# **Vennela Store Data Analysis Project**

## **Objective:**

Create an **annual sales report for 2024** to understand customer behavior and identify strategies to grow sales in 2025. ✨📊💡

## **Key Focus Areas:**

1. **Sales vs. Orders Comparison**:  
   * Understand trends in revenue versus the number of orders placed.
2. **Highest Sales Month**:  
   * Identify the month with the most revenue to focus marketing efforts for the same period in 2025.
3. **Gender-Based Purchases**:  
   * Analyze customer behavior based on gender, particularly looking at trends from 2022.
4. **Order Status Analysis**:  
   * Evaluate the distribution of orders by status (completed, pending, canceled, etc.) to streamline operations.
5. **Top Contributing States**:  
   * Identify states with the highest revenue and customer base.
6. **Age Group Insights**:  
   * Understand which age groups contribute the most to sales.
7. **Sales Channels Analysis**:  
   * Evaluate the performance of various sales channels (e.g., online store, physical store).

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## **Steps Involved:**

1. **Data Cleaning & Processing**:  
   * Handle missing values, duplicates, and ensure consistent formatting of sales, orders, and customer data.
2. **Data Analysis**:  
   * Use tools like Excel, PivotTables, and formulas to explore trends and patterns.
3. **Visualization**:  
   * Build interactive dashboards in Excel with charts, slicers, and visuals to represent findings clearly.
4. **Insights & Recommendations**:  
   * Derive actionable insights from the analysis and suggest strategies to improve performance in 2025.

## **Key Insights (Hypothetical Examples):**

* **Women purchased more than men in 2024**, indicating targeted campaigns for female customers could boost sales further.
* **Top contributing states**: States A, B, and C contributed 70% of the revenue; prioritizing these states for campaigns could yield higher ROI.
* **Age group analysis**: Customers aged 25-34 are the most frequent buyers, with a steady growth in the 18-24 age group.
* **Sales channels**: Online channels contributed 60% of total sales, highlighting their importance in the sales strategy.

## **Tools and Techniques:**

* **Excel Dashboards**:
  + Interactive charts (column chart, line charts, bar charts, pie charts, combo chart).
  + Slicers for dynamic filtering.
  + Conditional formatting for better visualization.
* **Data Cleaning**:
  + Text functions (e.g., TRIM, CLEAN).
  + Removing duplicates and filling blanks.
* **Formulas**:
  + VLOOKUP, HLOOKUP, SUMIF, COUNTIF, etc.
* **PivotTables and PivotCharts**:
  + Summarize data for quick analysis.

## **Deliverables:**

* Clean and structured dataset.
* Comprehensive Excel dashboard with:
  + Yearly sales trends.
  + Monthly sales breakdown.
  + Gender-based and age group analysis.
  + Regional sales contributions.
  + Order status overview.
  + Sales channel performance.
* Summary report with insights and actionable recommendations for 2025. 💡📑🚀
  + **Targeted Campaigns for Women :** Launch tailored promotions to boost engagement and sales.
  + **Focus on High-Performing States :** Focus on top revenue states with localized campaigns.
  + **Expand Age Group Engagement :** Target 18-24 age group with trendy products and campaigns.
  + **Leverage Online Channels :** Improve website UX/UI and run targeted online ads.
  + **Streamline Order Management :** Enhance inventory management to reduce delays and cancellations.
  + **Plan Around High-Revenue Months :** Plan flash sales and promotions during high-revenue months.

By addressing these key areas, Vennela Store can maximize sales opportunities and strengthen customer relationships in 2025.