DATA ANALYSIS AND REPORTING WITH EXCEL

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AGENDA

Data Snapshot

User_ID	Product_ID	Gender	Age	Occupation	City_Category	Stay_In_	Marital_Statu	Product_Category	Purchase
1000001	P00069042	F	0-17	10	A	2	0	3	8370
1000001	P00248942	F	0-17	10	A	2	0	1	15200
1000001	P00087842	F	0-17	10	A	2	0	12	1422
1000001	P00085442	F	0-17	10	A	2	0	12	1057
1000002	P00285442	M	55+	16	C	4+	0	8	7969
1000003	P00193542	M	26-35	15	A	3	0	1	15227
1000004	P00184942	M	46-50	7	B	2	1	1	19215

➤ The provided data is product purchase information for various customers

➤ The goal of the exercise is to

- Analyze data for findings using only excel

- Create a summarized interactive dashboard in excel to get single view of the all analysis
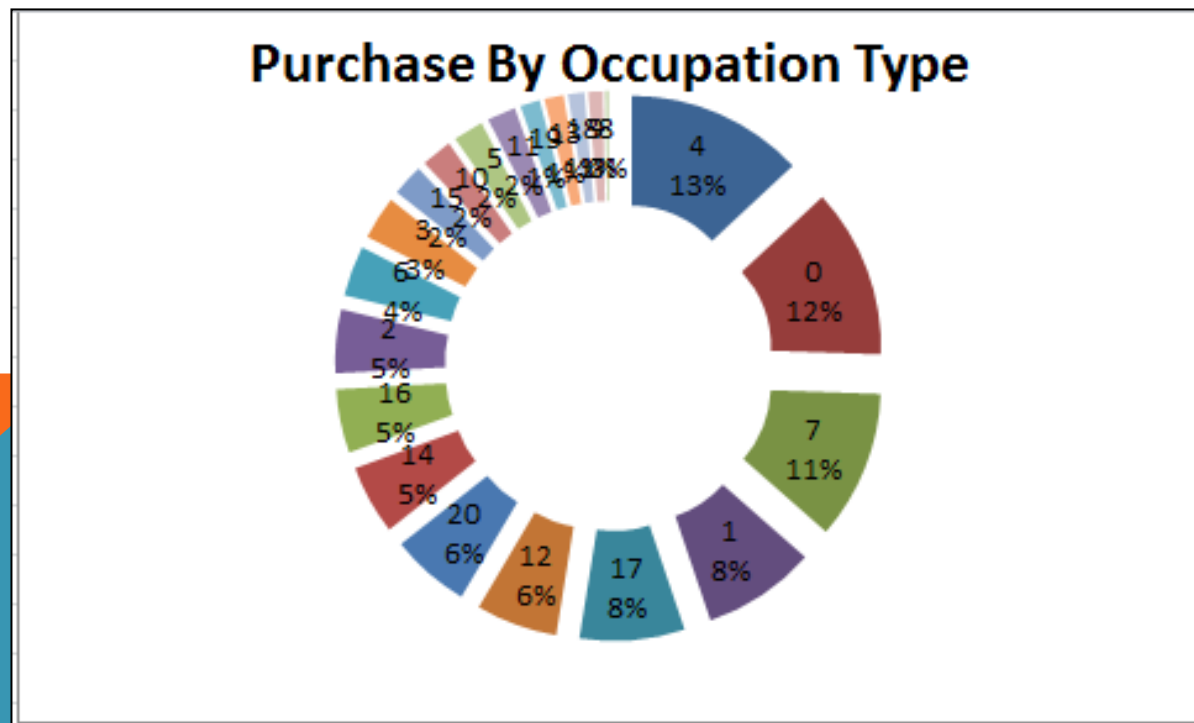
City Data Findings

➢ The sales of products goes on decreasing as stay increases, this shows that the products are more of a convenience/ luxury items as opposed to daily needs

➢ The low sale in first year of stay (0) shows that these items were brought by people staying for short duration eg. Tourists, interns, students etc.

