# Store Dataset Report

## 1. Introduction:

This dataset encompasses sales data from a retail store, featuring a range of attributes including customer demographics (Gender, Age Group), transaction details (Order ID, Status), product specifics (Category, SKU), and shipping information. With a focus on understanding customer behavior and product trends, our analysis aims to uncover patterns, preferences, and correlations within the data. By leveraging these insights, businesses can optimize marketing efforts, enhance inventory management, and improve customer satisfaction.

## 2. Questionnaire:

1. Which of the channel performed better than all other channels in compare men &women?
2. Compare category. Find out most sold category above 23 years of age for any gender.
3. Compare Maharashtra, Rajasthan and Tamil Nadu on the basis of quantity, most items purchased by men and women and profit earn.
4. Which city sold most of following categories:
   a. Kurta
   b. Set
   c. Western wears
5. In which month most items sold in any of the state on the basis of category.

## 3. Analytics:

**Q1. Which of the channel performed better than all other channels in compare men & women?**
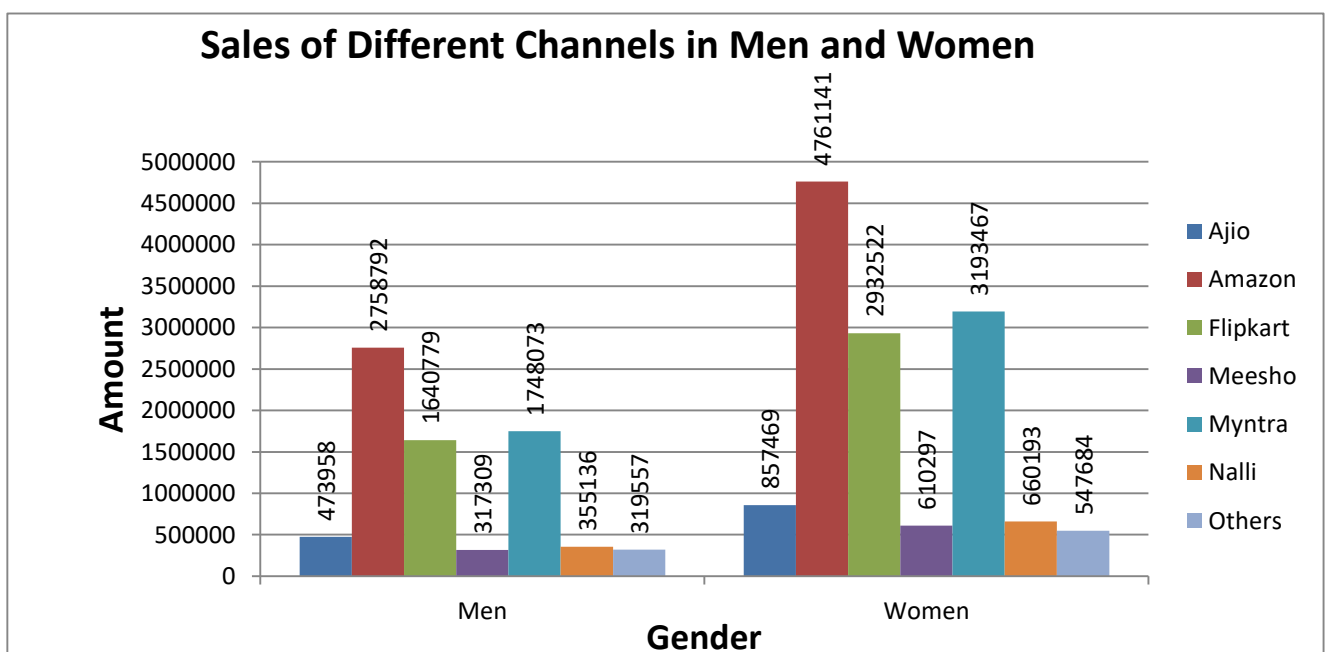


