

Dynamic Store Insights Visualizing Retail Data with an Interactive Excel Dashboard



INTRODUCTION



Welcome to "Dynamic Store Insights: Visualizing Retail Data with an Interactive Excel Dashboard." My name is Zonab Zahra. In this project, we delve into the world of retail analytics, leveraging the power of Microsoft Excel to uncover actionable insights from *Store Data*. Our goal is to transform complex data into intuitive visualizations that empower decision-makers to optimize store performance and drive business growth.

The centerpiece of our project is an interactive Excel dashboard that enables users to dynamically interact with the data, gaining real-time insights and exploring trends with ease.

OBJECTIVE

Store aims to develop an annual sales report for the year 2022 to gain deeper insights into customer behavior and trends. By analyzing the sales data from 2022, Store intends to identify key opportunities and strategies that will drive increased sales and growth in 2023.

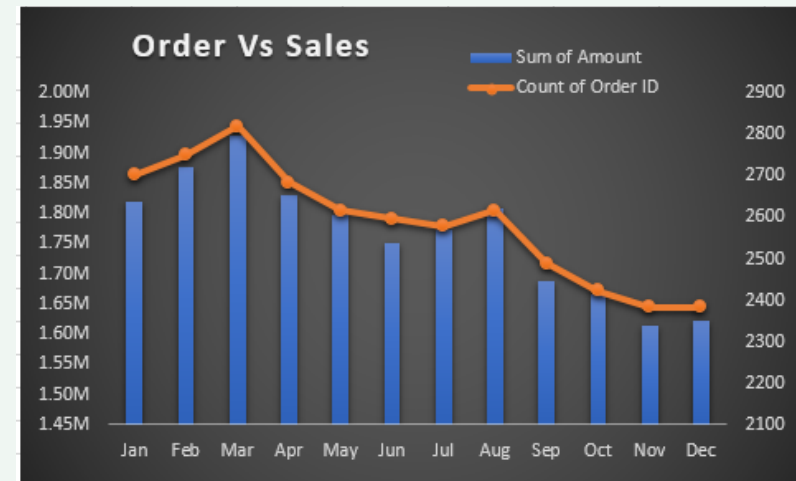
Join us on this journey as we unravel the story behind Store's sales performance in 2022 and explore actionable strategies to fuel growth and success in 2023.

QUESTIONS

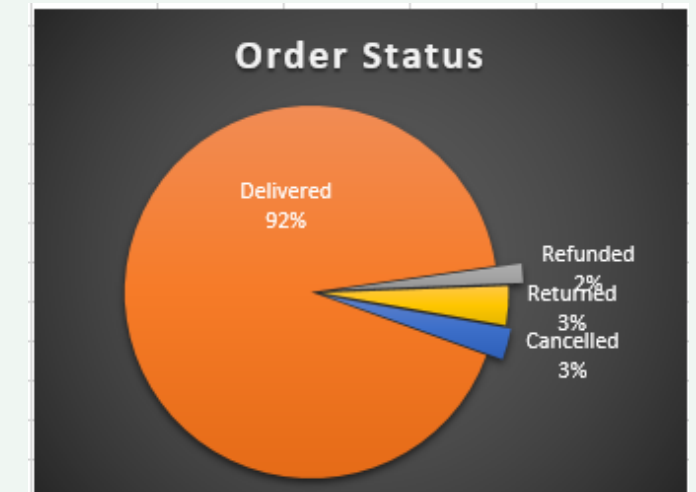
- Create a chart to analyze sales and order volume concurrently.
- In which month did sales and orders peak?
- In 2022, which gender made more purchases, men or women?
- What were the various order statuses observed in 2022?
- Identify the top 10 states that drove sales.
- Explore the correlation between age, gender, and order frequency.
- Which sales channel is generating the highest revenue?
- Identify the category with the highest sales volume.

