

Store Sales Annual Report Analysis - Excel Project

Made By -

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GitHub Profile Link

(<https://github.com/adarshraghav26>)

Objective -

We want to create an Annual Sales Report for 2024.
So that, we as an Analyst can understand our
customers and grow more sales in 2025.



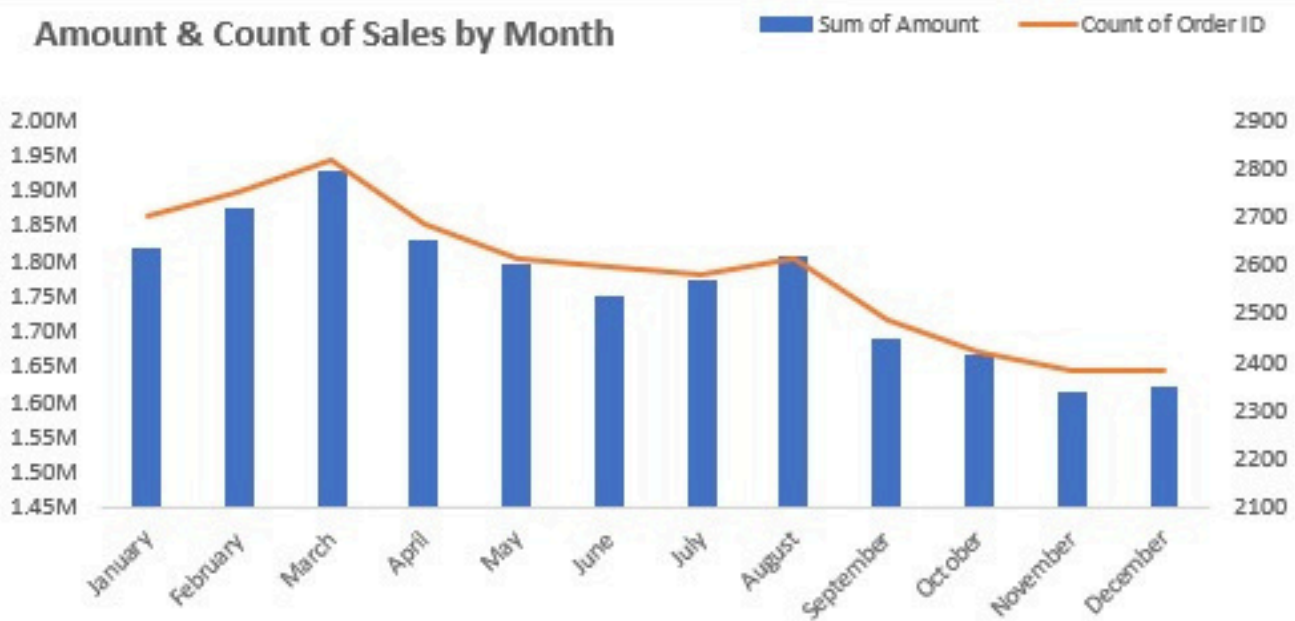
Sample Questions -

1. Compare the sales and orders using single alert ?
2. Which month got the highest sales & order ?
3. Who purchased more - Men or Women in 2024 ?
4. What are different order status in 2024 ?
5. List the top 3 states contributing the most in sales ?
6. Relation between age and gender based on number of orders ?
7. Which channel is contributing to maximum sales ?
8. Which is highest selling category ?

