

# Project Title

## Annual Sales Report for Online Store - 2022

### Objective:

Create an annual sales report for 2022 to help the owner understand customer behaviour and strategize for increased sales in 2023. Additionally there were few 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?

### Scope:

- Analyse sales data for the entire year of 2022.
- Provide insights into customer demographics, order statuses, top-selling states, product categories, and sales channels.
- Identify trends and patterns in customer behaviour.
- Generate recommendations for improving sales based on the findings.

### Stakeholders:

- Store Owner
- Data analysts

### Requirements:

- Access to sales data for 2022
- Excel

### Steps

- Data collection and cleaning
- Data analysis and visualization

### Quality Assurance:

- Cross-validation of data to ensure accuracy
- Testing of charts and visualizations

### Insights or Final Conclusions

Based on the visualization of the study, it's evident that women are more inclined towards purchasing compared to men, constituting approximately 65% of the customer base. Additionally, the top three states contributing to sales are Maharashtra, Karnataka, and Uttar Pradesh, collectively accounting for around 35% of sales. Moreover, the adult age group, particularly those aged between 30 to 49 years, emerges as the primary contributors, comprising approximately 50% of total purchases. Furthermore, the online store observes significant sales through channels like Amazon, Flipkart, and Myntra, contributing to around 80% of the overall sales volume. To enhance online store sales further, focusing on targeted marketing strategies tailored towards women, optimizing operations in high-sales states, targeting adult demographics, and leveraging top-performing sales channels would be instrumental in driving growth and maximizing revenue potential.