➢ City Type B has highest sale of all types, this shows the group contains Tier 1 cities
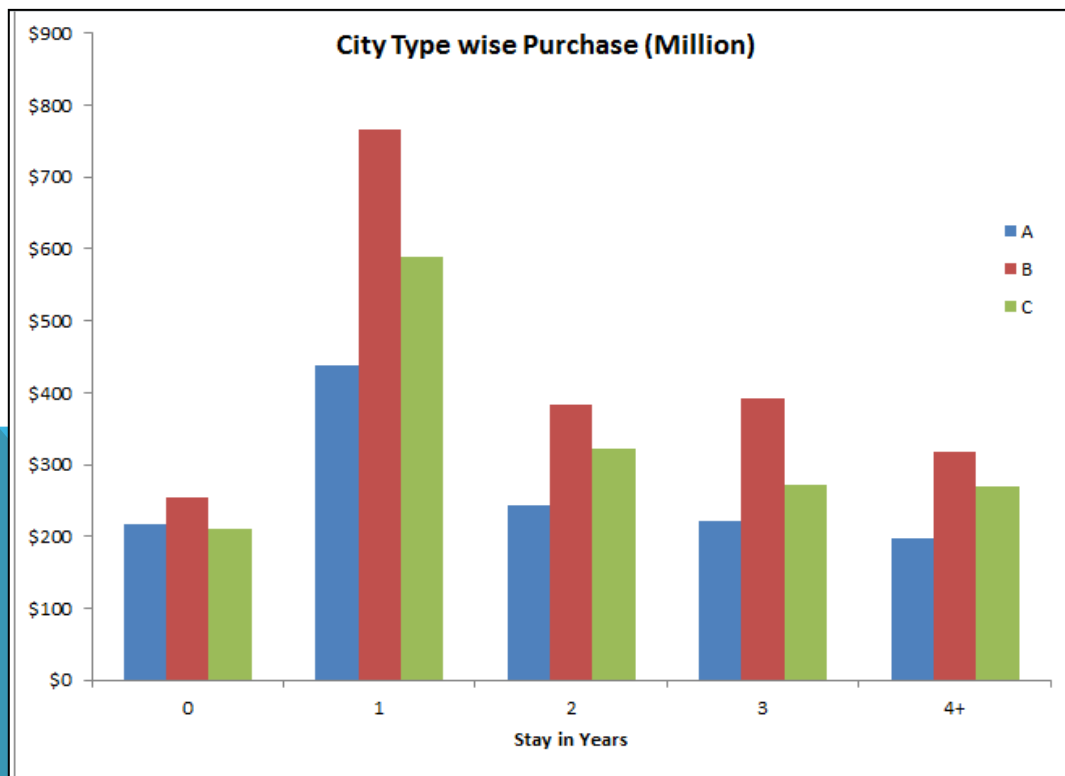
Occupation Data Findings

➢ Top 5 occupation Groups (4,0,7,1,17) are responsible for 50% sales for the product, for new campaigns/ product launches the customers from these groups can be targeted

➢ If the product is appealing to only few groups, there can be campaigns/ promotions done to make them focused on bottom performing groups
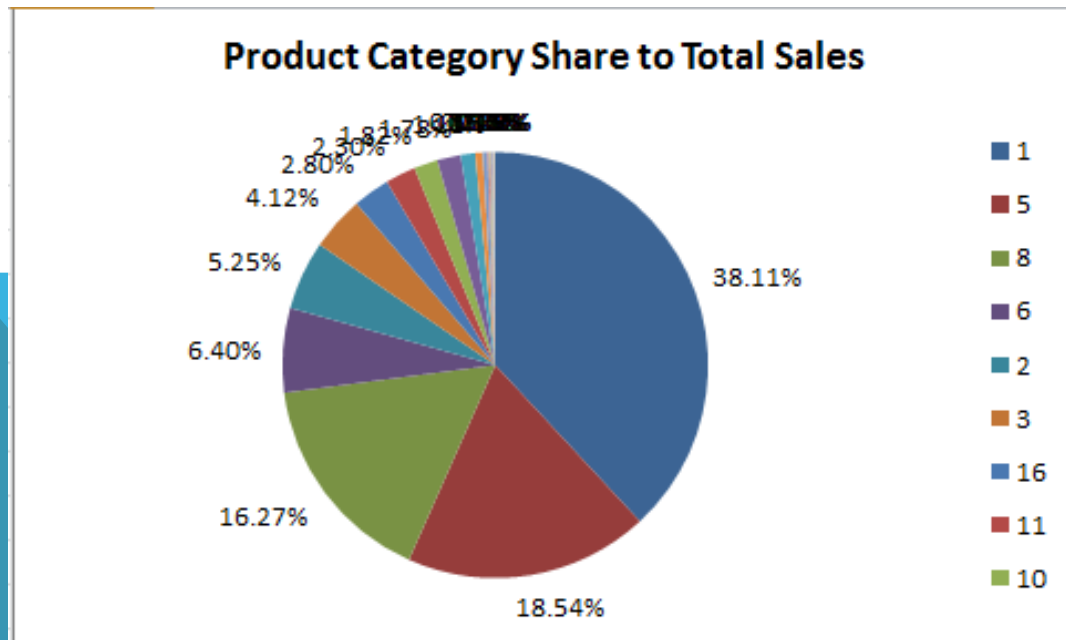

