

A
Business

AWESOME STORE

ANNUAL REPORT

Presented By : Jawad Haq

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INTRODUCTION

This presentation aims to report annual sales results along with analysis and evaluation of future sales.



PROJECT OBJECTIVE

Awesome store aims to analyze its annual sales reports for 2024 to gain valuable insights into customer behavior and improve sales performance for 2025. The objective is to identify key trends, understand purchase patterns, and optimize marketing strategies to drive revenue growth.



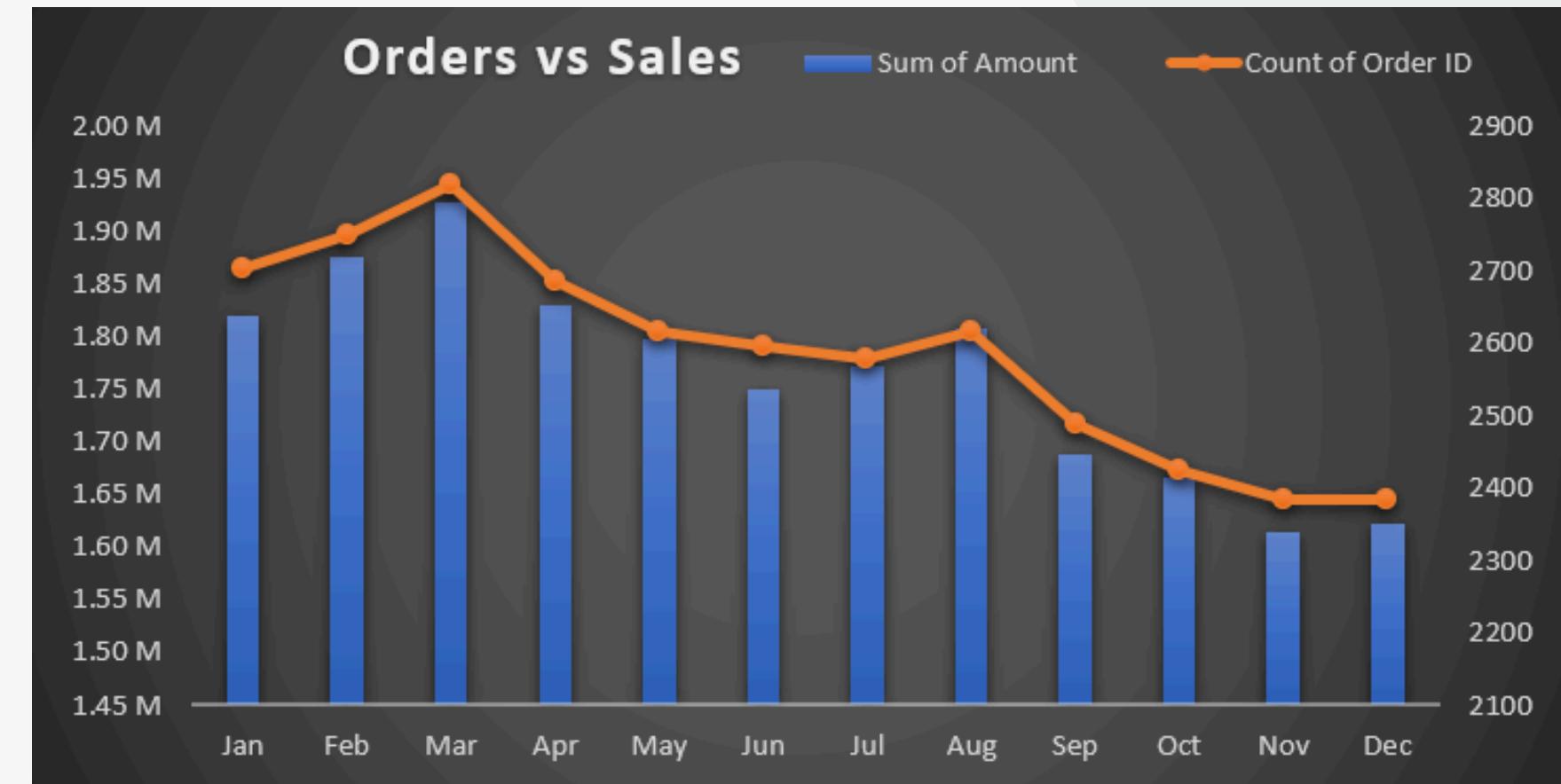
PROCESS

-  Data Cleaning
-  Data Processing
-  Data Analysis
-  Data Visualization
-  Report
-  Insights
-  Conclusion



