



CLOTH CRAFTER

revolutionizing
online shopping



Created by: [Fenil Patel]

**business
project**

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@reallygreatsite



content

OBJECTIVE



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OBJECTIVE



Cloth crafter store wants to create an annual sales report for 2023. So that, Cloth crafter can understand their customers and grow more sales in 2024



Questions



Compare the sales and orders using single chart
Which month got the highest sales and orders?
Who purchased more- men or women in 2023?
What are different order status in 2023?
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?, etc

1. DATA CLEANING



	A	B	C	D	E	F	G	H
1	index	Order ID	Cust ID	Gender	Age	Date	Status	Channel
2	1	171-102			44	04-12-2022	Delivered	Myntra
3	2	405-218			29	04-12-2022	Delivered	Ajio
4	3	171-164			67	04-12-2022	Delivered	Myntra
5	4	404-749			20	04-12-2022	Delivered	Amazon
6	5	403-929			62	04-12-2022	Delivered	Myntra
7	6	407-129			49	04-12-2022	Delivered	Flipkart
8	7	407-129			23	04-12-2022	Delivered	Meesho
9	8	171-556			70	04-12-2022	Delivered	Others
10	9	408-293			75	04-12-2022	Delivered	Amazon
11	10	404-264			43	04-12-2022	Delivered	Myntra
12	11	404-264			76	04-12-2022	Delivered	Amazon
13	12	404-264			45	04-12-2022	Delivered	Myntra
14	13	408-026			18	04-12-2022	Delivered	Amazon
15	14	403-926			44	04-12-2022	Delivered	Myntra
16	15	407-044			52	04-12-2022	Delivered	Amazon
17	16	406-748			18	04-12-2022	Delivered	Nalli
18	17	407-703			30	04-12-2022	Delivered	Meesho

