Clothing Store Annual Sales Analysis

Description:

- Raw data in a worksheet was delivered.
- Data was initially cleaned and sorted.
- Later it was formatted as per the given requirements with the help of Powerquerry.
- Finally, an interactive dashboard was created with the help of VLOOKUP, Pivot tables, Pivot Charts, Filters & Slicers.

Objective:

The online clothing store wants to create an annual sales report for 2022. So that, it can understand its customer and grow more sales in 2023.

Queries:

- Compare sales and orders using a single chart
- Which months got the highest sales and orders?
- Who purchased more men or women in 2022?
- What were the different order statuses in 2022?
- List the top 10 states contributing to the sales.
- Relation between age and gender based on the number of sales which channel is contributing to maximum sales
- Highest selling category. etc

Insights:

Women are more like to buy than men (~65%)

Maharashtra, Karnataka & Uterperdeshare top 3 states (~35%)

The mature age group contributes more to sales

Amazon, Flipkart & Myantra are contributing max to sales (~80%)