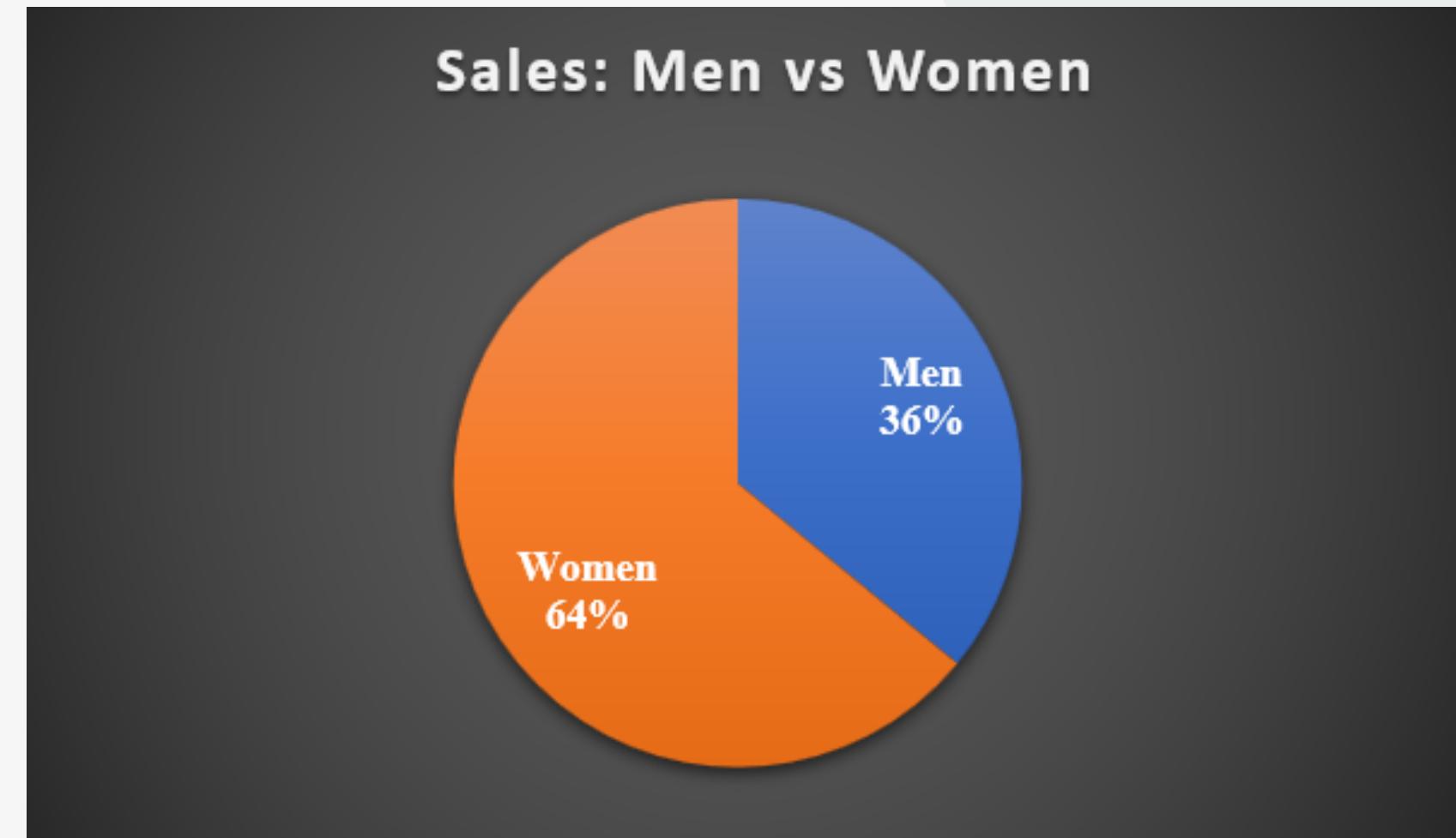
ORDERS VS SALES

Row Labels	Sum of Amount	Count of Order ID
Jan	1820601	2702
Feb	1875932	2750
Mar	1928066	2819
Apr	1829263	2685
May	1797822	2617
Jun	1750966	2597
Jul	1772300	2579
Aug	1808505	2617
Sep	1688871	2490
Oct	1666662	2424
Nov	1615356	2383
Dec	1622033	2384



