MS EXCEL PROJECT: ANALYZING DATA FOR VRINDA STORE

Objective:

Vrinda Store wants to create an annual sales report for 2022. So that Vrinda stores can understand their customers and grow more sales in the year 2023.

Business Problems/ 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 Which channel is contributing to maximum sales?
- Highest selling category?

Dataset:

Column Name	Data Type
index	Int
Order ID	Int
Cust ID	Int
Gender	Varchar (10)
Age	Int
Age Group	Varchar (10)
Date	Date and Time
Month	Varchar (10)
Status	Varchar (10)
Channel	Varchar (10)
SKU	Varchar (10)
Category	Varchar (10)
Size	Varchar (10)
Qty	Int
currency	Char (3)
Amount	Int
ship-city	Varchar (20)
ship-state	Varchar (20)
ship-postal-code	int
ship-country	Varchar (20)
B2B	Boolean

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Data Cleaning:
1. **Checked for the null values.**
   There were no NULL values in the dataset.

2. **Checked for the Inconsistent values.**
   There were some inconsistencies in the dataset.
   i. In Gender the values were M, W, Man and Women
      To treat this data, I imputed the data M to Man and W to Women
   ii. In Quantity the values were, 1,2,3,4,5,6, One, Two
      To treat this data, I imputed One to 1 and Two to 2

Data Preprocessing:
1. **Added a new column Age Group using IF () function which is defined as follows:**
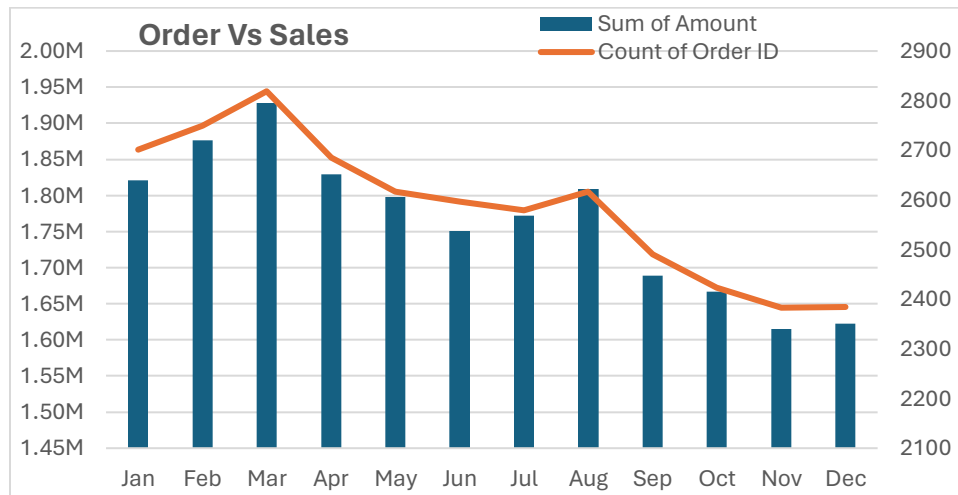   50 or greater: Senior
   30-49: Adult
   18-29: Teenager
2. **Added a new column Month:**
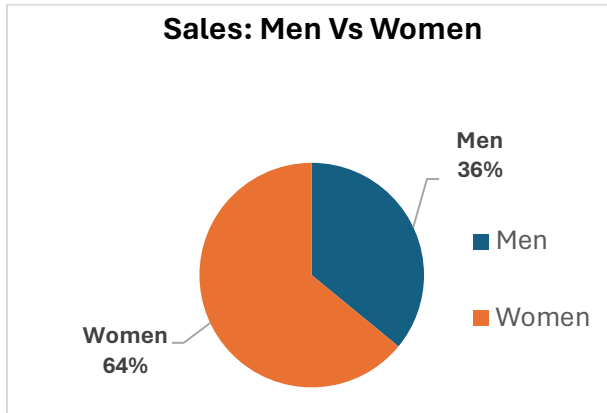   Extracted the Month from the Date column using **TEXT ()** function.

