

# Store Dataset Report

## 1. Introduction:

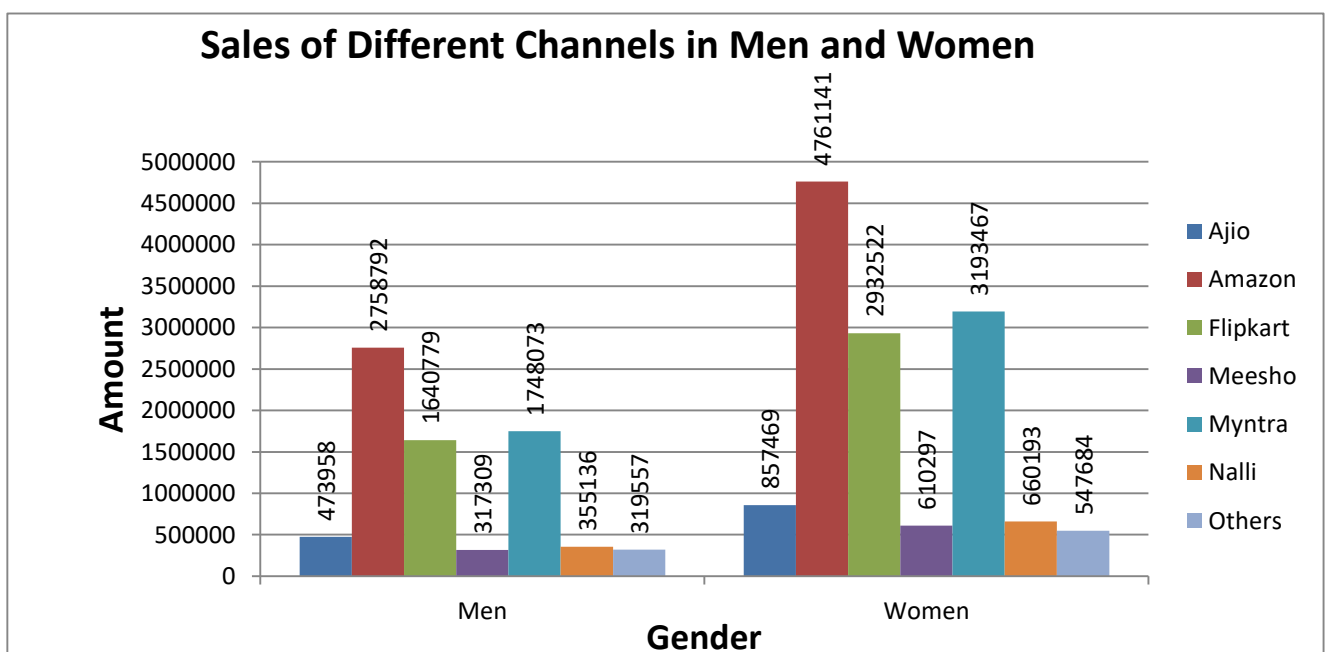
This dataset comprises sales data from a retail store, encompassing various attributes such as customer demographics (Gender, Age Group), transaction details (Order ID, Status), product specifics (Category, SKU), and shipping information. Our analysis is centered on understanding customer behavior and product trends, with the goal of unveiling patterns, preferences, and correlations within the data. By harnessing these insights, businesses can optimize marketing strategies, refine inventory management practices, and elevate overall 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:

