Business Problem  
  
Vrinda Store wants to create an annual sales report for 2022. Their goal is to understand their customers and grow sales in the next year.

# Sample Questions

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

How did I clean the data?  
  
-Applied filter to various headers which have numeric values to check if they have any null or duplicate values.  
-Came across the gender column having repetitive and inconsistent values. It had four values, ‘men’, ‘women’, ‘m’, and ‘w’. Used the replacing tool to replace all the ‘m’ and ‘w’ values with their respective full values.  
-Verified if the date column had appropriate format.  
-Checked if the ‘SKU’ column has missing/null values.  
-The quantity column had character values for 1 and 2. Changed them to numeric with the help of replace tool.  
-Checked for null values in the rest of the columns.  
-Check the currency appropriation as the data was recorded in India.

Data Processing   
  
-Created a new column to further categorize the various ages into age groups. (Senior, Adult and Teenager).  
- Used the ‘IF’ function for categorizing ages.  
-Extracted the month out of the date column using the =Text(value, [format]) formula.  
-Highlighted the column headers for those values which were calculated with the help of a formula.  
  
  
Data Analysis and Interactive Dashboard   
  
-Used pivot table to insert various pivot charts to visualize and answer the research questions.  
-Carefully designed various charts to enable ease of visibility.  
-Edited various axes on charts to integrate values easily.  
-Used slicers to finally connect every chart so segregation of data was made easier.

# Insights

-Women are more likely to purchase than men (~65%)  
-Maharashtra, Karnataka, Uttar Pradesh contribute the most towards sales (~35%)  
-Adult between the ages of 30-49 make up the highest sales (~50%)  
-Amazon, Flipkart and Myntra are the highest contributors in sales (~80%)

# Suggestion to improve sales

Target women customer between the ages of 30-49 that reside in Maharashtra, Karnataka and Uttar Pradesh by advertising/offers/coupons available on Amazon, Flipkart and Myntra.