**Answer:**
Amazon performed better than most of the channels in both Men and Women.

**Q2. Compare category. Find out most sold category above 23 years of age for any gender.**



Total Quantity Sold in Different Categories to 23+ Age Men
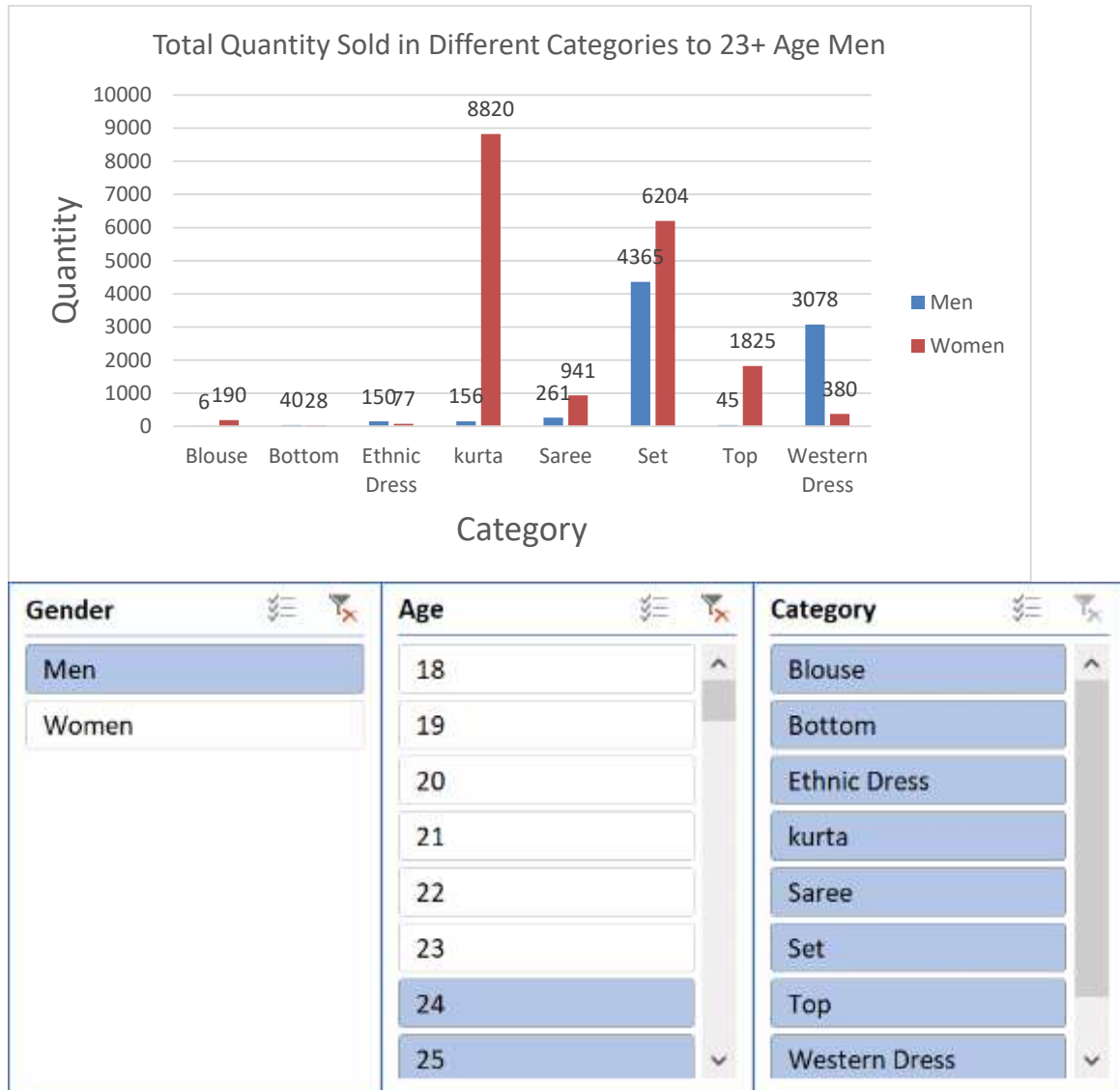
**Answer:**