PIVOT TABLES AND CHARTS

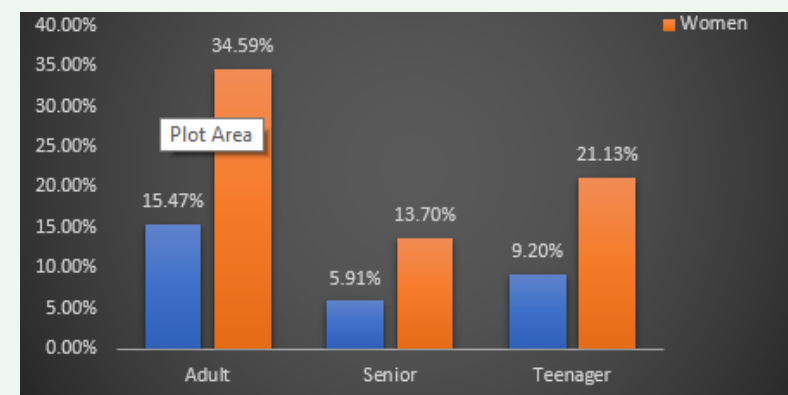
Row Labels	Sum of Amount	Count of Order ID
Jan	1820601	2702
Feb	1875932	2750
Mar	1928066	2819
Apr	1829263	2685
May	1797822	2617
Jun	1750966	2597
Jul	1772300	2579
Aug	1808505	2617
Sep	1688871	2490
Oct	1666662	2424
Nov	1615356	2383
Dec	1622033	2384



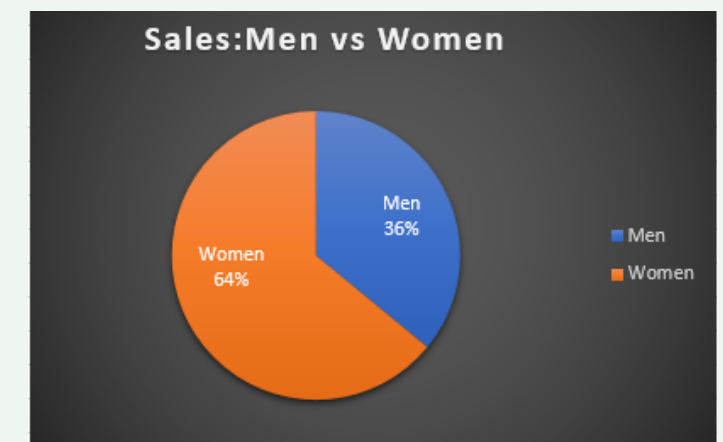
Row Labels	Count of Order ID
Cancelled	844
Delivered	28641
Refunded	517
Returned	1045



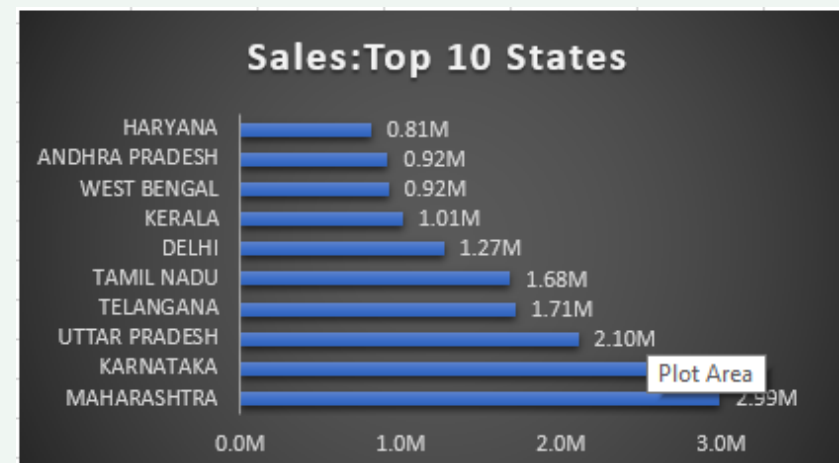
Count of Order ID		Column Labels	
Row Labels		Men	Women
Adult		15.47%	34.59%
Senior		5.91%	13.70%
Teenager		9.20%	21.13%



