**Title:** **Step-by-Step Excel Project: Smart Business Dashboard with Forecasting & What-If Analysis**

**Objective**: Store data properly to facilitate analysis and support business growth, while also tailoring solutions to meet customer needs.

**Goal:**

* Compare the sales and orders in a single chart.
* In which month do the highest sales and orders happen?
* Who purchased more men's or women's?
* What are the different order statuses this year?
* List the top 10 sales contributing to the sales.
* Relation between age and gender based on the number of orders.
* Which sales are contributing to the sales?
* Highest selling category.

**USED FORMULAS:**

* =IF(E3>=50,"SENIOR",IF(E3<=30,"TEENAGER","ADULT")) [Here we categorized the people]
* =TEXT(G2,"mmm") [ extract month from date ]

**Simple Inside:**

* Women are more likely to buy than men (∽65%).
* The most used E-commerce companies are Flipkart, Amazon, and Mantra (∽80%).
* The adult age group (30 to 49) people are buying the maximum orders (∽50%).
* Maharashtra, Karnataka, and Uttar Pradesh are the top 3 states (∽35%).

**Final Conclusion:**

Target **women** customers of the age group **(30-49 years**) living in Maharashtra, Karnataka, and Uttar Pradesh by showing **ads/offers/coupons** available on Flipkart, Amazon, and Mantra.