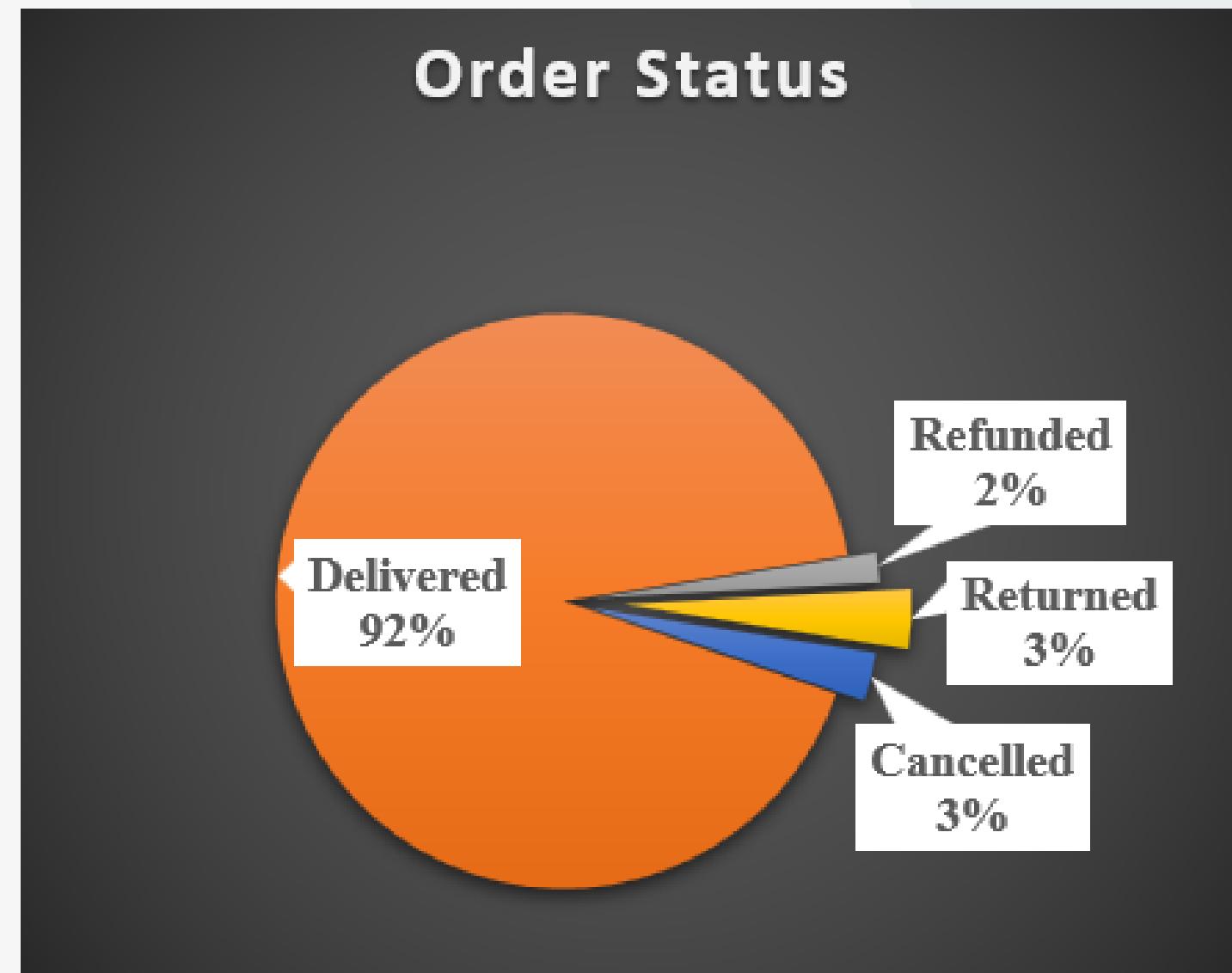
SALES: MEN VS WOMEN

Row Labels	Sum of Amount
Men	7613604
Women	13562773