Set is most sold category in men section with 4365 total units

**Q3. Compare Maharashtra, Rajasthan and Tamil Nadu on the basis of quantity, most items purchased by men and women.**



**Quantity vs Category for Men in Different States**
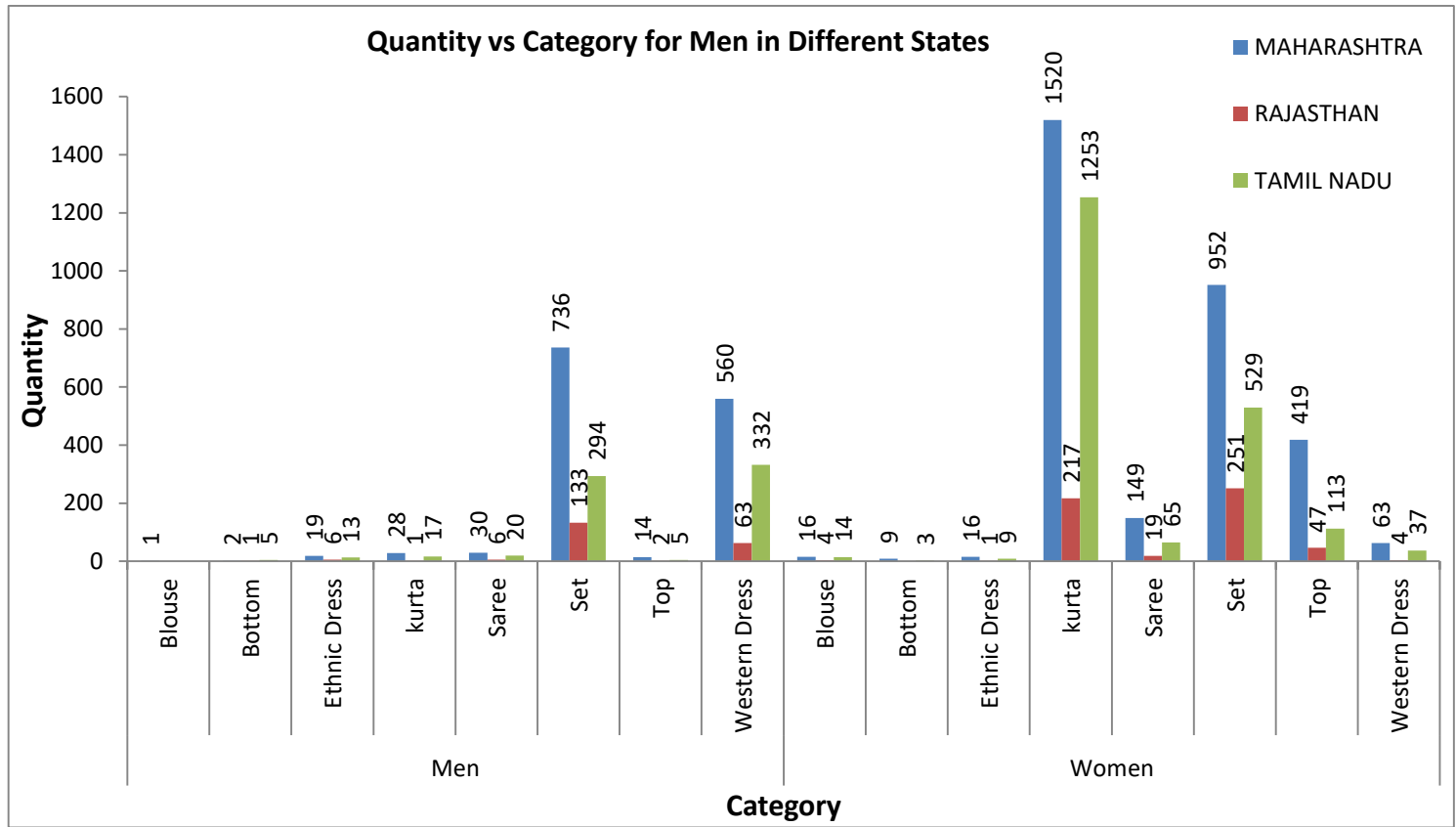
**Answer:**

Maharashtra had more sales for both Men and Women. In Maharashtra, Men preferred to buy Set whereas women preferred to buy Kurta. In Rajasthan, Men and Women both preferred to buy Set. In Tamil Nadu, Men preferred to buy Western Dress while women preferred to buy Kurta.

**Q4. Which city sold most of following categories**

     a. **Kurta**
     b. **Set**
     c. **Western wears**

| Sum of Qty | Column Labels | | | |
| --- | --- | --- | --- | --- |
| Row Labels | kurta | Set | Western Dress | Grand Total |
| AHMEDABAD | 94 | 109 | 72 | 275 |
| Bangalore | 110 | 101 | 55 | 266 |
| BENGALURU | 976 | 940 | 424 | 2340 |
| CHENNAI | 673 | 454 | 219 | 1346 |
| Coimbatore | 119 | 88 | 33 | 240 |
| GHAZIABAD | 94 | 178 | 42 | 314 |
| GURUGRAM | 106 | 209 | 61 | 376 |
| GUWAHATI | 71 | 111 | 27 | 209 |
| HYDERABAD | 719 | 693 | 371 | 1783 |
| JAIPUR | 84 | 131 | 34 | 249 |
| KOLKATA | 287 | 230 | 82 | 599 |
| LUCKNOW | 124 | 270 | 45 | 439 |
| MUMBAI | 439 | 520 | 207 | 1166 |
| NAVI MUMBAI | 122 | 114 | 39 | 275 |
| NEW DELHI | 479 | 794 | 142 | 1415 |
| NOIDA | 110 | 154 | 59 | 323 |
| PUNE | 288 | 320 | 152 | 760 |
| THANE | 116 | 122 | 43 | 281 |
| VISAKHAPATNAM | 92 | 105 | 36 | 233 |
| **Grand Total** | **5103** | **5643** | **2143** | **12889** |

