

‘Nehal Store’ Excel Project Process



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15th December, 2024

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Overview

This project is for hands-on practice of Microsoft Excel. Cleaning, analysing data and creating a dashboard.

Objective

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

Questions

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 are 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.



We will check for any error in column data by applying filters.

Found a fault in the Gender column, Fields were Men, Women, M, W. But there should be Male and female. So by pressing Ctrl+F we replace M with Men and W with Women.

Also found an error in the Qty column, there were “One” and “Two” fields in text, so replace them with 1 and 2 respectively.



In data processing, we will process the data and do some calculations which will help us in our data analysis.

In sample question 6, there was a relation between age and gender, to simplify them we will add a column named 'Age Group',

Condition(50>='Senior',30>='Adult',30<'Teenager')

In sample question 2, we want sales month wise, so we will make another column of name 'Month', and we will extract month from "Date" using =Text(G2, "mmm").

Then we drag for the whole column, but its a large dataset and formula can take more time each time we load the worksheet, so we will copy the column Month and we will paste as Values in same column , Now it will transform from Formula column to value column , which will be more

efficient. And lastly highlight the Header “Age Group” and “Month”.

A	B	C	D	E	F	G	H	I	J	K
index	Order ID	Cust ID	Gender	Age	Age Group	Date	Month	Status	Channel	SKU
1	171-1029312-3038738	1029312	Women	44	Adult	04-12-2022	Dec	Delivered	Myntra	JNE1233-BLUE-KR-031
2	405-2183842-2225946	2183842	Women	29	Teenager	04-12-2022	Dec	Delivered	Ajio	SET414-KR-NP-L
3	171-1641533-8921966	1641533	Women	67	Senior	04-12-2022	Dec	Delivered	Myntra	SET261-KR-PP-S
4	404-7490807-6300351	7490807	Women	20	Teenager	04-12-2022	Dec	Delivered	Amazon	SET110-KR-PP-M
5	403-9293516-4577154	9293516	Women	62	Senior	04-12-2022	Dec	Delivered	Myntra	JNE2294-KR-A-XXL
6	407-1298130-0368305	1298130	Men	49	Adult	04-12-2022	Dec	Delivered	Flipkart	JNE3797-KR-XXL
7	407-1298130-0368305	1298130	Women	23	Teenager	04-12-2022	Dec	Delivered	Meesho	JNE3801-KR-XXL
8	171-5561216-3398711	5561216	Women	70	Senior	04-12-2022	Dec	Delivered	Others	JNE3405-KR-M
9	408-2935263-2935550	2935263	Women	75	Senior	04-12-2022	Dec	Delivered	Amazon	JNE3474-KR-E-XL
10	404-2648970-9042715	2648970	Women	43	Adult	04-12-2022	Dec	Delivered	Myntra	JNE3466-KR-L
11	404-2648970-9042715	2648970	Women	76	Senior	04-12-2022	Dec	Delivered	Amazon	JNE3795-KR-S
12	404-2648970-9042715	2648970	Women	45	Adult	04-12-2022	Dec	Delivered	Myntra	J0181-TP-M
13	408-0265357-4939534	265357	Women	18	Teenager	04-12-2022	Dec	Delivered	Amazon	SET217-KR-PP-XL
14	403-9268874-7296313	9268874	Men	44	Adult	04-12-2022	Dec	Delivered	Myntra	SET185-KR-NP-M
15	407-0442660-2736366	442660	Women	52	Senior	04-12-2022	Dec	Delivered	Amazon	SET333-KR-DPT-M
16	406-7482261-1657136	7482261	Women	18	Teenager	04-12-2022	Dec	Delivered	Nalli	J0124-TP-L
17	407-7039962-7080347	7039962	Men	30	Adult	04-12-2022	Dec	Delivered	Meesho	SET304-KR-DPT-XL
18	407-3422488-7373923	3422488	Women	48	Adult	04-12-2022	Dec	Delivered	Others	SET184-KR-PP-XS
19	171-8974687-6745940	8974687	Men	24	Teenager	04-12-2022	Dec	Delivered	Myntra	J0161-DR-XXL
20	406-0244536-2177175	244536	Women	46	Adult	04-12-2022	Dec	Delivered	Amazon	SET233-KR-PP-M

