

EverTrend Store Sales Analysis Report (2022)

1. Project Objective

The primary objective of this project was to conduct a detailed sales analysis for EverTrend Store's 2022 annual data. The insights gained from this analysis are intended to help the store better understand its customer base and formulate effective strategies to increase sales in the upcoming year (2023).

2. Data Used

- **Dataset:** 2022 Annual Sales Data from EverTrend Store
- **File Format:** Microsoft Excel (.xlsx)
- **Key Columns Analyzed:**
 - o Customer Gender
 - o Age Group
 - o State
 - o Platform (Amazon, Flipkart, Myntra, etc.)
 - o Sales Amount

3. Tools & Techniques

- **Microsoft Excel:** This was the primary tool used for the entire analysis. The following techniques were applied:
 - o **Data Cleaning:** Handled missing values and ensured data consistency.
 - o **Data Analysis:** Performed calculations and aggregations to derive key metrics.
 - o **Pivot Tables:** Created dynamic summary tables to quickly analyze sales data by different dimensions (e.g., gender, state, age group).
 - o **Charts & Graphs:** Visualized key findings for a clearer and more impactful presentation.

4. Key Findings

Based on the analysis of the 2022 sales data, the following key insights were identified:

- **Gender:** Women are significantly more likely to make purchases compared to men, accounting for approximately **65%** of total sales.
- **State:** The top three states contributing to the highest sales are **Maharashtra, Karnataka, and Uttar Pradesh**.
- **Age Group:** The **Adult age group (30–49)** is the most significant customer segment, contributing to over **50%** of the total sales.
- **Platform:** A combined **80%** of sales were generated through the top three e-commerce platforms: **Amazon, Flipkart, and Myntra**.

5. Conclusion & Recommendations

The analysis provides a clear profile of EverTrend Store's most valuable customers. To maximize sales in 2023, it is recommended to focus marketing and sales efforts on the following segments:

- **Target Audience:** Prioritize marketing campaigns to **women aged 30–49** living in **Maharashtra, Karnataka, and Uttar Pradesh**.
- **Marketing Strategy:** Utilize promotional tools such as ads, offers, and coupons specifically on the top-performing platforms—**Amazon, Flipkart, and Myntra**—to attract and retain this key demographic.

6. Visuals