     **Answer:**

     **a.** Bengaluru sold the most number of Kurtas.

     **b.** Bengaluru sold the most number of Sets.

     **c.** Bengaluru sold the most number of Western Dress.

**Q5. In which month most items sold in any of the state on the basis of category.**



Quantity Sold over the Year of Different Categories in Arunachal Pradesh
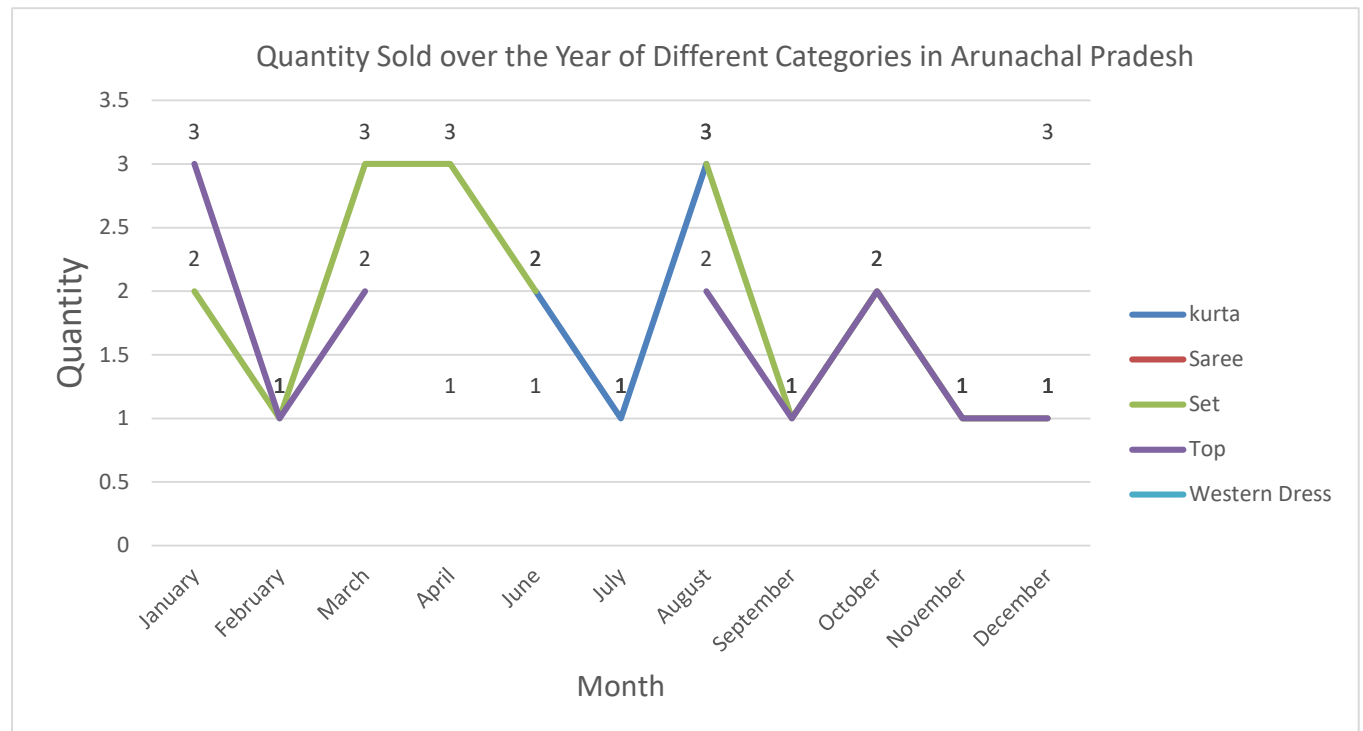
**Answer:**
In month of January, March-April, August most items were sold in Arunachal Pradesh.
In January Top was most sold whereas in March-April period it was Set and in August
it was Kurta as well as Set.

# 4. Conclusion and Review:

After thorough analysis of the store data, it is evident that there are notable trends and insights to be gleaned. By examining key metrics such as units sold, state wise analytics, geographic, and sales across different stats and products, we can draw valuable conclusions about market demand, sales and overall profitability. This comprehensive understanding will enable informed decision-making to optimize resources, target specific markets, and maximize profits in future store sales endeavors.