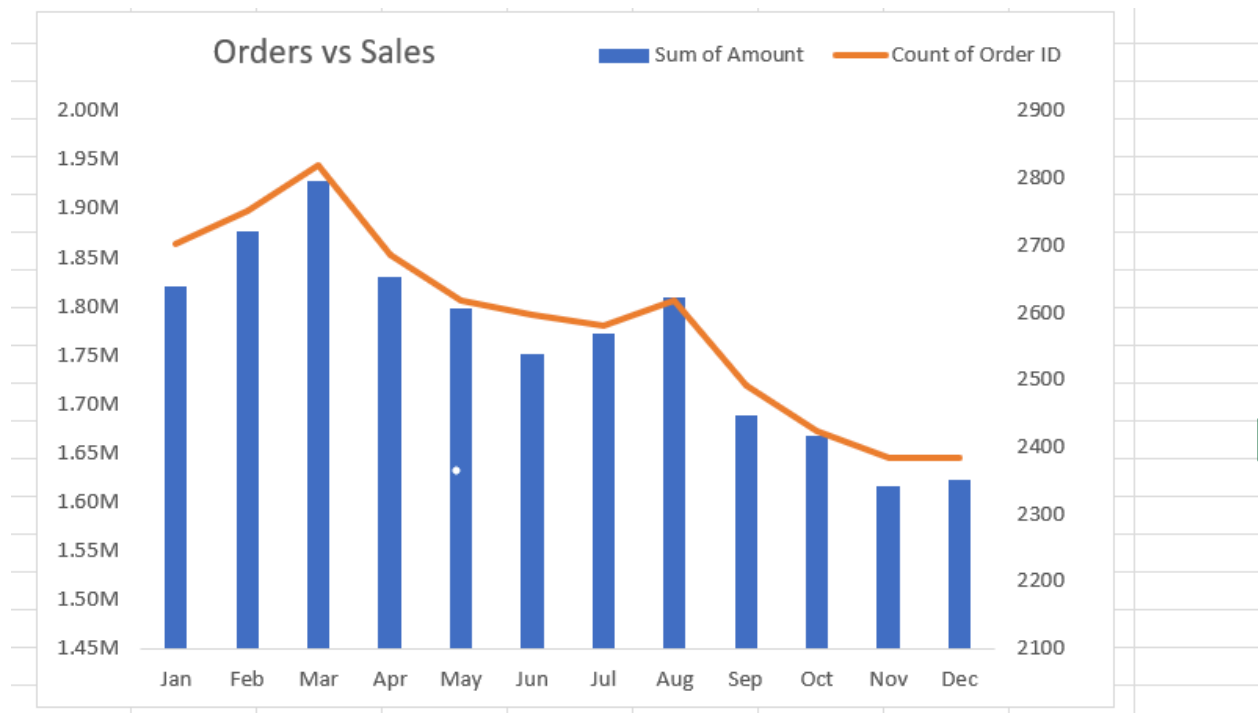


Question 1: Compare the sales and Orders using a single Chart.

To do this we will create a pivot table

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

Now, to analyze we will create pivot chart



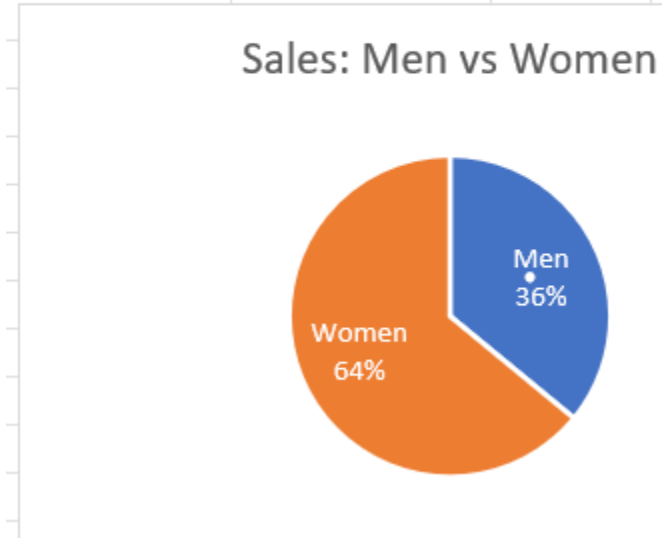
This is a combo chart of bar and line, after creating it we will paste this chart to Report chart to make a dashboard.

This chart also gives the answer to the 2nd Question, that Which month got the highest sales and orders?