Data Analysis using Pivot Table:
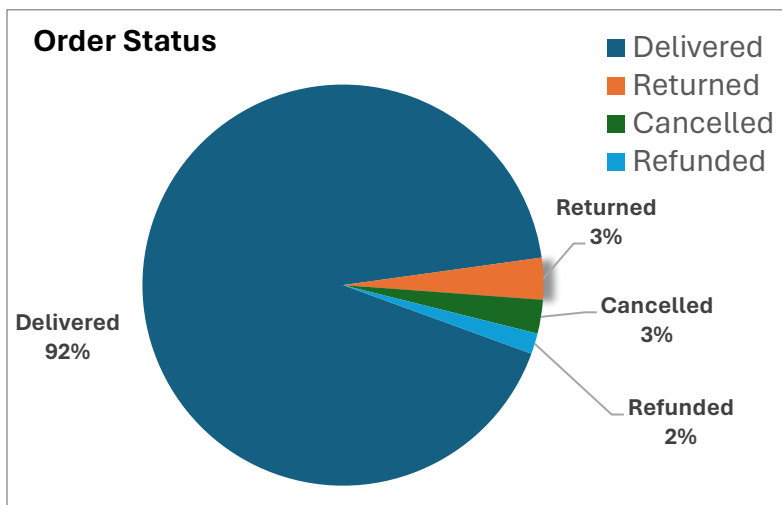1. **Compare the sales and orders using single chart and Which month got the highest sales and orders?**
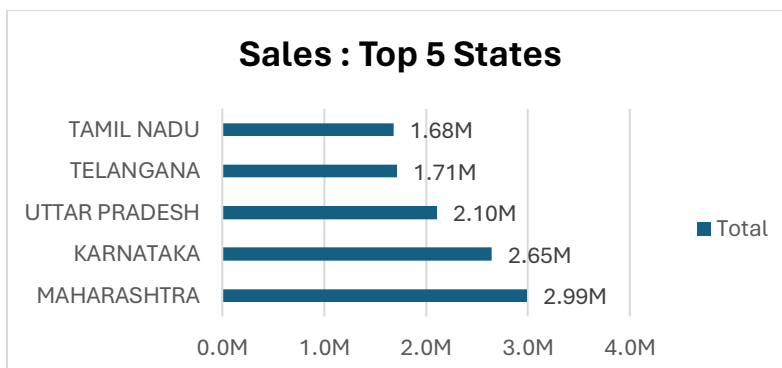
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2. **Who purchased more- men or women in 2022?**

Sales: Men Vs Women

- Men 36%
- Women 64%

3. **What are different order status in 2022?**

Order Status

- Delivered
- Returned
- Cancelled
- Refunded

- Delivered 92%
- Returned 3%
- Cancelled 3%
- Refunded 2%

4. **List top 5 states contributing to the sales?**

Sales : Top 5 States

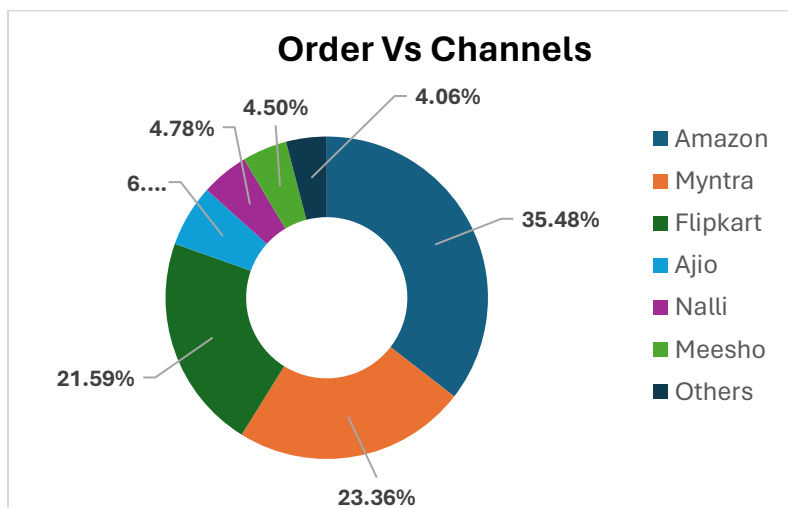| State	Total
TAMIL NADU	1.68M
TELANGANA	1.71M
UTTAR PRADESH	2.10M
KARNATAKA	2.65M
MAHARASHTRA	2.99M