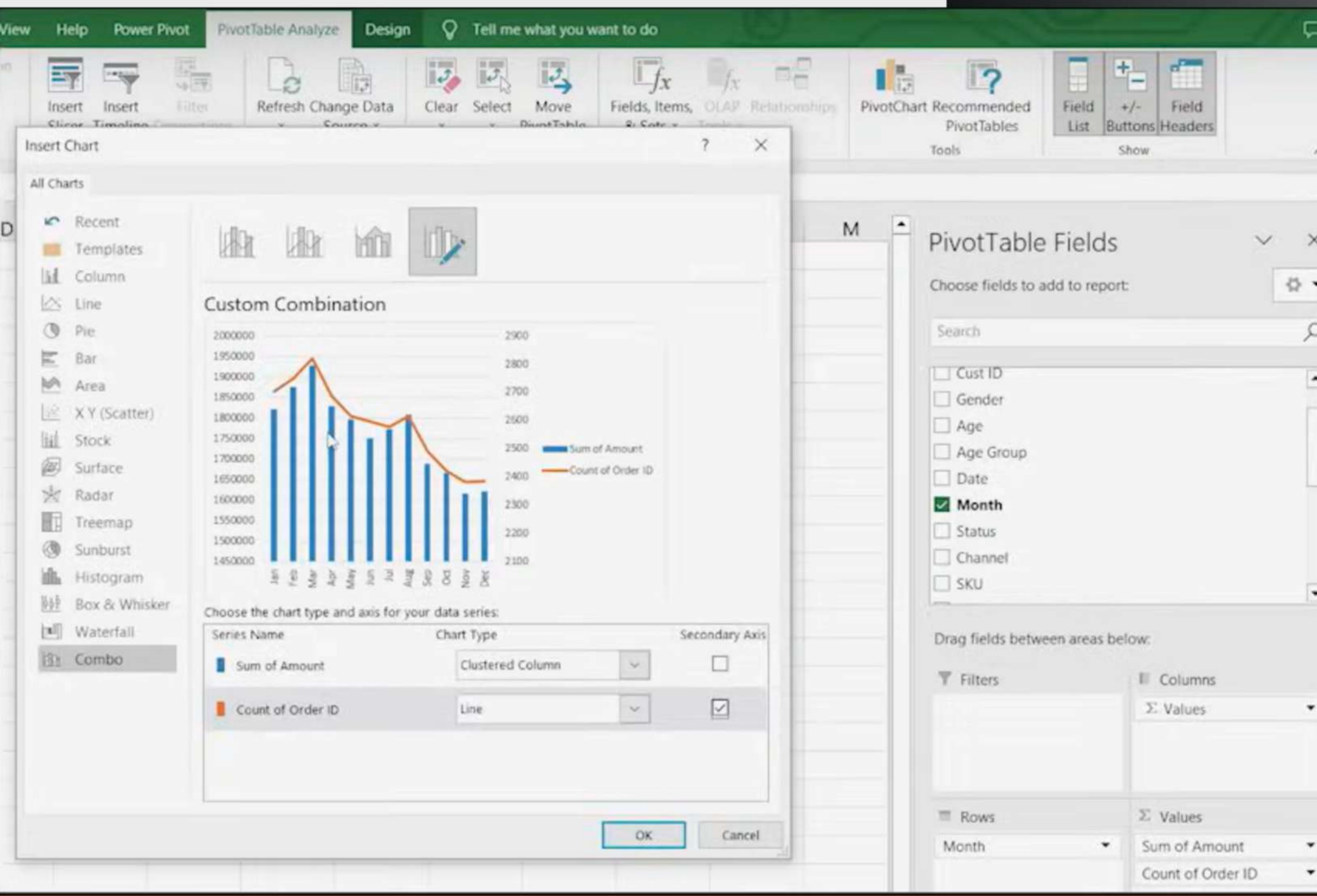


2. DATA PROCESSING

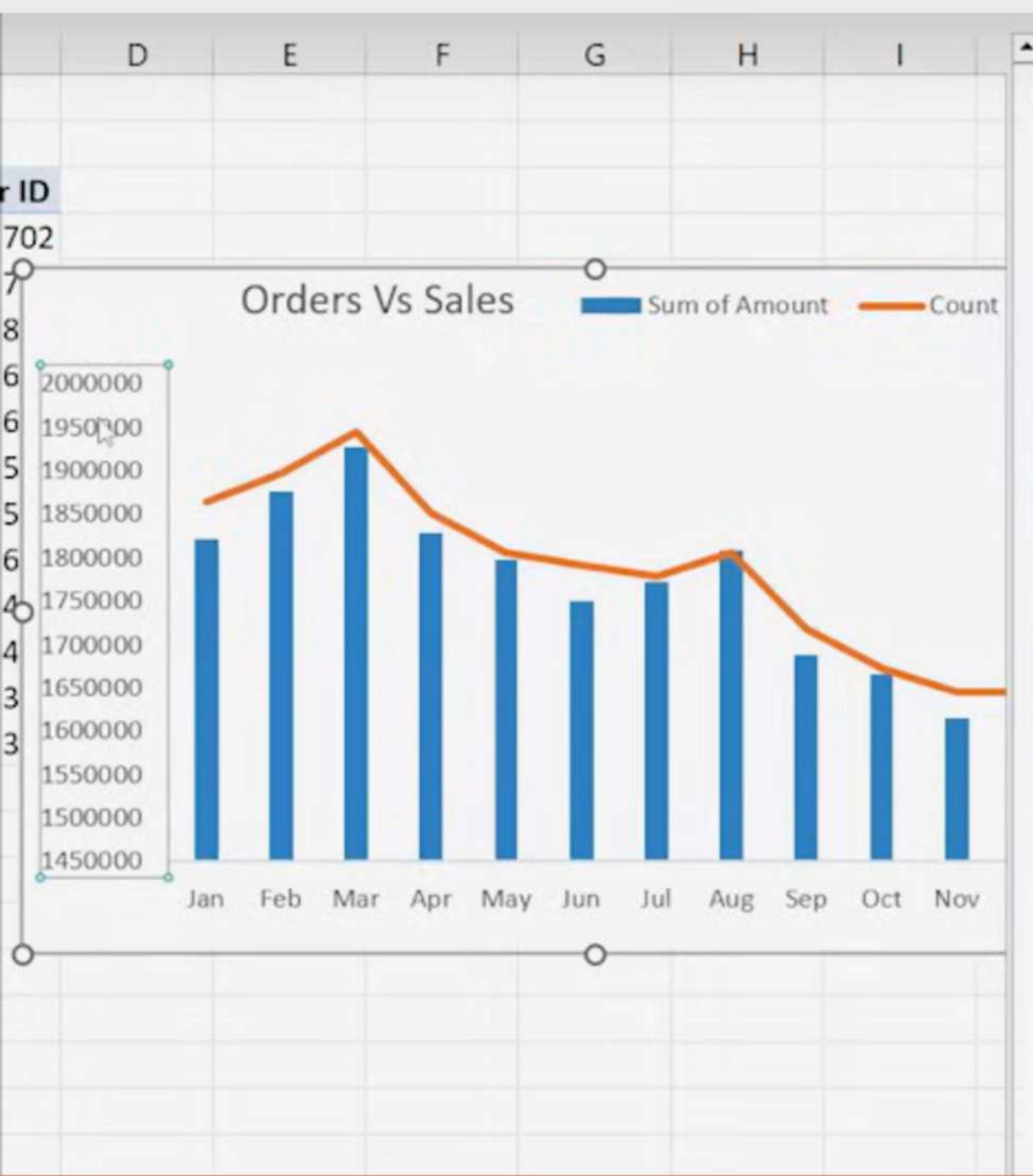


SUM										
=IF(E2>=50, "Senior", IF(T2>= 30, "Adult", "Teenager"))										
	A	B	C	D	E	F	G	H	I	J
1	index	Order ID	Cust ID	Gender	Age	Age Group	Date	Status	Channel	SKU
2	1	171-1029312-3038738	1029312	Women	44	=IF(E2>=50, "Senior", IF(T2>= 30, "Adult", "Teenager"))				
3	2	405-2183842-2225946	2183842	Women	29	IF(logical_test, [value_if_true], [value_if_false])			Ajio	SET414-KR-NP-L
4	3	171-1641533-8921966	1641533	Women	67	+	04-12-2022	Delivered	Myntra	SET261-KR-PP-S
5	4	404-7490807-6300351	7490807	Women	20		04-12-2022	Delivered	Amazon	SET110-KR-PP-M
6	5	403-9293516-4577154	9293516	Women	62		04-12-2022	Delivered	Myntra	JNE2294-KR-A-XX
7	6	407-1298130-0368305	1298130	Men	49		04-12-2022	Delivered	Flipkart	JNE3797-KR-XXL
8	7	407-1298130-0368305	1298130	Women	23		04-12-2022	Delivered	Meesho	JNE3801-KR-XXL
9	8	171-5561216-3398711	5561216	Women	70		04-12-2022	Delivered	Others	JNE3405-KR-M
10	9	408-2935263-2935550	2935263	Women	75		04-12-2022	Delivered	Amazon	JNE3474-KR-E-XL

3. DATA ANALYSIS



4. DATA VISUALIZATION



PivotChart Fields

Choose fields to add to report:

Search

- ☐ Cust ID
- ☐ Gender