Purchase By Occupation Type

Age Data Finding

➢ The first two age groups are likely to pe dependent on somebody else for expenses hence are less likely to buy/ afford expensive products

➢ The Age group 26-35 is made up of working class people who are moving towards stability, this makes them more likely to buy new products to try

➢ The groups 46-50 onwards are mostly stable working class which is less likely to spend on buying new items
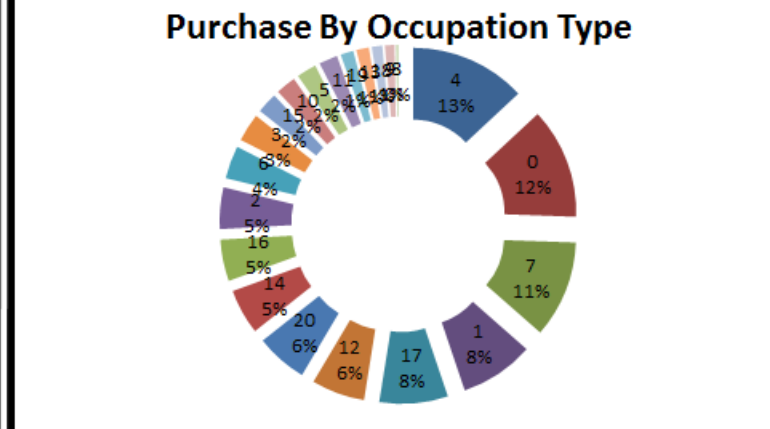

Purchases By Age and Gender (Million)
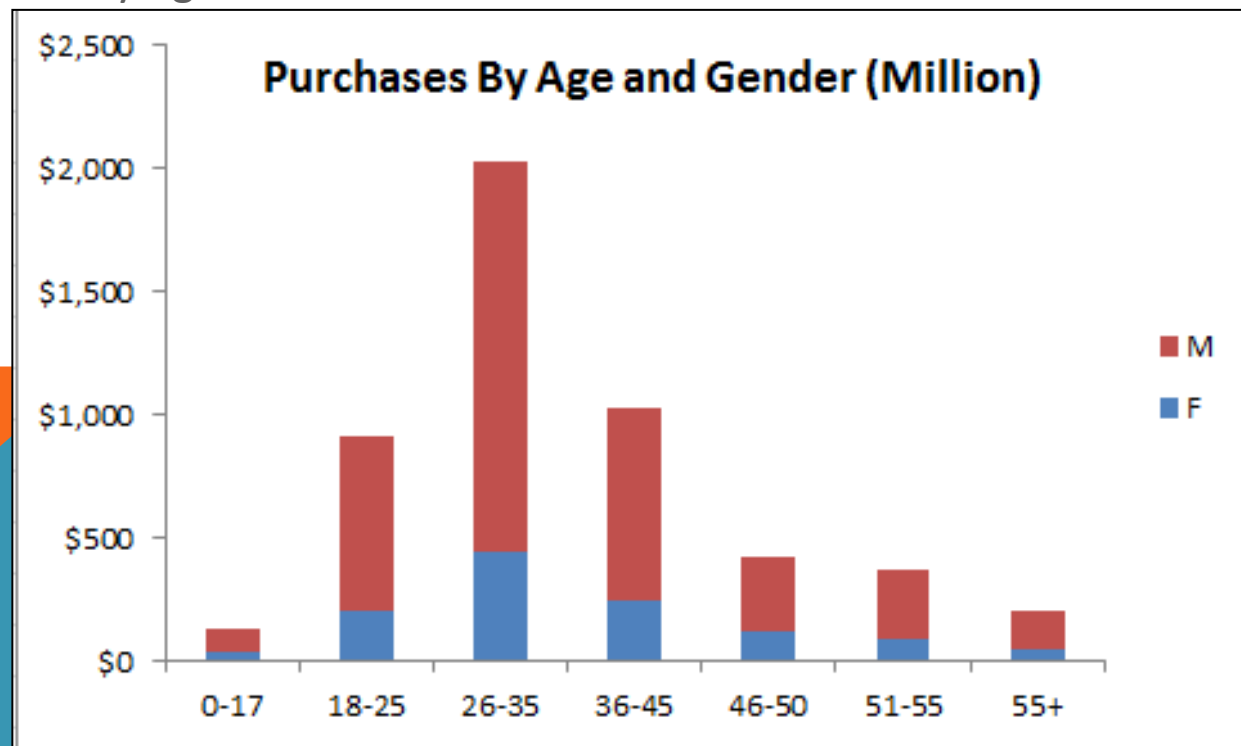
Product Category Findings