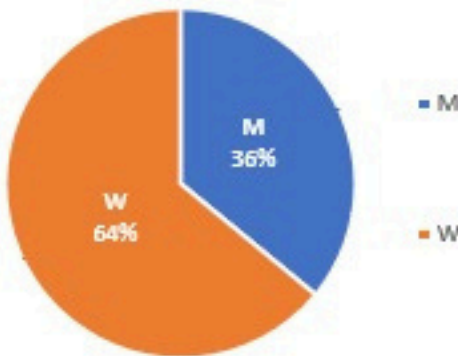
Store Sales Report Analysis Dashboard

Store Sales Annual Report 2024

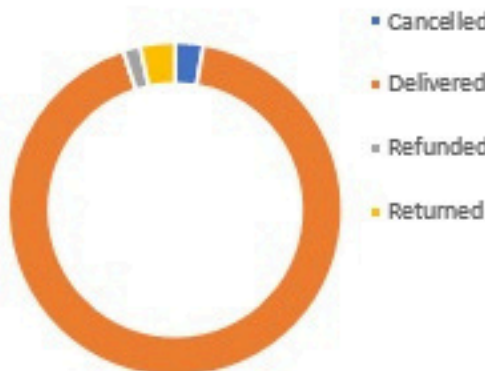
Amount & Count of Sales by Month



Sales - Men Vs Women



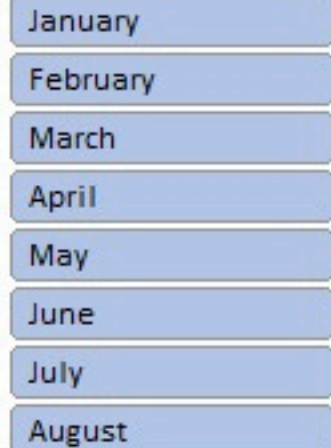
Status of Orders



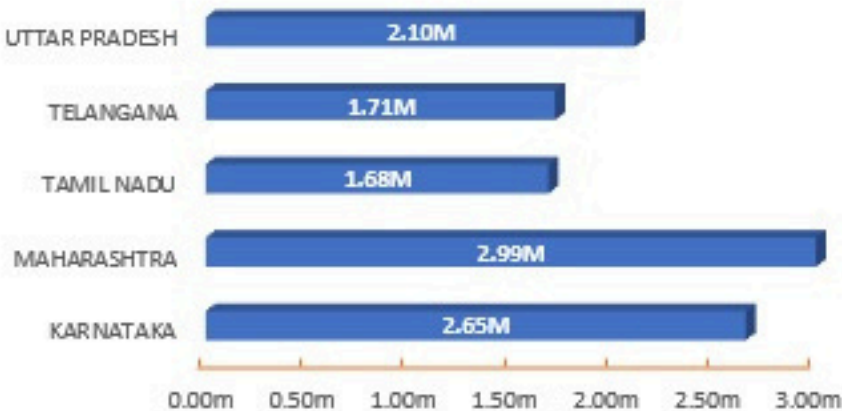
Channel



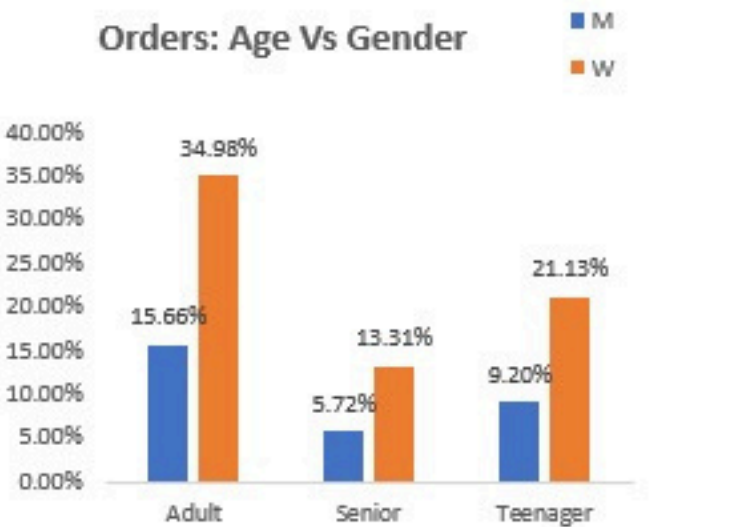
Month



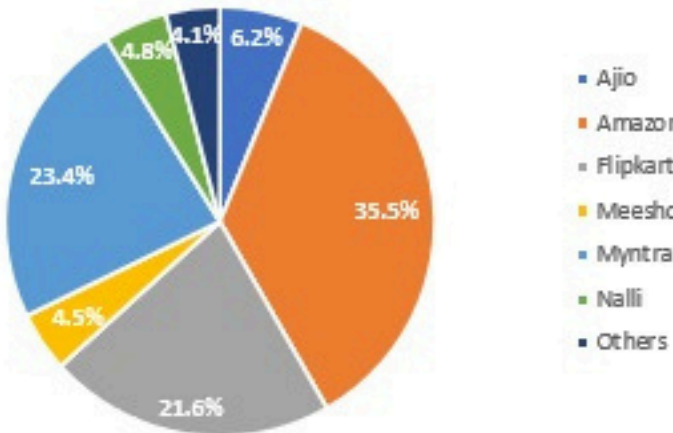
Sales : Top 5 States



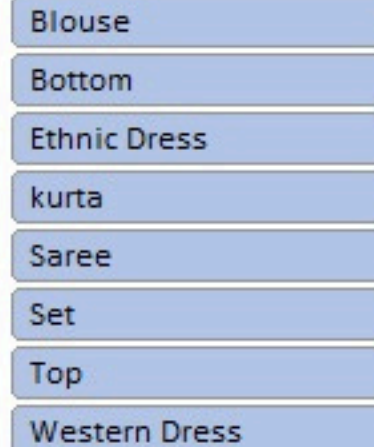
Orders: Age Vs Gender



Orders: Channel



Category



Gender



Insights -

- Women are more likely to buy compared to Men (~ 65%)
- Maharashtra, Karnataka & Uttar Pradesh are the top 3 states (~ 35%)
- Adult age group (30 - 49 yrs) is max contributing (~ 50%)
- Amazon, Flipkart & Myntra are most contributing (~80%)

Final conclusion to improve Store Sales :-

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