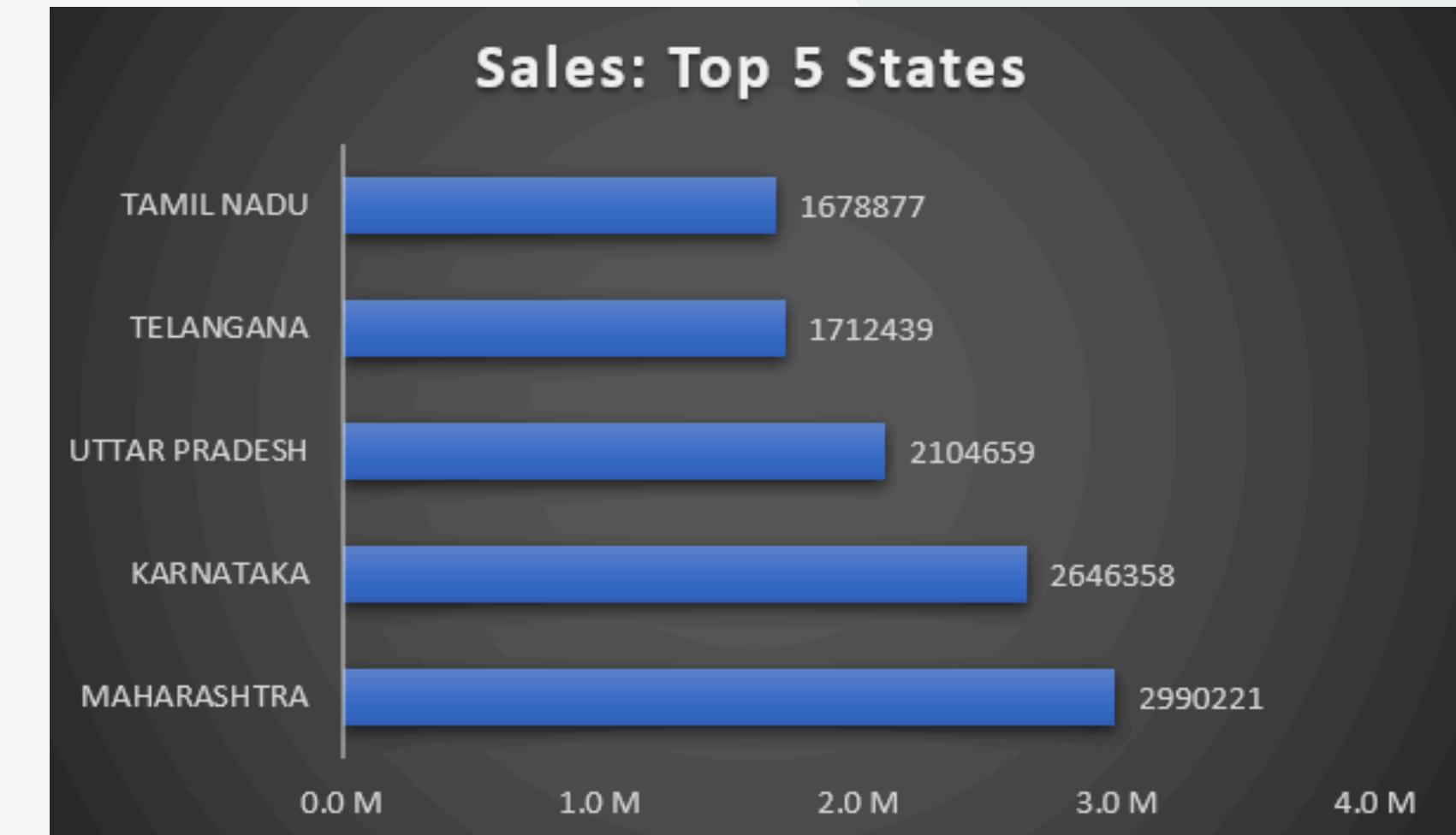
ORDER STATUS

Row Labels	Count of Order ID
Cancelled	844
Delivered	28641
Refunded	517
Returned	1045



