



SUPER STORE ANALYSIS REPORT

SALES REPORT



JULY 1, 2024
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DATA ANALYTICS BATCH-3

SUPER STORE ANALYSIS

The provided data set details a Super store's market study. Excel is used for this analysis. Excel will be useful.

as our primary data repository and aid in finding trends in our goods, markets, classifications, and clientele in order to maximize productivity and profit. Having well-defined databases and departments capable of analysing them will put one at the pinnacle of productivity.

Business objectives

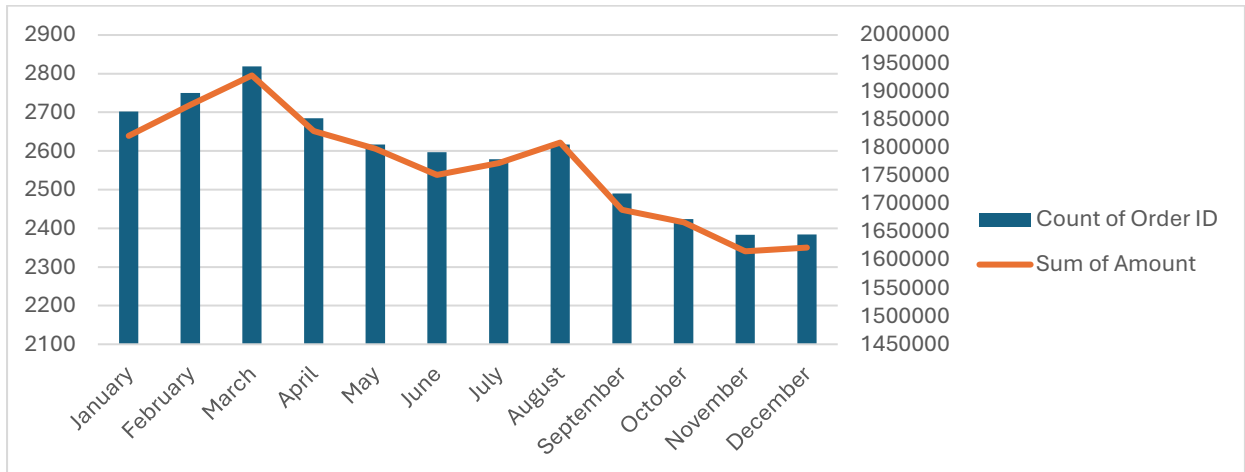
- Order vs Sales Turnover Month wise
- Sales in terms of gender
- Different types of order status
- Different order Channels
- Top 5 states in terms of sales
- Order in terms of Age category vs Gender

THE DATA CONTAINS

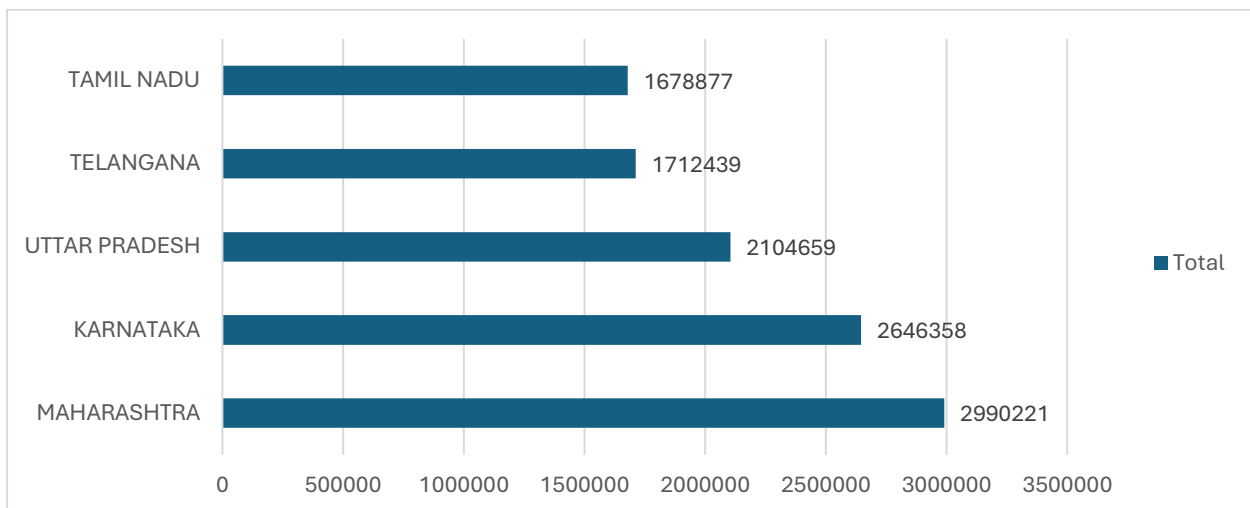
- ❖ There are 31048 rows in it.
- ❖ Data recorded on December 4, 2022, is contained in it.
- ❖ It includes information about 31047 clients.
- ❖ 24 columns make up the data set: Index, Order Id, Customer Id, Gender, Age, Age category, Date, Month, Status, Channel, SKU, Category, size, quantity, currency, amount, ship-city, ship-state, ship-post, ship-country, and B2B.