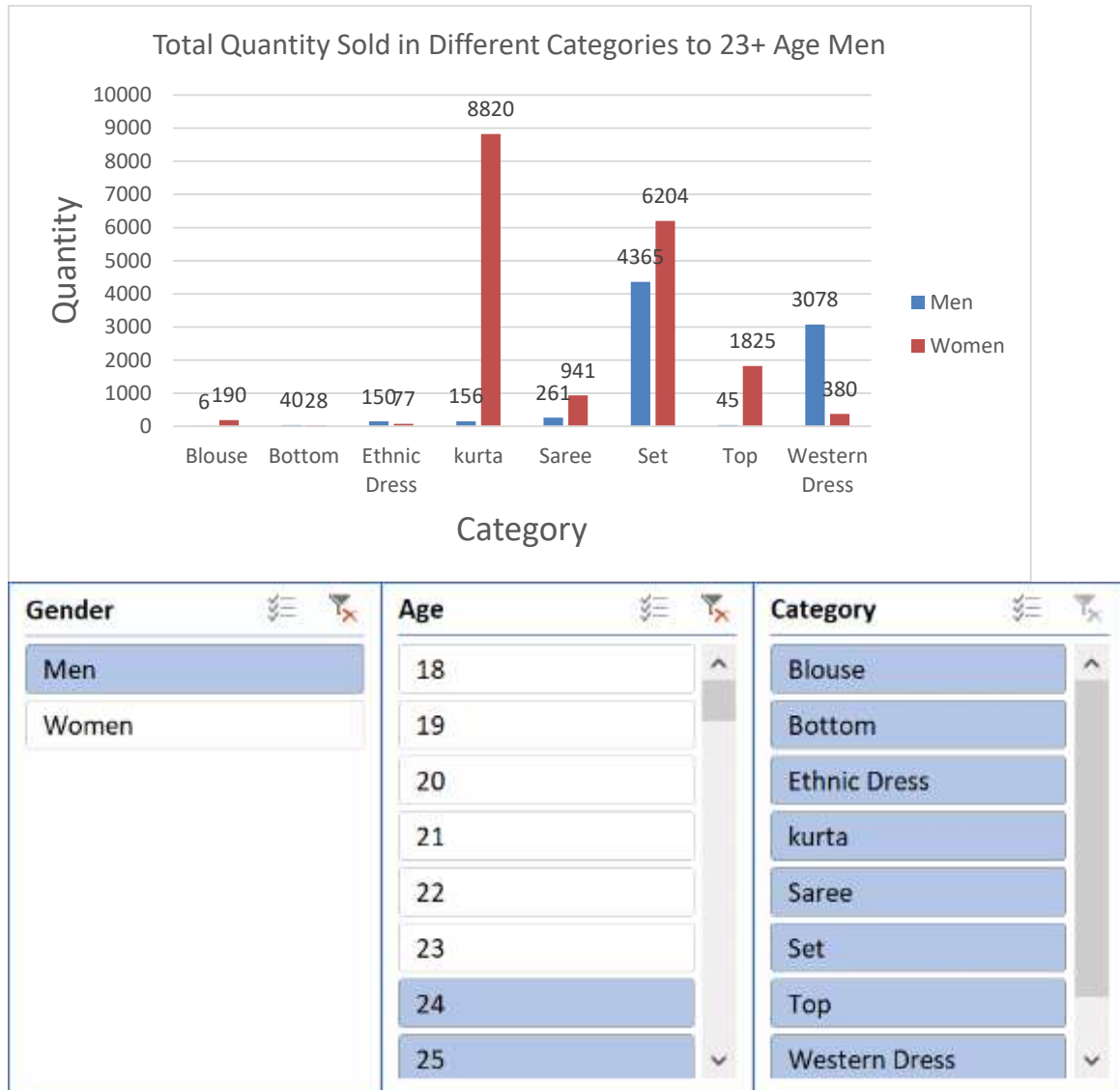
**Q1. Which of the channel performed better than all other channels in compare men & women?**



**Answer:**

Amazon outperformed most channels for both men and women.