SALES: TOP 5 STATES

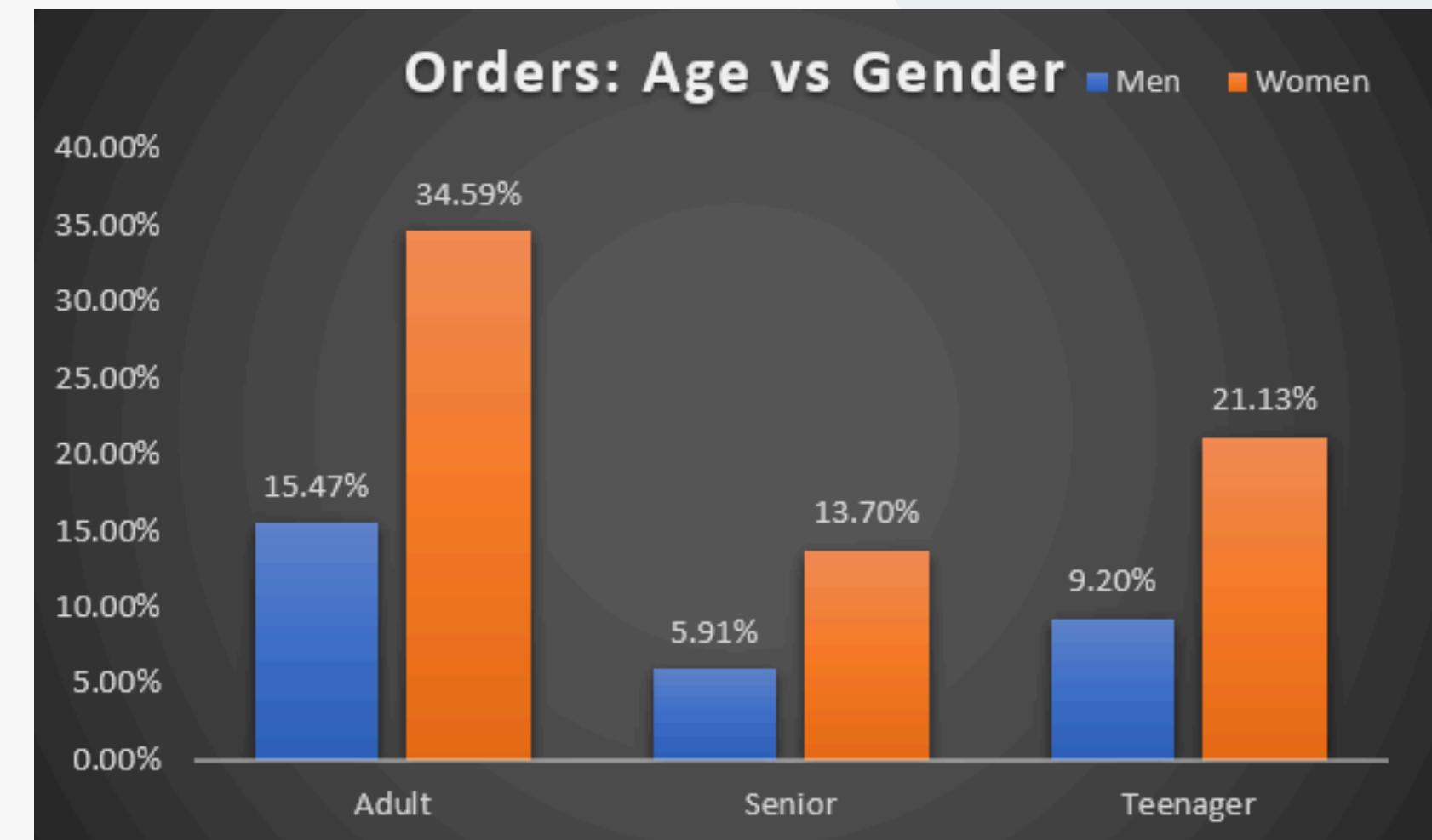
Row Labels	Sum of Amount
MAHARASHTRA	2990221
KARNATAKA	2646358
UTTAR PRADESH	2104659
TELANGANA	1712439
TAMIL NADU	1678877



