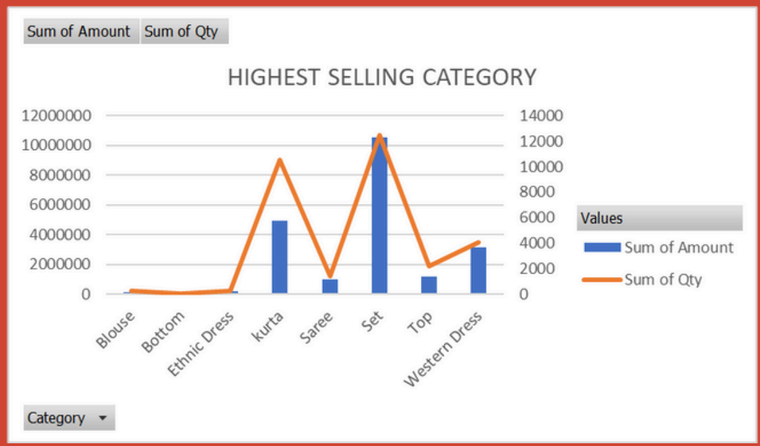

Sum of Qty
Sum of Amount
Men VS Women
16000000
14000000
12000000
10000000
8000000
6000000
4000000
2000000
0
25000
20000
15000
10000
5000
0
Men
Women
Values
Sum of Qty
Sum of Amount
Gender


Count of Order ID
STATUS
Returned 3%
Cancelled 3%
Refunded 2%
Delivered 92%


Sum of Amount
STATES CONTIBUTING SALES
3500000
3000000
2500000
2000000
1500000
1000000
500000
0
MAHARASHTRA
KARNATAKA
UTTAR PRADESH
TELANGANA
TAMIL NADU
DELHI
KERALA
WEST BENGAL
ANDHRA PRADESH
HARYANA
Total
ship-state


Count of Order ID
AGE VS GENDER
12000
10000
8000
6000
4000
2000
0
adult
senior
teenager
Gender
Men
Women
Age group


Sum of Amount
CHANNEL MAXIMUM SALES
Others
Nalli
Myntra
Meesho
Flipkart
Amazon
Ajio
0
2000000
4000000
6000000
8000000
Total
Channel


Sum of Amount
Sum of Qty
HIGHEST SELLING CATEGORY
12000000
10000000
8000000
6000000
4000000
2000000
0
14000
12000
10000
8000
6000
4000
2000
0
Blouse
Bottom
Ethnic Dress
kurta
Saree
Set
Top
Western Dress
Values
Sum of Amount
Sum of Qty
Category

✅ Outcome

The analysis will help Kanak Clothing:
Identify its best-performing products and channels.
Optimize inventory and product planning based on size and category trends.
Develop focused marketing strategies targeting specific customer segments.
Strengthen presence in high-potential geographic markets.
Strategically balance B2B and B2C efforts to maximize revenue.

thank you