***ANNUAL COURIER REPORT 2022***

***Objective:***

Store wants to create an annual sales report for 2022, so that can understand their customers and grow more sales in 2023.

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

***Data Cleaning:***

Check the duplicate and null values in all columns.

***Data Processing:***

Create the relationship between two columns (Gender + Age) and create new column Age Group. **Formula: IF(E2>=50,”Senior”, IF(E2>30,”Adult”, “teenager”))**

Date to months wise create new column (Month).

**Formula: TEXT(Select date column,”mmm”/”mmmm”)**

***Sample Insight:***

* Women are more likely to buy compared to men.
* Maharashtra, Karnataka & Uttar Pradesh are the top 3 states.
* Adult age group 30-49 is maximum contributing.
* Amazon, Flipkart & Myntra Channels are Maximum Contributing.

***Conclusion:***

Target Women Customers of age group between 30-49 living in Maharashtra, Karnataka & Uttar Pradesh by showing, ads, offers and coupons available on Amazon, Flipkart and Myntra