ORDERS: AGE VS GENDER

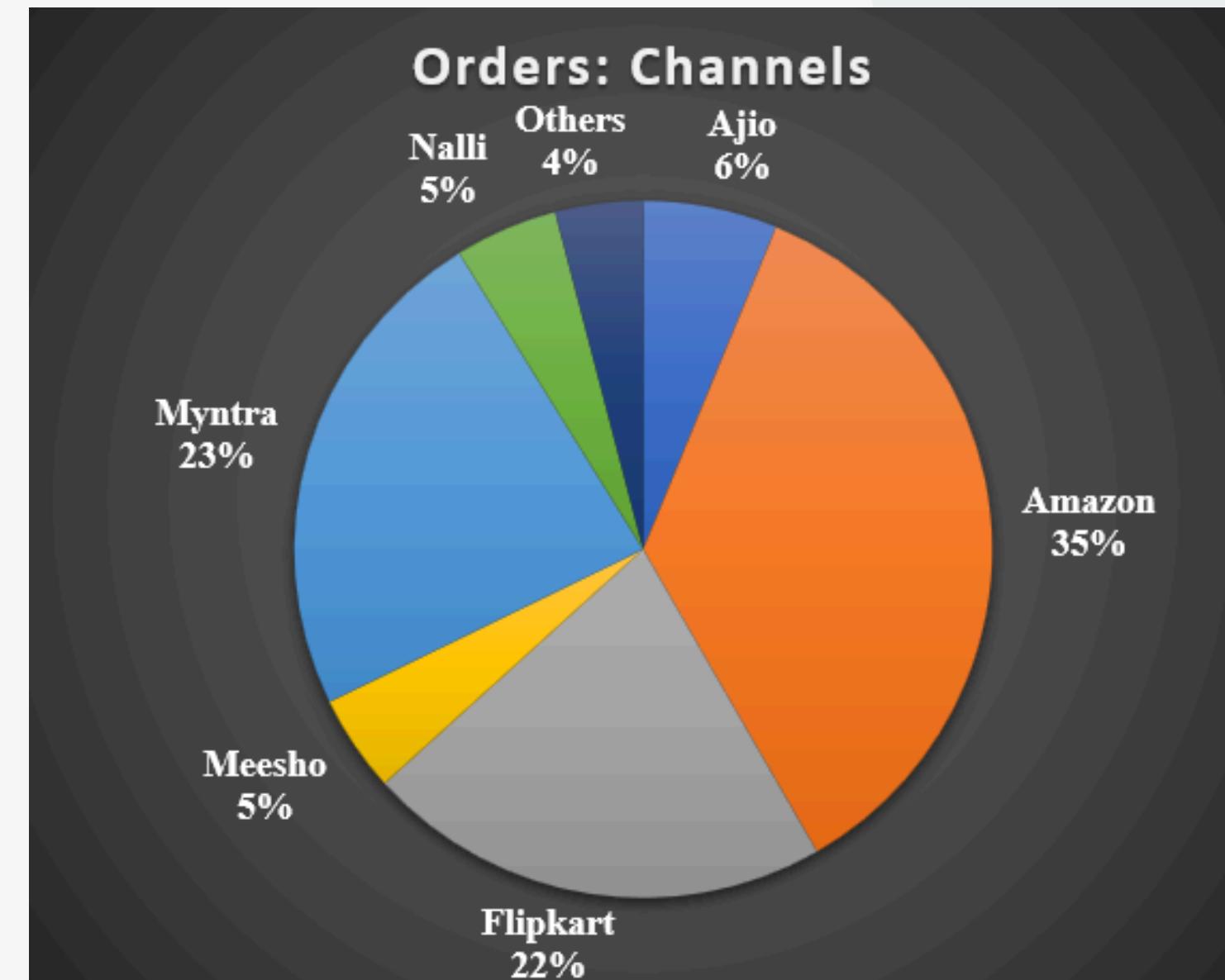
Count of Order ID Column Labels ▾

Row Labels	Men	Women
Adult	15.47%	34.59%
Senior	5.91%	13.70%
Teenager	9.20%	21.13%



