ANANDALOK STORE ANNUAL REPORT 2023

USING MICROSOFT EXCEL

Objective

▶ Anandalok store is a unisex clothing brand based in India. It has multiple branches across the country. They wants to create an annual sales report in 2023, so that the store can understand their customers and grow more sales in 2024.

Tools used

- Data Importing: Imported excel file with all the raw data

- Data Cleaning: Performed certain data cleaning techniques such as deleting null values, replacing inappropriate data etc.

- Data Processing: Used certain excel formulas to sort, extract, and group data

- Data Analysis: Created pivot tables and pivot charts to analyze and visualize the data (answer certain questions) and made report with final conclusion

Problems asked

▶ Compare the sales and orders using single chart.

▶ Which month got the highest sales and orders?

▶ Who purchased more? Men or women in 2023?

▶ What are different order status in 2023?

▶ List top 5 states contributing to the sales?

▶ Relation between age and gender based on number of sales?

▶ Which channel is contributing to the maximum sales?

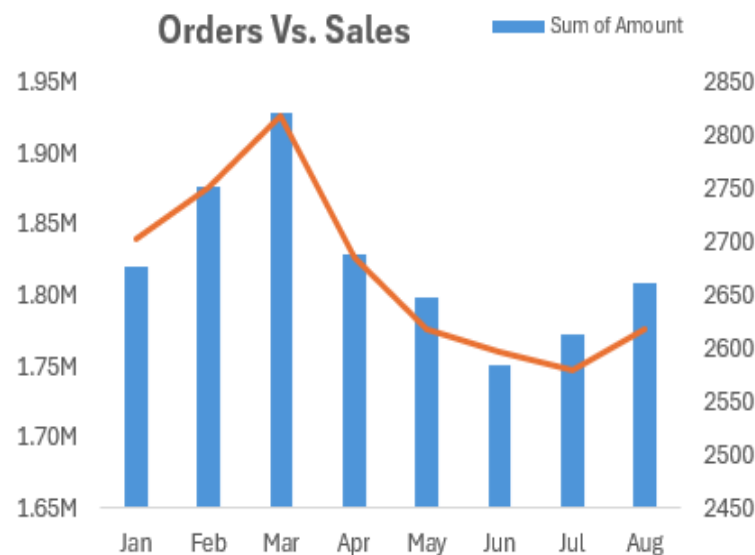▶ Which is the highest selling category?

Anandalok Store Annual Report 2023

Categ...

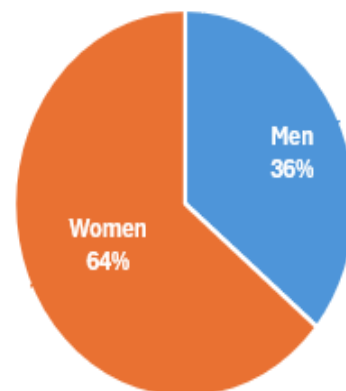- Blouse
- Bottom
- Ethnic D...
- kurta
- Saree
- Set
- Top
- Western ...

Month

- Jan
- Feb
- Mar
- Apr
- May
- Jun
- Jul
- Aug
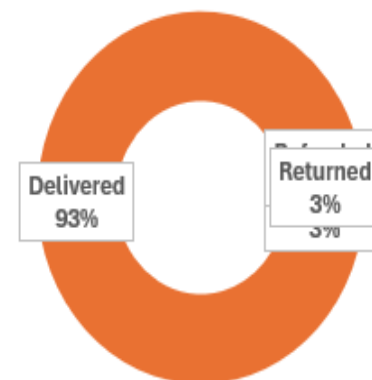
Chan...

