



SALES_ANALYSIS PROJECT

EXCEL DASHBOARD

STAKEHOLDERS REQUIREMENT

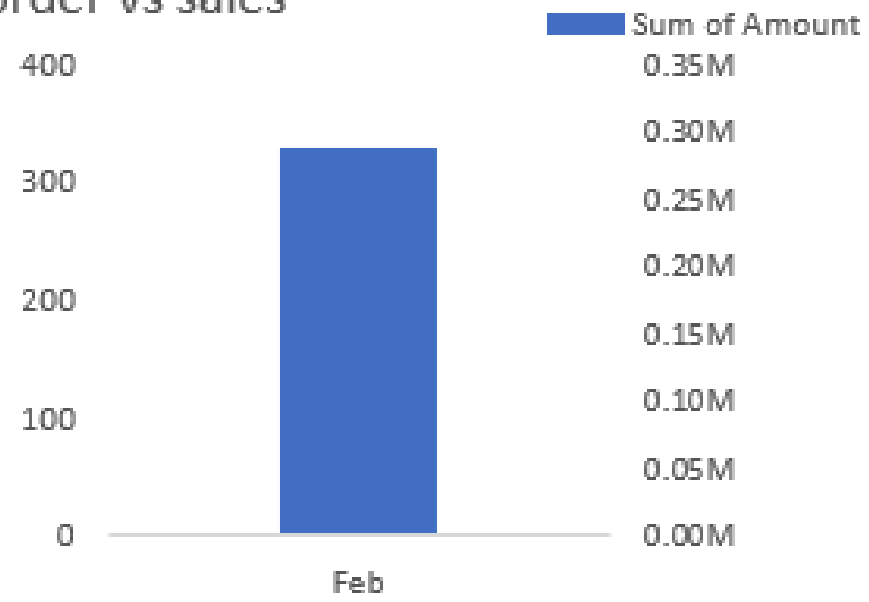
1. Show a combined chart comparing monthly sales and order volumes.
2. Identify the month with highest sales and orders.
3. Find out whether men or women purchased more in 2022.
4. List the different order status categories and their shares.
5. Highlight the top 10 states contributing to overall sales.
6. Analyze the relation between age and gender based on order count.
7. Determine the channel contributing the most to sales.
8. Identify the highest-selling product category.

