## Problem Statements

Ajay Enterprises wants to create an annual sales report for 2022. So that, Owner can understand their customers and grow more sales in the upcoming year. Here is the list of questions to be answered after analyzing the dataset.

**Sample Questions:**

* Compare the sales and Orders Months wise using a single chart.
* Who purchased more: Men or Women in 2022?
* What are the different order statuses in 2022?
* List the top 10 states contributing to the sales.
* Relation between age group and gender based on number.
* Which channel is contributing to maximum sales?
* Highest selling category?
* Total Transactions and Sales in FYL 2023

…………………………….………………Full Processes…………………………….…………………………………………

## Step1…...Data Cleaning

* Checking every column properly.
* Clearing Duplicates, Extra spaces, and Null Values.
* Wrong Spelling, Unnecessary data, Error Values

## Step2……Data Processing

* Created columns as per needs.
* Age Group column

|  |
| --- |
| **Age Group Category** |
| 18-30 Adult |
| 31-50 Senior |
| 50 + Old AGE |

* Extracting Months from the Date column

## Step3……. Data Analysis

* After Processing I created a separate PIVOT TABLE for each question asked above.
* Created Graphs and Charts.
* Top selling Category, Top 10 States, who buying more Men or Women.
* Used Slicer Also connected between them to filter out the desired output.

## Step4……. Interactive Dashboard

* Created Interactive Dashboard to understand the final Report.
* Combine each Graph and Chart into one sheet.

## Step5………Insights or Conclusion

**Insights after analysis**

* Women purchased more as compared to men. ~ 64%
* Age group 40 – 50 is buying
* March months got the highest sales and orders.
* Top selling categories are: - Set: 40 %, Kurta: 34 %
* **Maharashtra, Karnataka,** and **Uttar Pradesh** are the top 3 buying states.
* Most of the orders are from Amazon: **35.48%**

* **80 %** of sales are from Amazon, Flipkart, and Myntra.
* Total Transactions amount in 2022: **₹21,176,377.00**
* The total amount from successful delivery in 2022: **₹19,710,544.00**

## Final Conclusion to Improve Ajay Enterprises.

**Target Maharashtrian women customers, especially those aged 40 – 50 in March. Give them offers, coupons, discounts, etc., so sales could increase in upcoming years.**