- Ajio
- Amazon
- Flipkart
- Meesho
- Myntra
- Nalli
- Others

Orders Vs. Sales

Sum of Amount

Sales: Men Vs Women

Men 36%
Women 64%

Order Status

Delivered 93%
Returned 3%
3%

Sales: Top 5 States

State	Sales
TAMIL NADU	1.17M
TELANGANA	1.17M
UTTAR PRADESH	1.47M
KARNATAKA	1.79M
MAHARASHTRA	2.03M
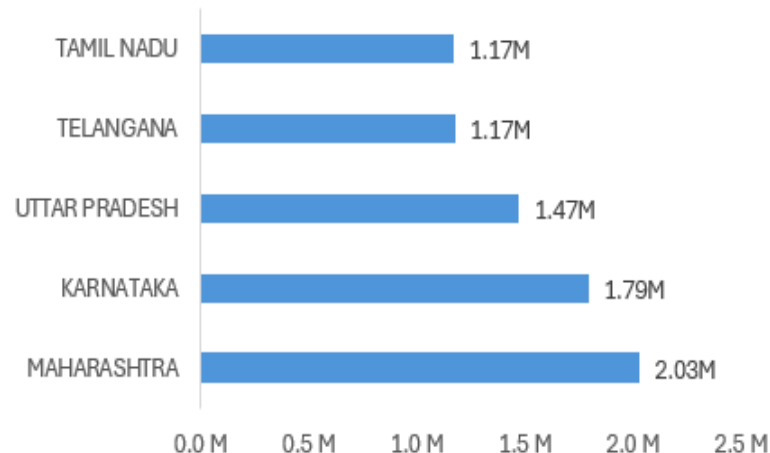
Number of Sales: Age and Gender

- Men
- Women

Age Group	Men	Women
Middle-aged	15.33%	34.63%
Senior	5.93%	13.70%
Young	9.20%	21.20%

Channels vs Sales

- Ajio 6.16%
- Amazon 36.08%
- Flipkart 21.08%
- Meesho 4.35%
- Myntra 23.28%
- Nalli 4.88%
- Others 4.17%
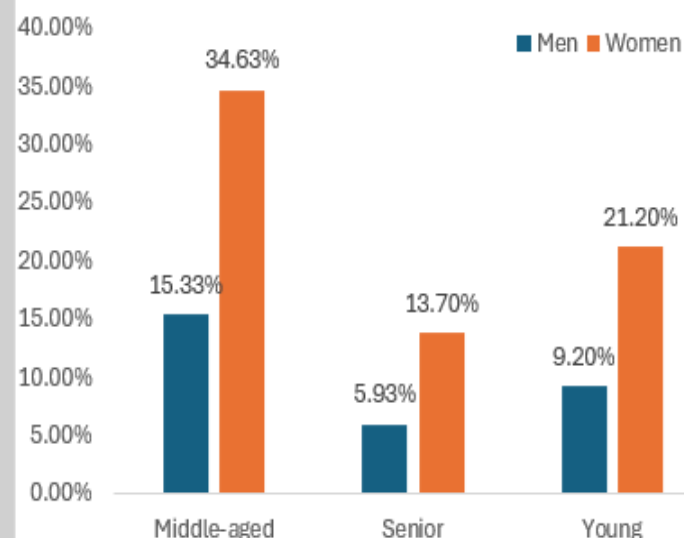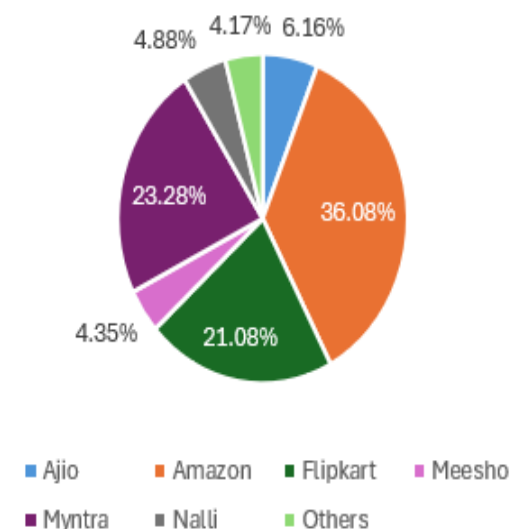
Insights

- Women are more likely to buy compared to men (65%)

- Middle-aged people (30-49 years) are the primary customer (50%)

- Maharashtra, Uttar Pradesh, and Karnataka are the top 3 states as per amount of sales (60%)

- Amazon, Flipkart, and Myntra are the top 3 channels with maximum contribution (80%)

- March is the month with the most sales (13.22%)

Conclusion

▶ Anandalok store should target women customers of the age group of 30-49 years, living primarily in Maharashtra, Karnataka, and Uttar Pradesh by showing Ads, offers, and coupons available on Amazon, Flipkart, and Myntra.

THANK YOU