FINANCIAL SUMMARY

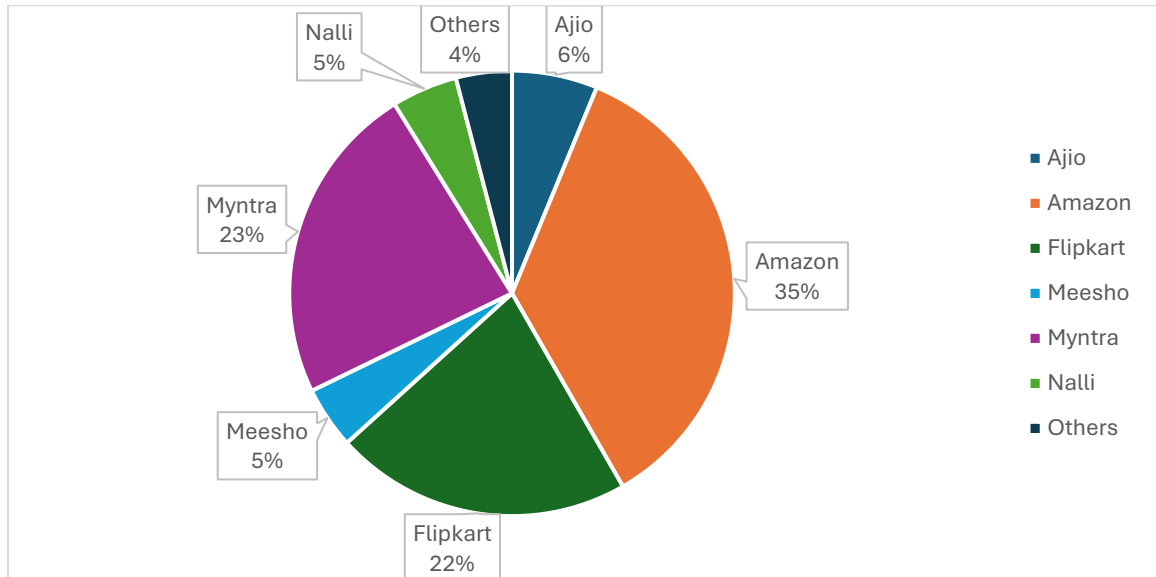
- The figure shows that the lowest sales occur in November and the highest in March. The month of February has the second highest sales. The months of May, June, July, August, and September have average sales.



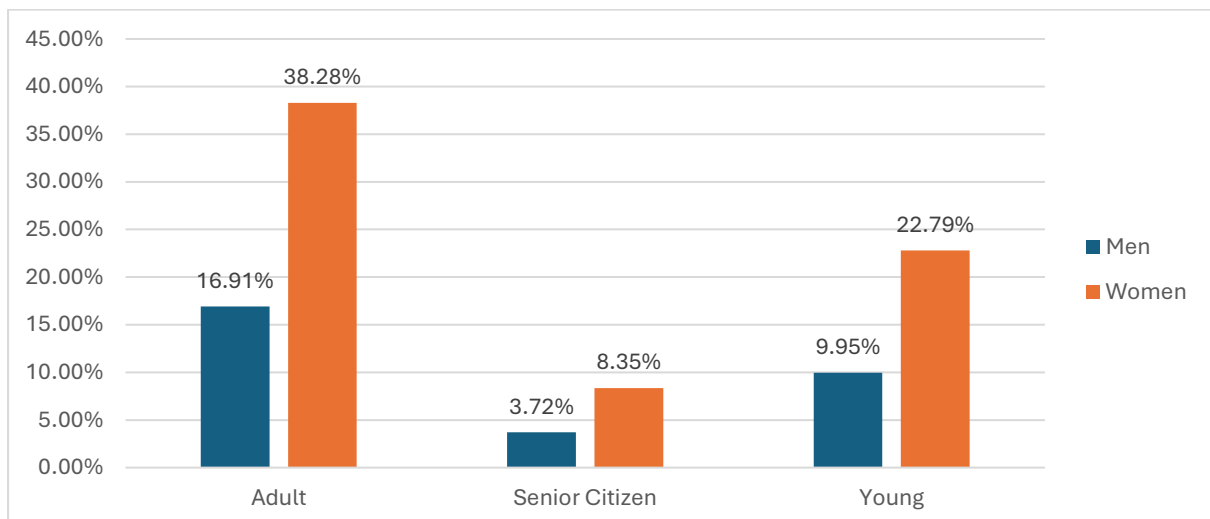
- The top 5 states in terms of sales measure sales by ship-state. The bar chart shows that Maharashtra has the largest sales, while Telangana has the lowest.



- The order channel counts orders across many online sites. According to the pie chart, Amazon has the most orders (35.38%), followed by Flipkart (23%), Myntra (21%), Nali (4.78%), and Other (4.06%).



- In terms of gender-based sales, the percentage of categories is displayed. According to the pie graphic, men buy 35.5% of the products, while women buy 64.5% of them. Hence, female purchasers are more



Store Dashboard