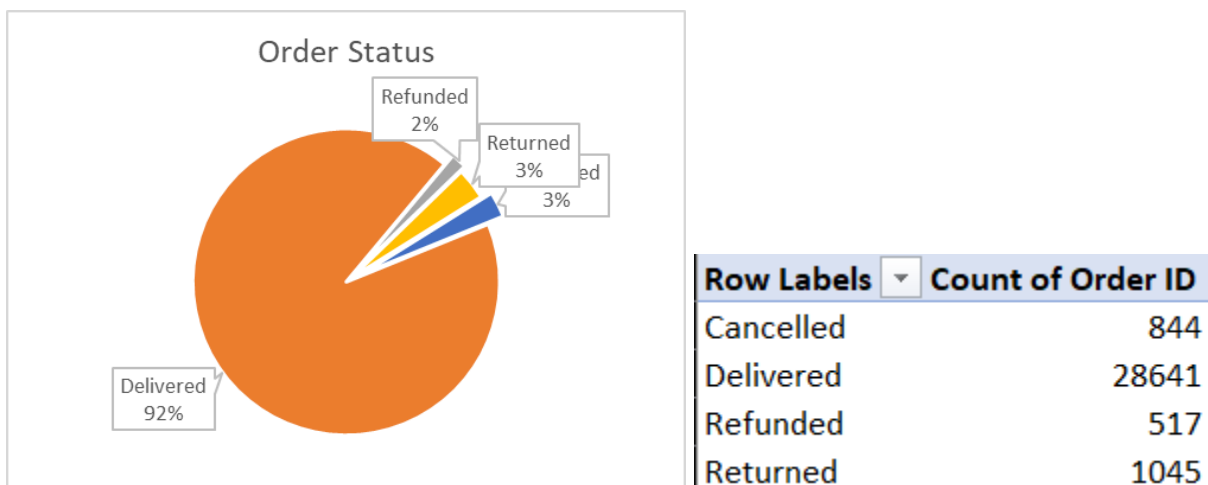
We can clearly see in the chart tha March month got the highest sales and orders, so this chart answers our 1st and 2nd questions, so now let's jump into 3rd questions.

Question 3: Who purchased more? Men or Women in 2022?

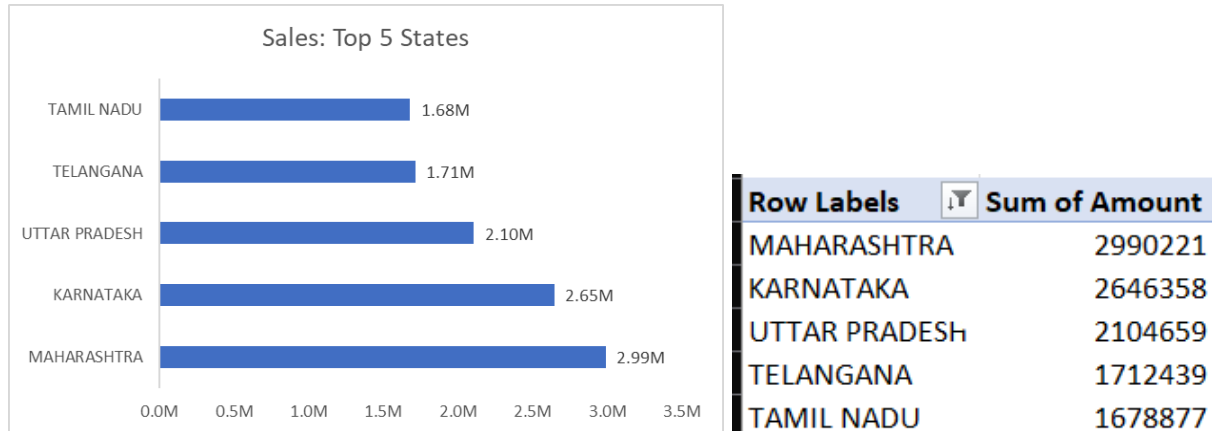
Row Labels	Sum of Amount			
Men	7613604			
Women	13562773			



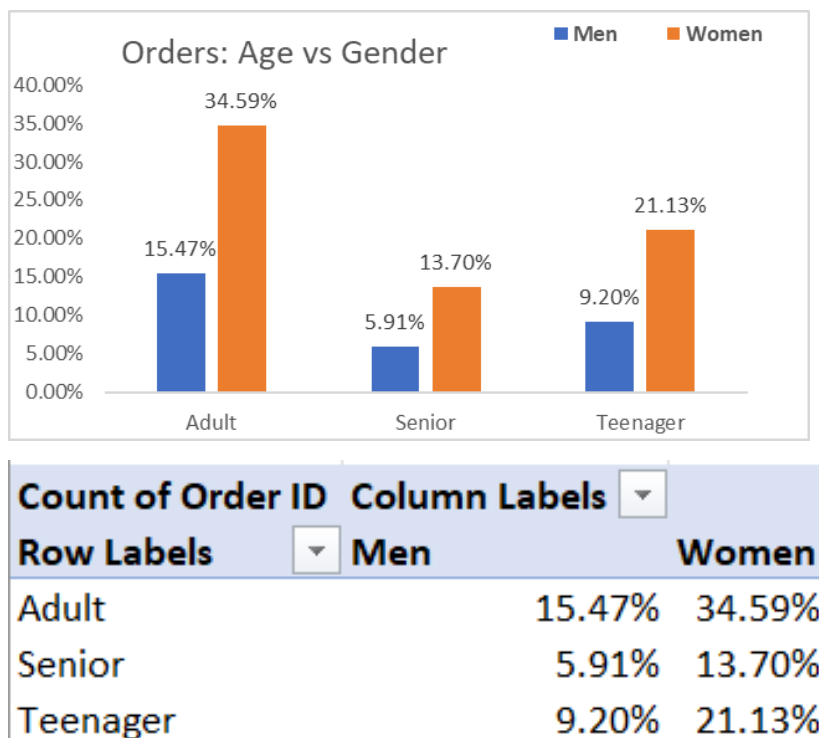
Question 4: What are the different order status in 2022?