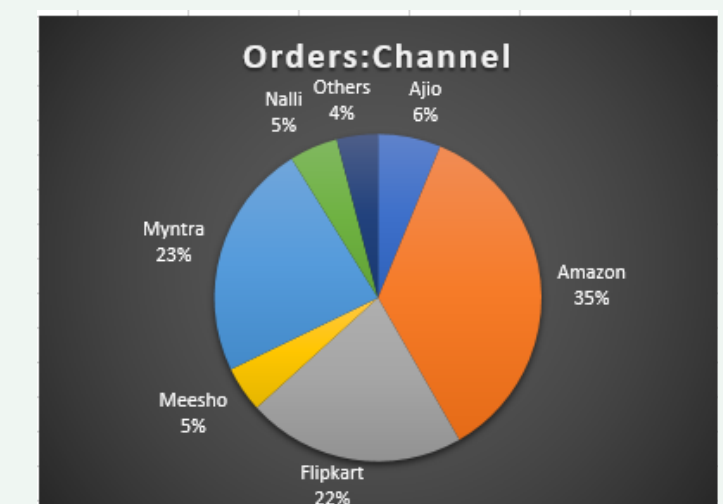
Row Labels	Sum of Amount
Men	7613604
Women	13562773
Grand Total	21176377



Row Labels	Sum of Amount
MAHARASHTRA	2990221
KARNATAKA	2646358
UTTAR PRADESH	2104659
TELANGANA	1712439
TAMIL NADU	1678877
DELHI	1266328
KERALA	1008940
WEST BENGAL	922444
ANDHRA PRADESH	918499
HARYANA	813320



Row Labels	Count of Order ID
Ajio	6.2%
Amazon	35.5%
Flipkart	21.6%
Meesho	4.5%
Myntra	23.4%
Nalli	4.8%
Others	4.1%