- ☐ Age
- ☐ Age Group
- ☐ Date
- ☒ Month
- ☐ Status
- ☐ Channel
- ☐ SKU

Drag fields between areas below:

Filters

Legend (Series)

Σ Values

Axis (Categories)

Σ Values

Sum of Amount

Count of Order ID

Format Axis

Axis Options Text Options



Axis Options

Bounds

Minimum 1.45E6 Auto

Maximum 2.0E6 Auto

Units

Major 50000.0 Auto

Minor 10000.0 Auto

Horizontal axis crosses

☒ Automatic

☐ Axis value

☐ Maximum axis value

Display units

None

☐ Show display units label on chart

☐ Logarithmic scale Base 10

☐ Values in reverse order

> Tick Marks

> Labels

> Number



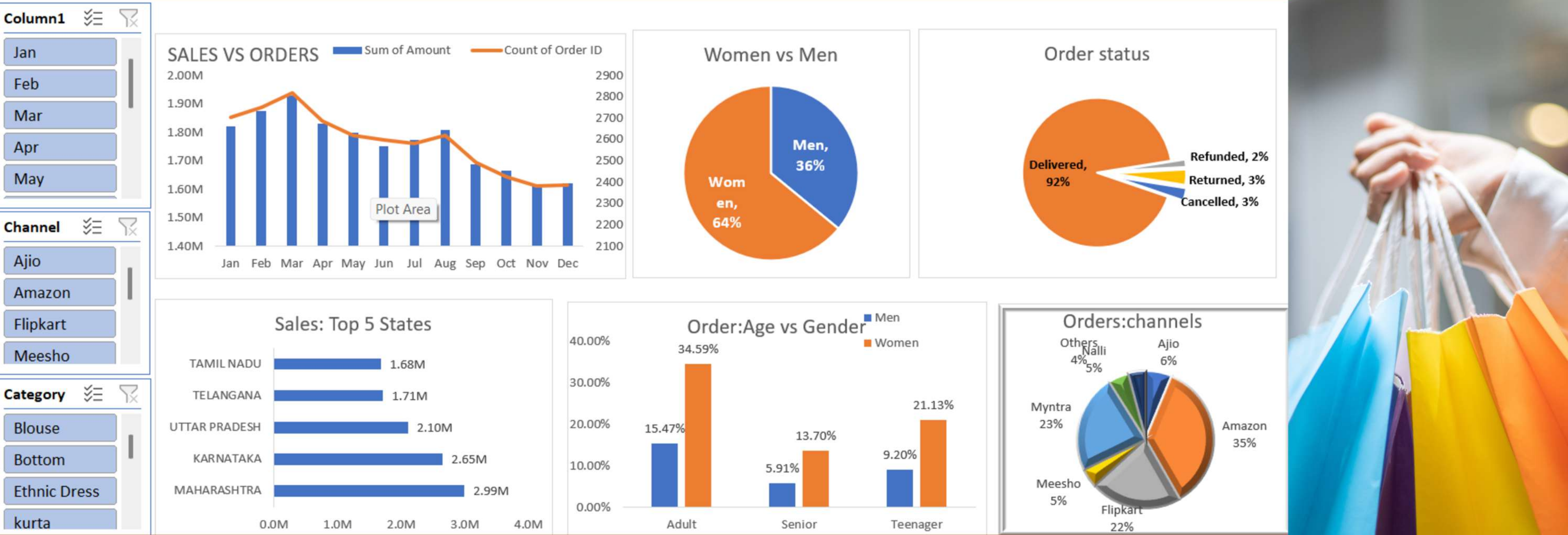


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5. REPORT



ClothCrafter ANNUAL REPORT 2025



6. SHARE INSIGHTS



Women are more likely to buy compared to men (~65%)

Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%)

Adult age group (30-49 yrs) is max contributing (~50%)

Amazon, Flipkart and Myntra channels are max contributing (~80%)

Final Conclusion to improve cloth crafter store sales: Target women customers of age group (30-49 yrs) living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra



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thank you