- Channel
- Ajio
 - Amazon
 - Flipkart
 - Meesho
 - Myntra
 - Nalli

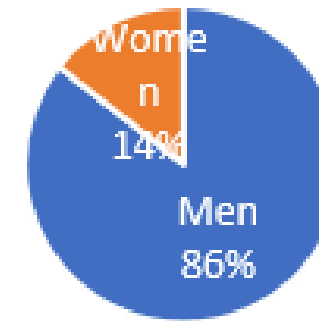
- Mo...
- Jan
 - Feb
 - Mar

- Category
- Blouse
 - Bottom
 - Ethnic Dress
 - kurta
 - Saree

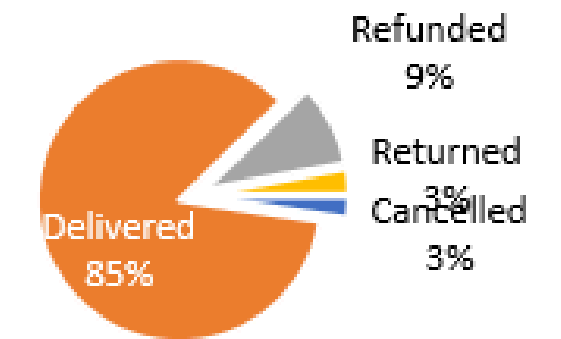
order vs sales



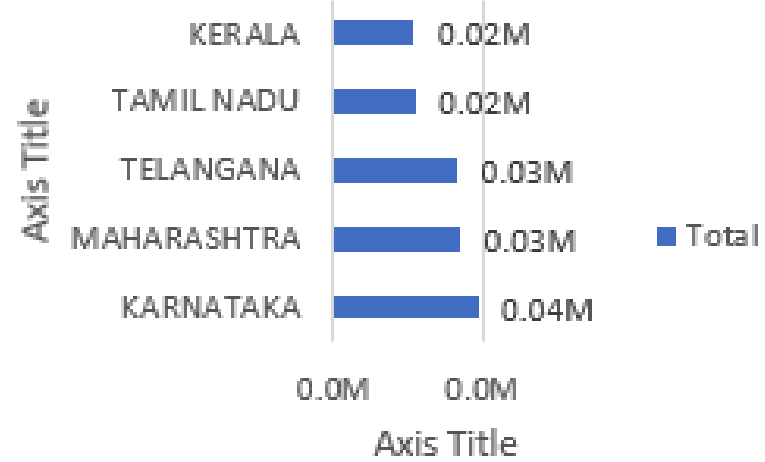
Gender Vs Sales



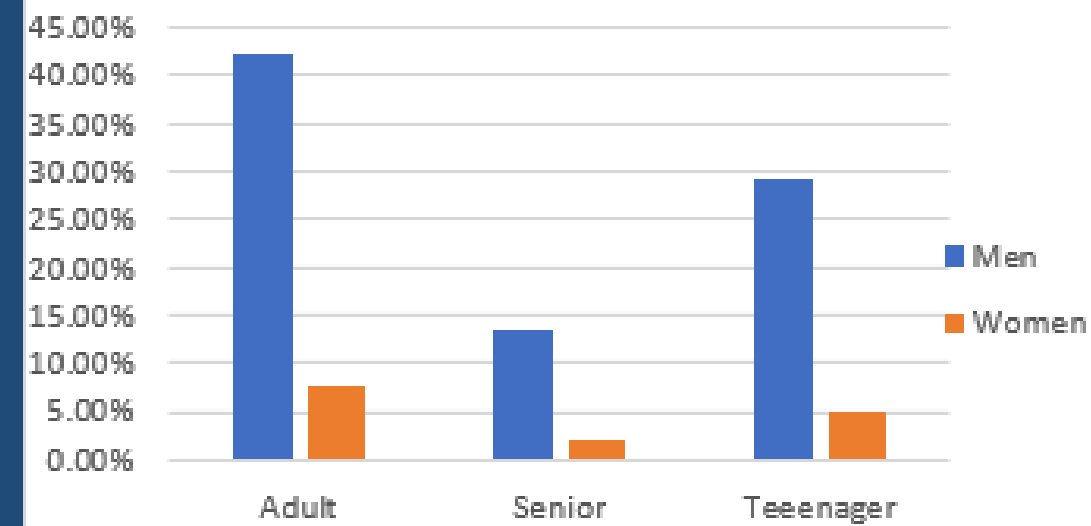
Order Status



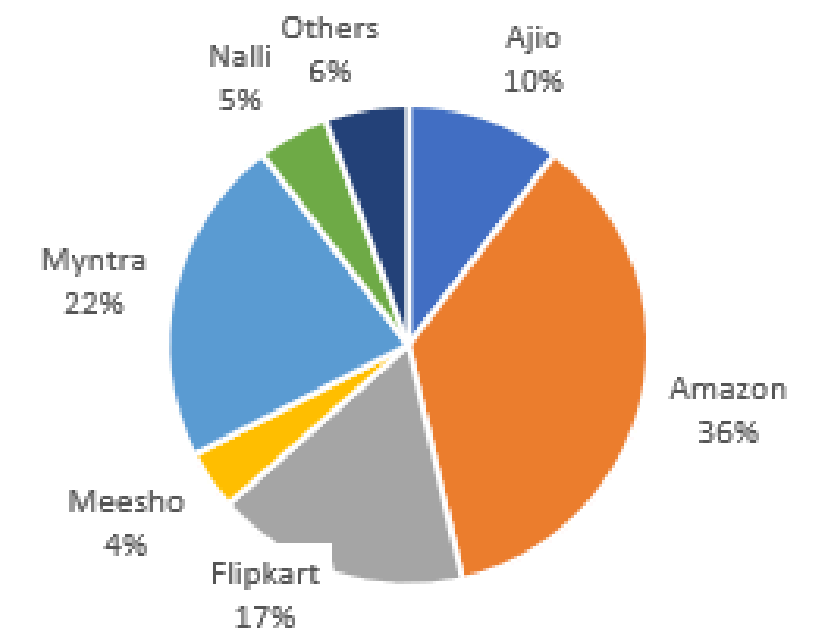
Sales : top 5 States



Age Vs Gender

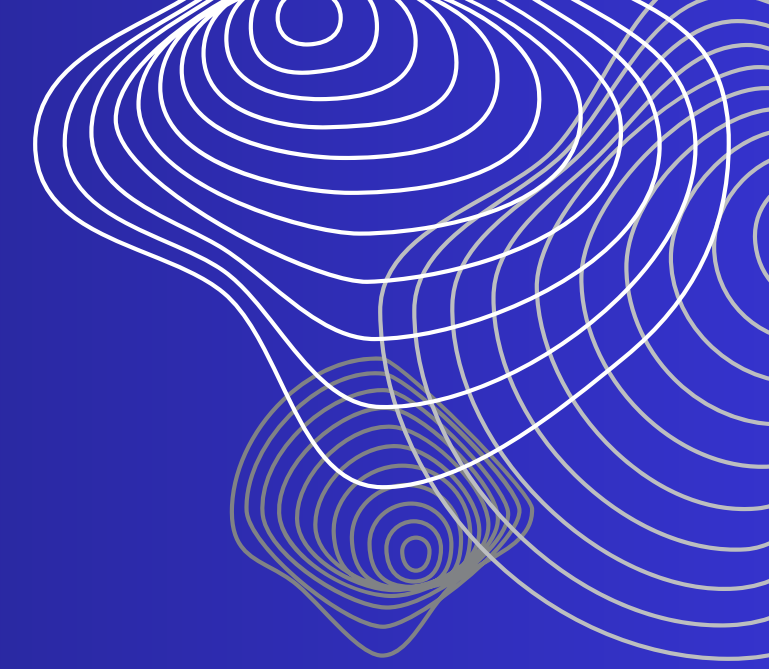


Orders:Channel





KEY 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) contributes the most (~50%)
- ✓ Amazon, Flipkart, and Myntra channels drive the highest sales (~80%)





FINAL CONCLUSION TO IMPROVE

Focus on women customers aged 30–49
years,
especially in Maharashtra, Karnataka,
and Uttar Pradesh,
by promoting deals/offers on Amazon,
Flipkart, and Myntra platforms.