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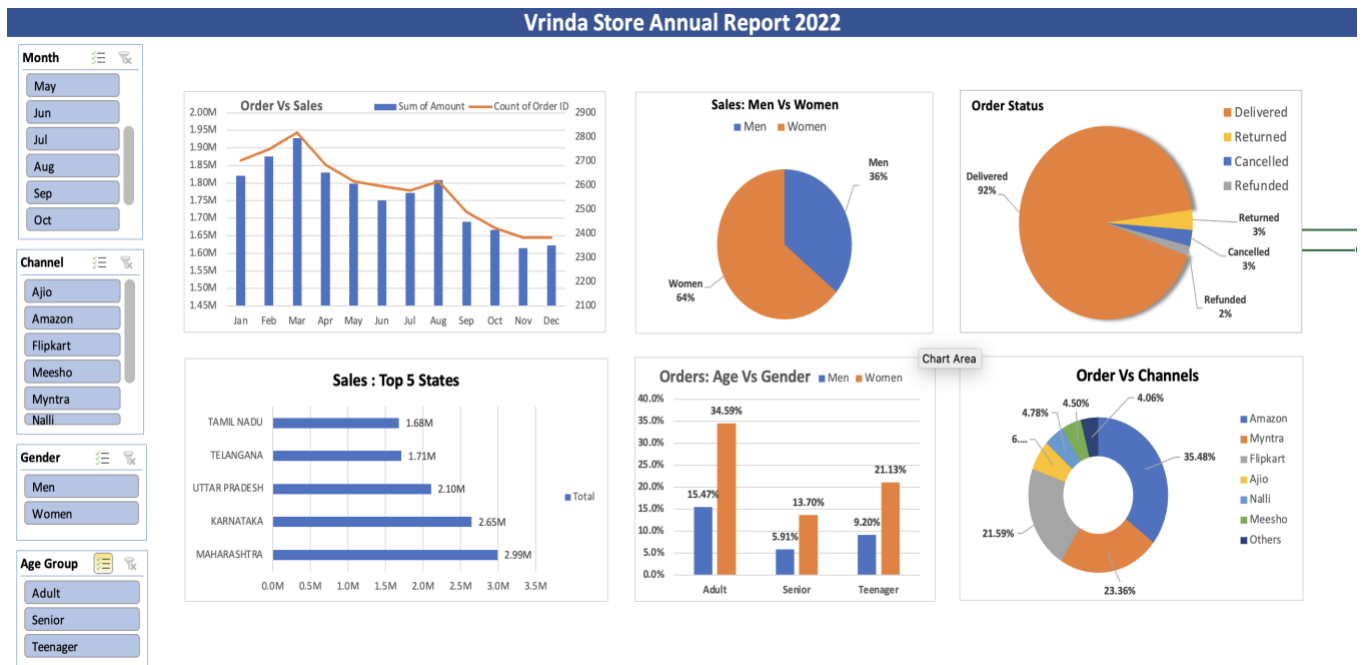**5. Relation between age and gender based on number Which channel is contributing to maximum sales?**
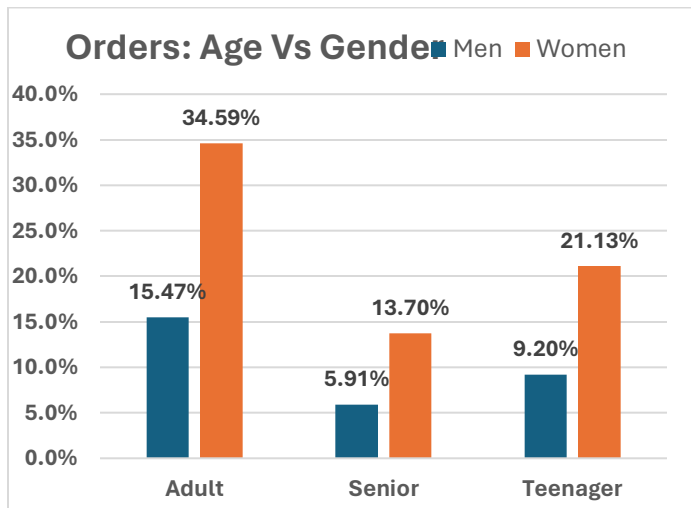
6. Highest selling Channels?

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Report/ Dashboard:

Summary:

1. **Sales Trends:**
   - March 2022 recorded the highest number of sales, indicating a peak in purchasing activity during that month.
   - The Amazon channel emerged as the top-selling platform for products in 2022, highlighting its dominance in the market.
2. **Demographic Preferences:**
   - Women made a significant contribution to sales, indicating a strong purchasing power among female consumers.
   - Adult women were the most active shoppers, representing 34.59% of total sales.
3. **Order Status Distribution:**
   - The majority of orders in 2022 were delivered successfully, with a percentage of 92.25%.
   - A small percentage of orders were returned (3.37%), cancelled (2.72%), or refunded (1.67%), indicating a relatively smooth order fulfillment process overall.
4. **Regional Sales Performance:**
   - The state of Maharashtra stood out as the leader in terms of sales, suggesting a strong market presence and consumer demand in that region.

Overall, the data reflects a robust sales performance in 2022, with March witnessing the highest sales volume, women being active participants in the purchasing process, and the Amazon channel emerging as the preferred platform for product sales. Additionally, the efficient order fulfillment process and strong sales performance in Maharashtra contribute to a positive outlook for the year.