Objective

E-Commerce Store wants to create an annual sales report for 2022. So that Store can understand their customer and grow more sales in 2023

Questions

1. Compare the Sales and Orders using single chart

2. Which Month got the highest Sales and orders?

3. Who purchased more Men VS Women?

4. What are different order status?

5. List Top 10 States Sales?

6. Relation between Age and Gender based on number of orders

7. Which channel is Popular for Purchased items?

8. Highest Selling Categories?

About Data-set

This Complete Project is about the Sales of the Company Name as E-commerce Store and Using the Data, Came up with the Valuable Insights in a Dashboard

This Complete Data Set Has 19 Columns and Total 31048 Rows

And The Fields Or Terms Which This Dataset Has Are As Follows:

index, Order ID, Cust ID, Gender, Age, Date, Status, Channel, SKU, Category, Size, Qty, currency Amount, ship-city, ship-state, ship-postal-code, B2B

DATA Cleaning

1. Check Ecommerce Store Data and Clean Unnecessary and Irrelevant Columns like Currency and Ship-country because data is Indian market

2. Check Duplicate value and Remove it

3. Check Incomplete and Null Values in data for better Insights

4. Replace and modified columns like Gender and Size

5. Check Typographical errors

DATA Processing

1. Get Insights from age column is very difficult to analysis so add age column in bucket list Age Group (Young ,Adult :30+ and Senior : 50+)

Using This Formula :=IF(E2>=50,"Senior",IF(E2>=30,"Adult","Young"))

2. To Get Month Related insights Create new column for Month Using This Formula : =TEXT(H2,"mmm")

DATA Analysis

1. Create Pivot Table ORDER VS SALES

2. Create Pivot Table Order Status

3. Create Pivot Table Sales in Top 10 State

4. Create Pivot Table Men vs Women

5. Create Pivot Table for Relation between Age and Gender

6. Create Table for Which Site (Channel) is popular for Purchased order

DATA Report/Visualization

* Merge All Pivot table and Connect with each other via Slicer Report Connection And Create Ecommerce Store Data Analysis Report 2022 - Final Report

Dear Client,

First of all thank you for giving me this data-set to analysis, we get the following overview

Insights From Report:

1. Women are more likely to buy compared to men Approx.65%

2. Maharashtra, Karnataka and Uttar Pradesh are the top 3

3. Adult age group (30-49 yrs) is max contributing Approx.50%

4. Amazon is Popular for Purchasing products

Give This Point to Client Take Action for 2023:

Target women customers of age group (30-49 yrs) living in Maharashtra, Karnataka and Uttar Pradesh by Showing ads/offers/coupons available on Amazon, Flipkart and Myntra.