DASHBOARD

Store Annual Result 2022

Month

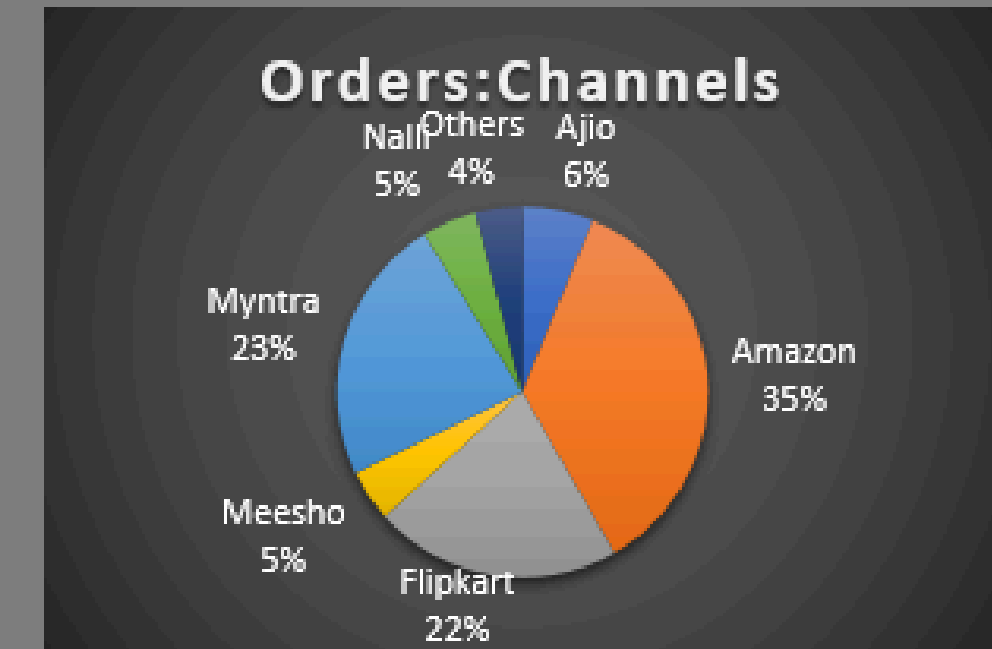
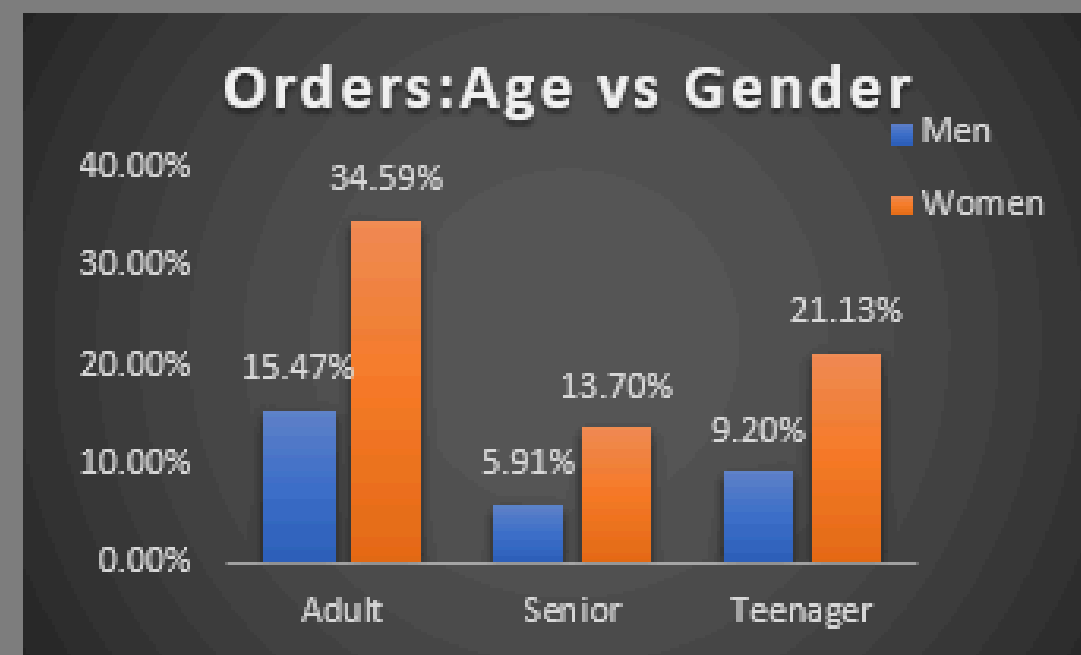
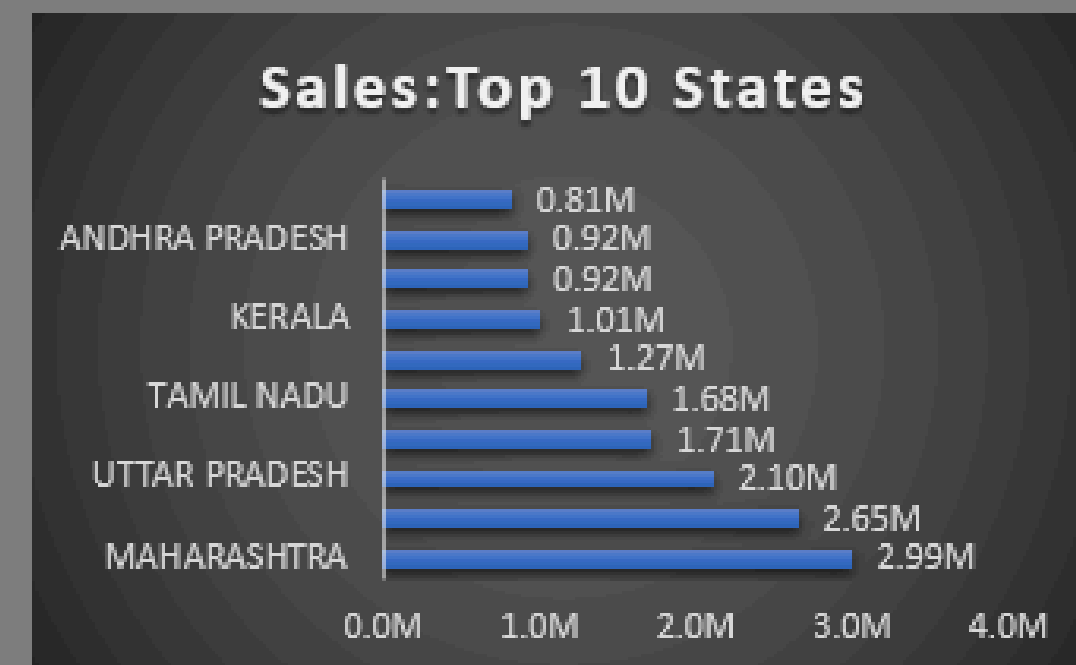
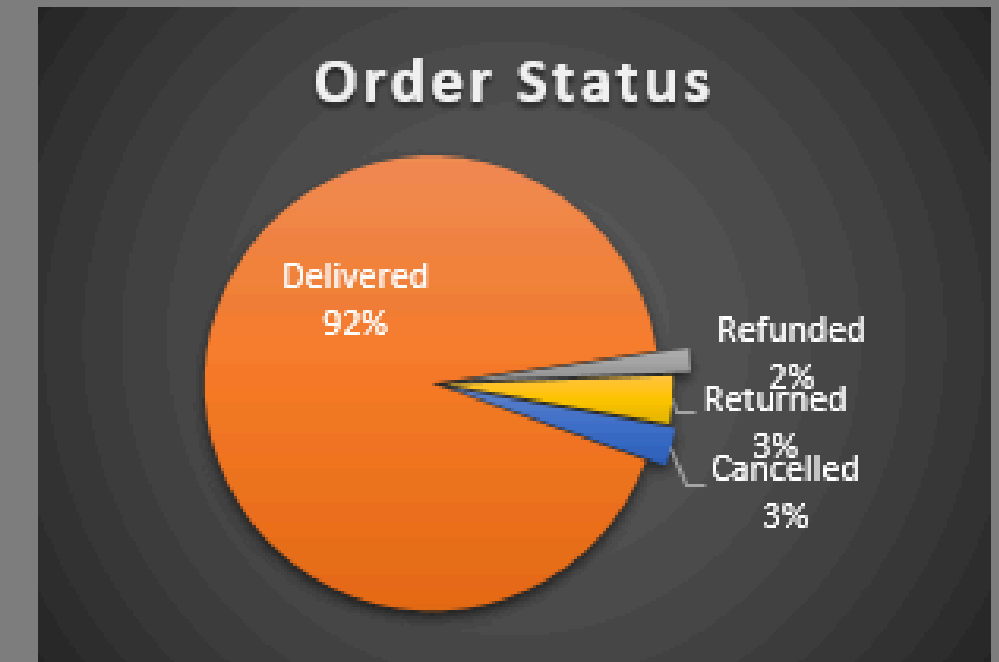
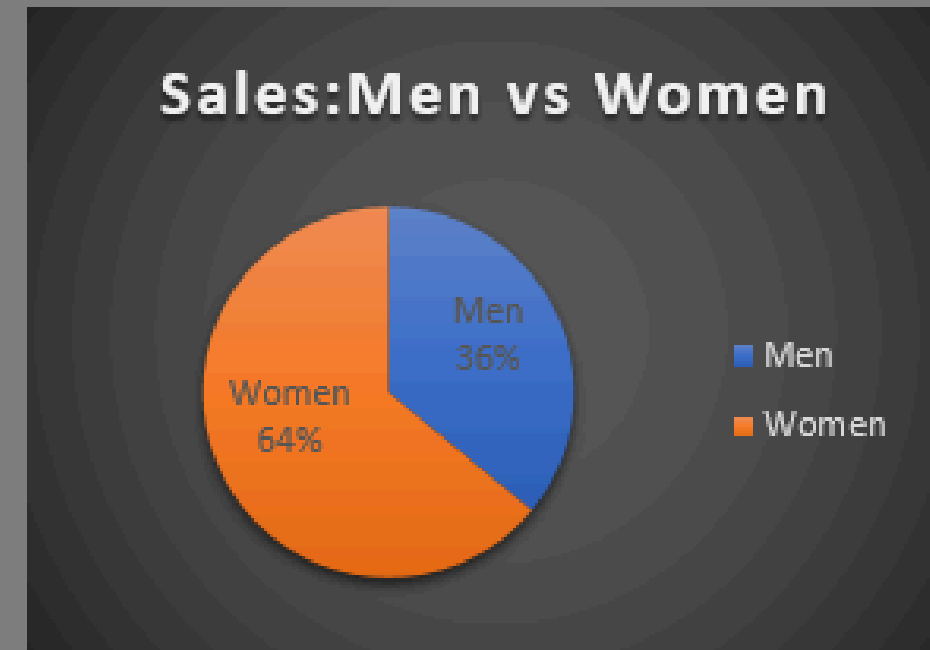
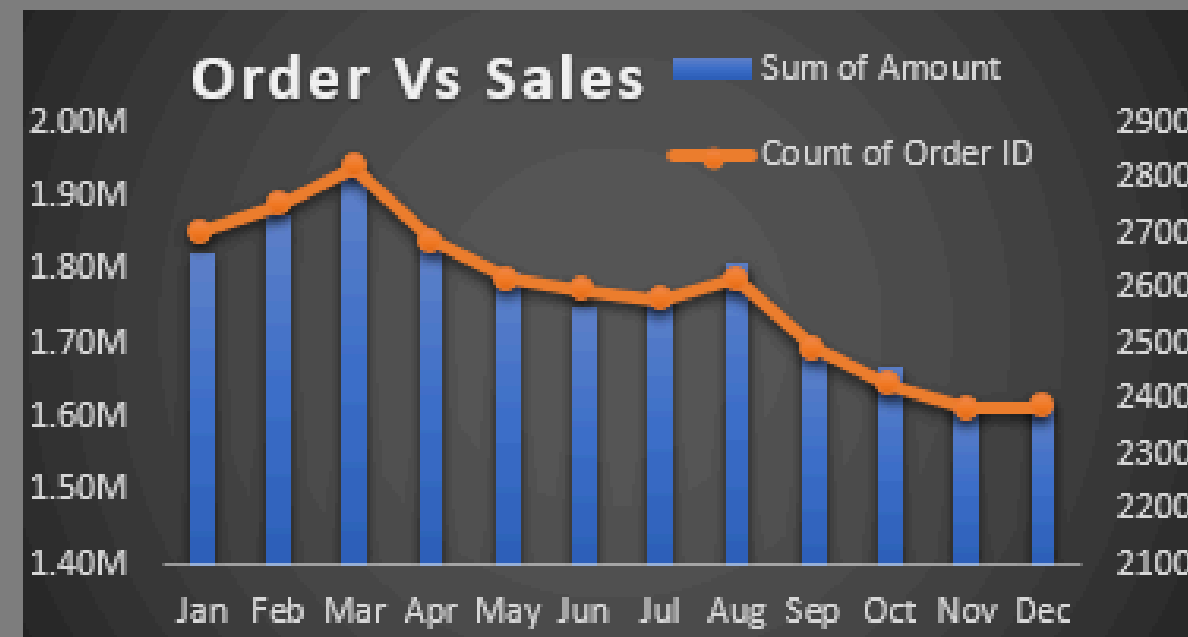
Jan	Feb	Mar
Apr	May	Jun
Jul	Aug	Sep
Oct	Nov	Dec

Channel

Ajio	Amazon
Flipkart	Meesho
Myntra	Nalli
Others	

Category

Saree
Set
Top



INSIGHTS

- **Women's Purchasing Behavior:** Women exhibit a higher likelihood of making purchases compared to men, suggesting a significant market influence driven by female consumers.
- **Contribution of Adult Age Group:** The adult age group contributes the most to sales, indicating that this demographic segment represents a substantial portion of the customer base.
- **Primary Sales Channels:** Amazon, Flipkart, and Myntra emerge as the leading contributors to sales, showcasing the effectiveness of online platforms in driving revenue.
- **Top States for Sales:** Maharashtra, Karnataka, and Uttar Pradesh rank as the top three states in terms of sales contribution, highlighting key regional markets for the business.

CONCLUSION

To target women customers in the adult age group across Maharashtra, Karnataka, and Uttar Pradesh, leverage tailored ads and offers on Amazon, Flipkart, and Myntra. This approach maximizes visibility and engagement, optimizing sales opportunities in key regional markets.