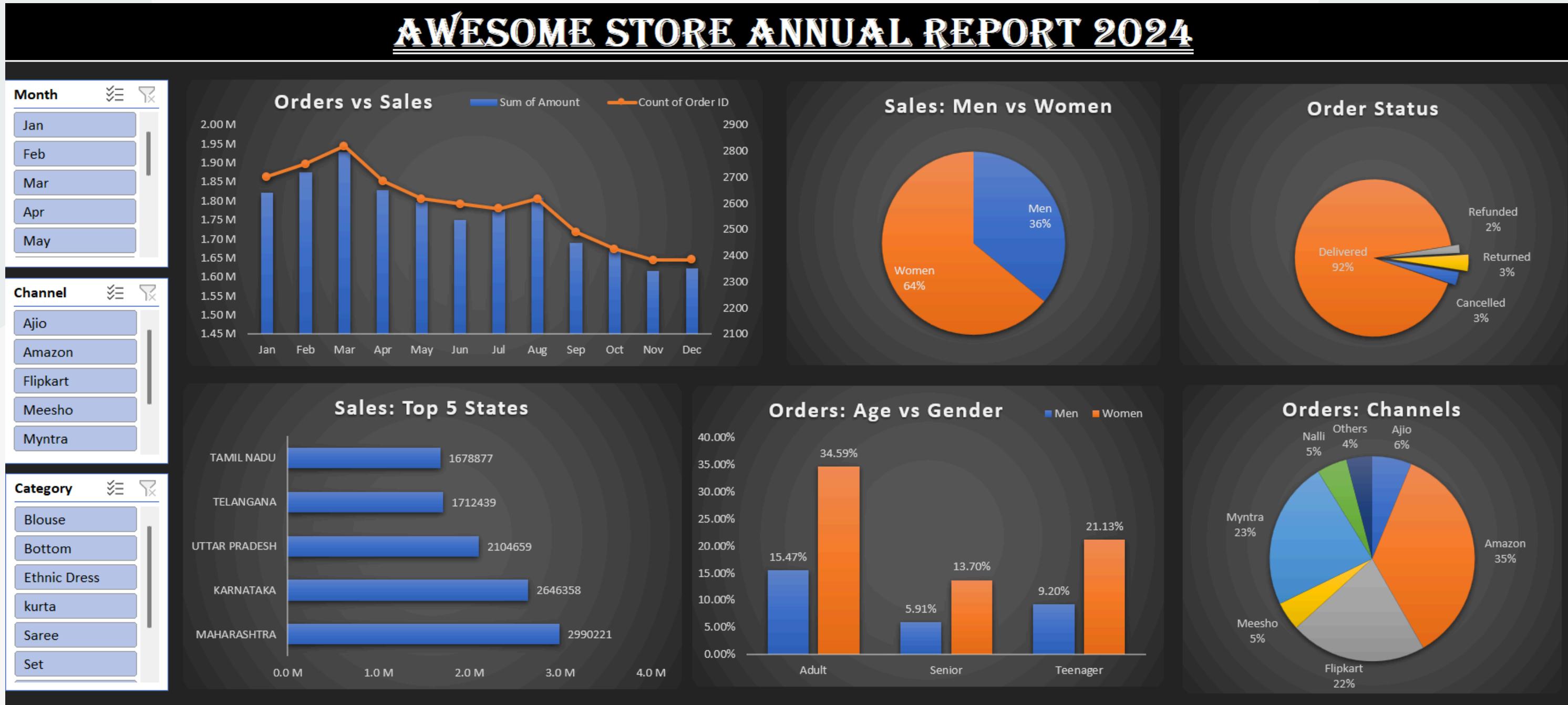
ORDERS: CHANNELS

Row Labels	Count of Order ID
Ajio	6.2%
Amazon	35.5%
Flipkart	21.6%
Meesho	4.5%
Myntra	23.4%
Nalli	4.8%
Others	4.1%



DASHBOARD

AWESOME STORE ANNUAL REPORT 2024



PROJECT INSIGHTS

65%	Women are still the top no.1 product purchase for this year.
35%	Maharashtra, Karnataka and Uttar Pradesh are the top 3 states.
50%	Adult age group (30-49 years) is max contributing.
80%	Amazon, Flipkart and Myntra channels are max contributing.





NEXT STEP



Target women customers of age group (**30–49 years**) living in
Maharashtra, Karnataka and Uttar Pradesh by showing
ads/offers/coupons available on **Amazon, Flipkart and Myntra**.



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THANK YOU