➢ Top 5 Categories (1,5,8,6,2) constitute to a total of 84% of total product sale, these categories are likely to have loyal customer base

➢ Bottom 10 categories are needed to be look into as they contribute to less than 3% of total sales, these might need special promptions, schemes etc.

➢ The top product category alone has made $1.9 Billion in sales, considering the popularity this can be considered for sale across new channels (Export, Duty free shops, Online)
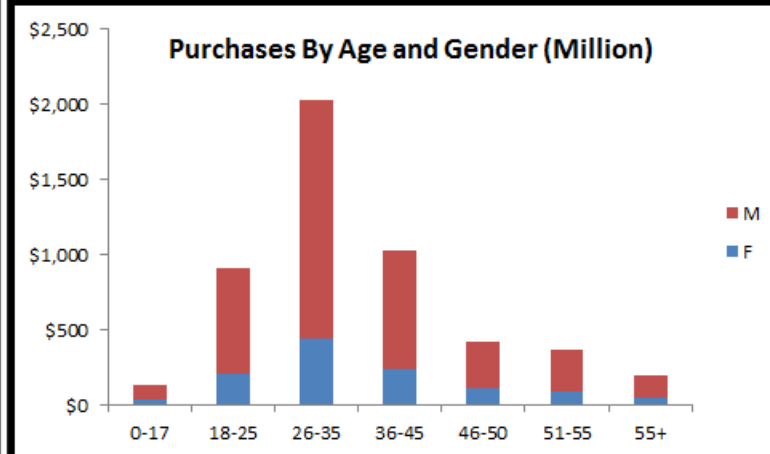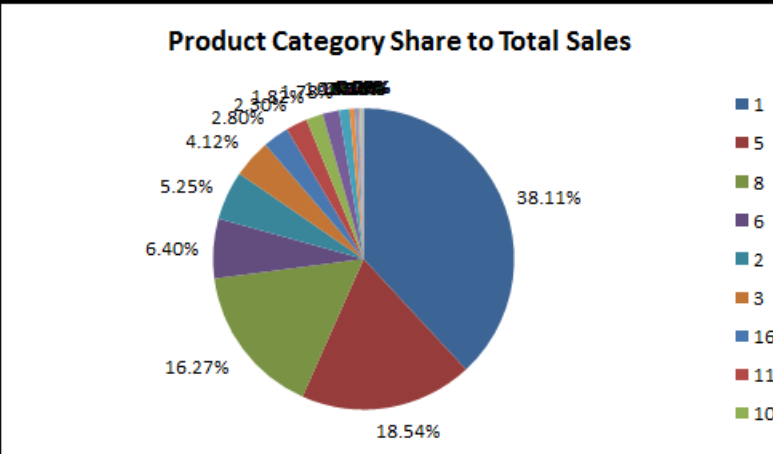

Product Category Share to Total Sales

38.11%
18.54%
16.27%
6.40%
5.25%
4.12%
2.80%
2.30%
1.82%
1.73%

Legend: 1, 5, 8, 6, 2, 3, 16, 11, 10

Dashboard

Thank You for reading!
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