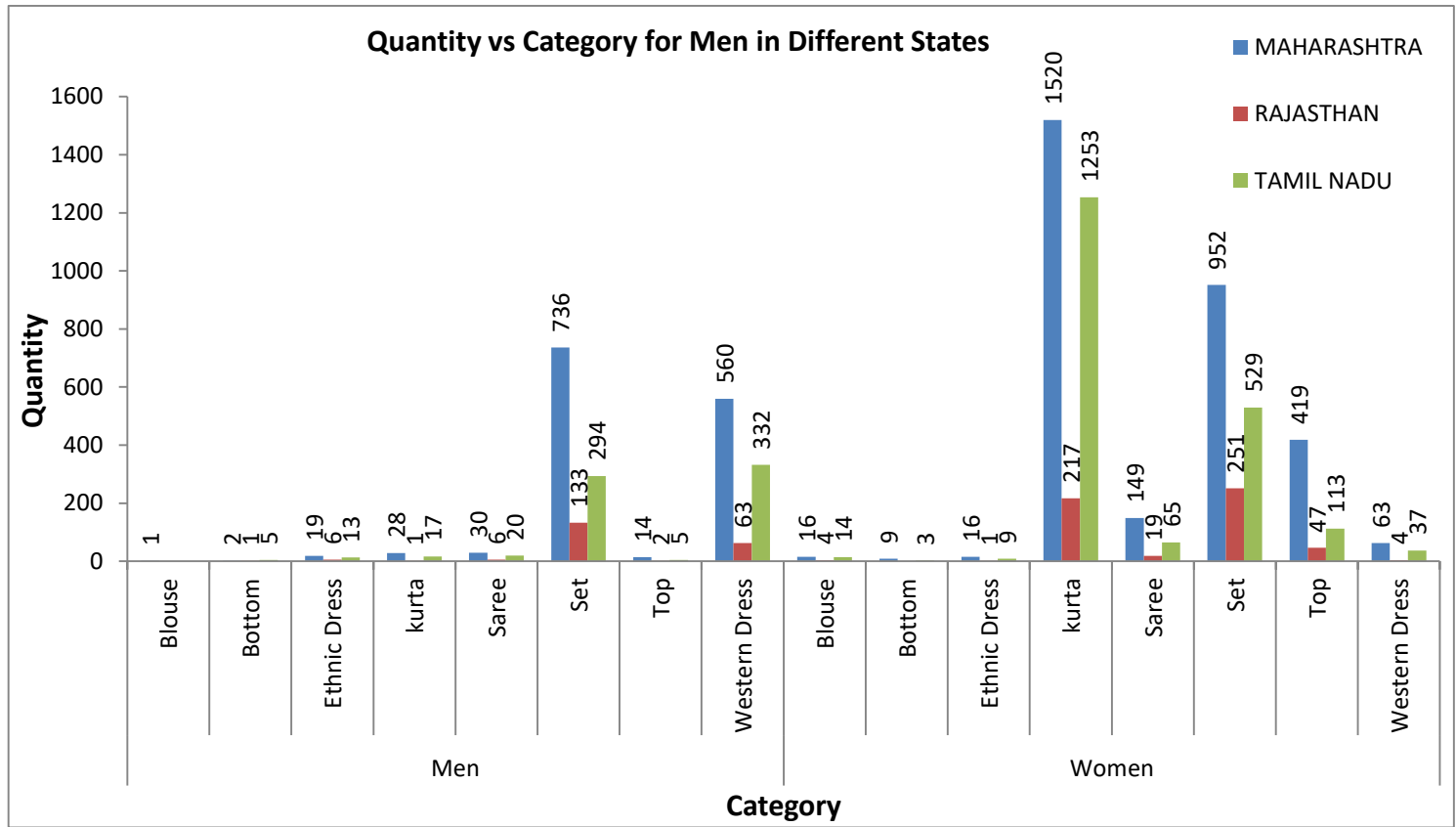
**Q2. Compare category. Find out most sold category above 23 years of age for any gender.**



**Answer:**

The Set category tops the list as the most sold category in the men's section, with a total of 4365 units sold.

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



**Answer:**

Maharashtra recorded higher sales for both men and women. In Maharashtra, men favored purchasing sets, while women showed a preference for kurtas. In Rajasthan, both men and women preferred buying sets. Meanwhile, in Tamil Nadu, men leaned towards purchasing Western dresses, whereas women favored kurtas.

