

Agrawal Store Annual Report 2022

Objective:

Agrawal store wants to create an annual sales report for 2022. So that Agrawal can understand their customers and grow more sales in 2023.

Sample Questions:

- ❖ Compare the sales and orders using single chart
- ❖ Which month got the highest sales and orders ?
- ❖ Who purchased more men or women in 2022?
- ❖ What is the different order status in 2022?
- ❖ List top 10 states contributing to the sales?
- ❖ Relation between age and gender based on number of orders.
- ❖ Which channel is contributing to maximum sales?
- ❖ Highest selling category?, etc.

Steps:

1. Data cleaning.
2. Data Processing
3. Data Analysis

Sample 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) is max contributing (~50%)
- ❖ Amazon, Flipkart and Myntra channels are max contributing (~80%)

Final conclusion to improve Agrawal

Store sales:

- ★ Target Women customers of age group (30-49 yrs) living in Maharashtra, karnataka and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra

Thank You !

Extras:

Some formulas:

```
=IF(E2>=50,"Senior",IF(E2>=30,"Adult","Teenager"))
```

```
=TEXT(G2,"mmm")
```

```
=TEXT(G2,"mmmm")
```