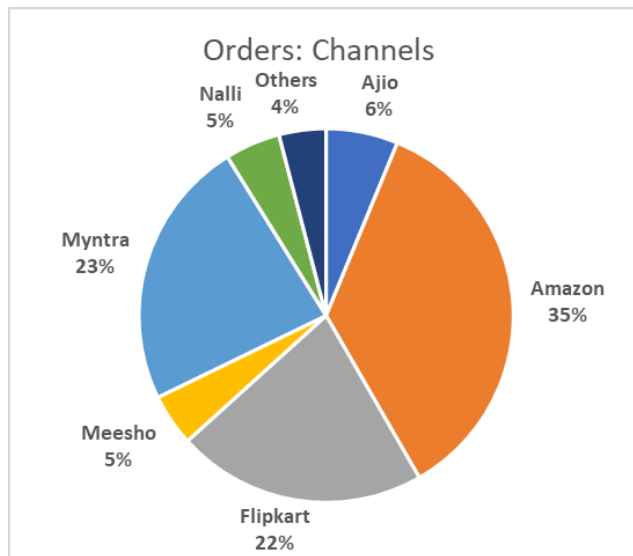
Question 5: List top 10 states contributing to the sales.



Question 6: Relation between age and gender based on number of Orders.

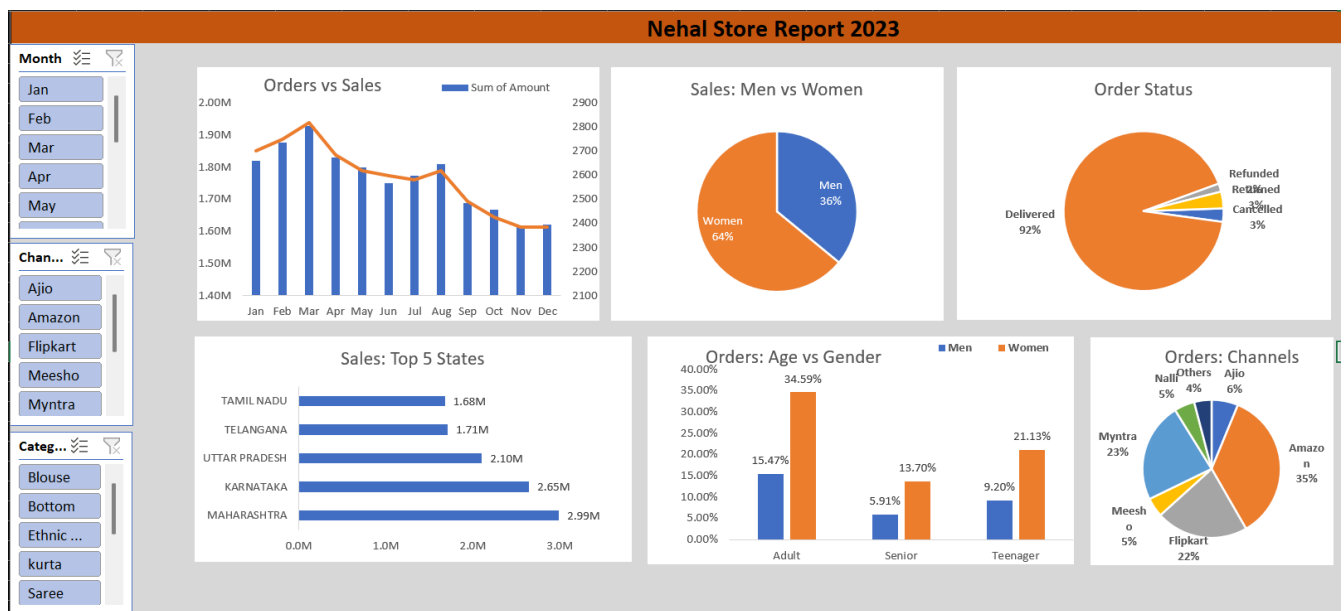


Question 7: Which channel is contributing to maximum sales?



Row Labels	Count of Order ID
Ajo	6.2%
Amazon	35.5%
Flipkart	21.6%
Meesho	4.5%
Myntra	23.4%
Nalli	4.8%
Others	4.1%
Grand Total	100.00%

Final Result:





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 Vrinda 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**