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

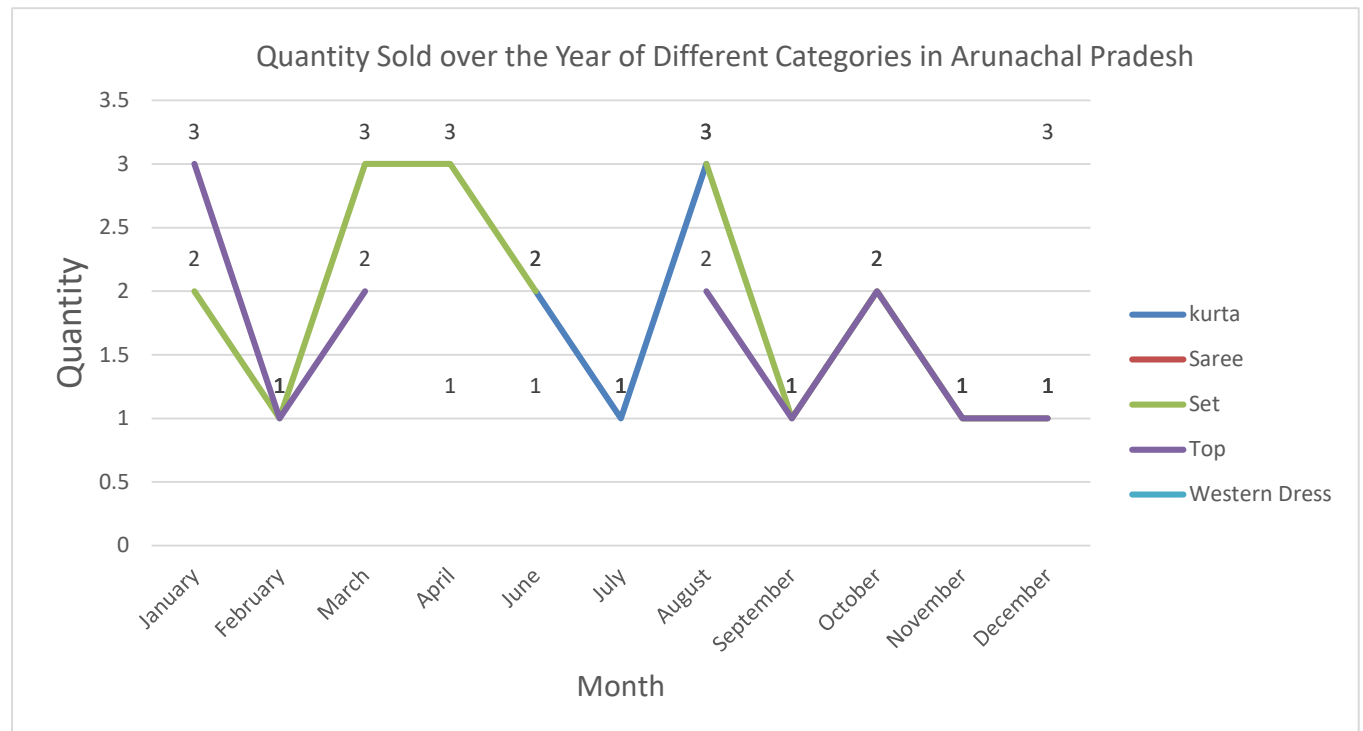
- a. Kurta**
- b. Set**
- c. Western wears**

Sum of Qty Row Labels	Column Labels			Grand Total
	kurta	Set	Western Dress	
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
<b>Grand Total</b>	<b>5103</b>	<b>5643</b>	<b>2143</b>	<b>12889</b>

**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.**



**Answer:**

During the months of January, March-April, and August, Arunachal Pradesh witnessed the highest sales volume. In January, the top category was the bestseller, while during the March-April period, sets took the lead. Similarly, in August, both kurtas and sets were the top-selling items.

## 4. Conclusion and Review:

Upon meticulous analysis of the store data, significant trends and insights have emerged. By scrutinizing crucial metrics such as units sold, state-wise analytics, geographical distribution, and sales across various categories and products, valuable conclusions can be drawn regarding market demand, regional sales dynamics, and overall profitability. This comprehensive understanding will empower informed decision-making, facilitating resource optimization, targeted market strategies, and profit maximization in future store sales endeavors.