

Fashion Store Data Analysis Report

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Excel for Data Analysis
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INTRODUCTION

This project presents a detailed analysis of sales data from a fashion store to evaluate its business performance. Microsoft Excel tools such as Pivot Tables, Filters, and Conditional Formatting were utilized to extract meaningful insights from the dataset. The objective of this analysis is to identify top-selling products, high-profit items, customer purchase trends, and category-wise performance. These insights will support data-driven decision-making, enabling the store to enhance its sales strategy, optimize operations, and improve overall profitability.

INFORMATION ABOUT DATA SET

Order Date – Date when the customer placed the order.
Ship Date – Date when the order was shipped.
Ship Mode – The shipment type (Standard Class, Second Class, First Class, Same Day).
Segment – Customer type (Consumer, Corporate, Home Office).
Region/City/State – Geographic sales location.
Category/Sub-Category – Type of product sold.
Sales, Quantity, Discount, Profit – Key performance metrics.
Returned – Indicates whether the order was returned.
Person – Sales representative responsible for the order.

DATA PREPRATION

Data preparation is the **overall process of gathering, combining, structuring, and organizing data** before analysis. It importing data from different sources (e.g., Excel, CSV, databases), Merging multiple tables (e.g., joining orders, returns, and people data) and creating relationships between tables using keys (e.g., Order ID, Region).

DATA CLEANING

Data cleaning is the process of detecting and correcting (or removing) inaccurate, incomplete, or irrelevant data.

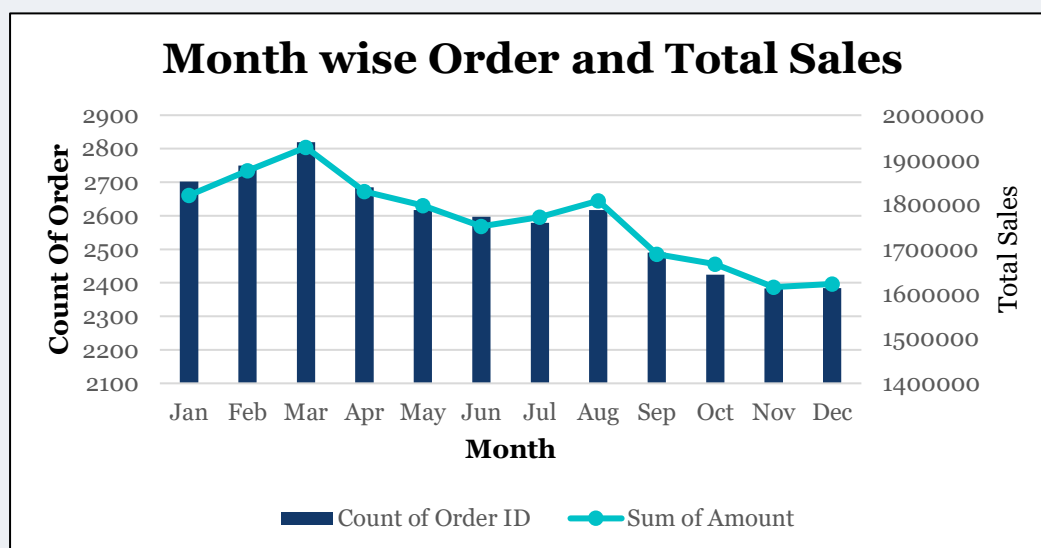
- The values in the Gender column were cleaned and made consistent. Entries such as "M", "Men" were standardized to "Male", and "W", "Women" were converted to "Female" for uniformity
- A new column named "Age Group" was added by categorizing the existing Age data into groups such as "Teen", "Young Adult", "Adult", and "Senior", to better analyze customer demographics.
- All columns were checked for correct data types.

QUICK INSIGHTS

- First quarter period has highest consumer activity, making it the most profitable time of the year.
- The female segment is primary driver of revenue for the fashion store.
- Amazon had the highest number of orders and sales, indicating it is the most popular platform.
- Adults contribute the highest overall sales, followed by Teenagers. Seniors contribute the least to total revenue.

DETAILED INSIGHTS

3. Month wise count of order and total sales		
Months (Date)	Count of Order ID	Sum of Amount
Jan	2702	1820601
Feb	2750	1875932
Mar	2819	1928066
Apr	2685	1829263
May	2617	1797822
Jun	2597	1750966
Jul	2579	1772300
Aug	2617	1808505
Sep	2490	1688871
Oct	2424	1666662
Nov	2383	1615356
Dec	2384	1622033
Grand Total	31047	21176377



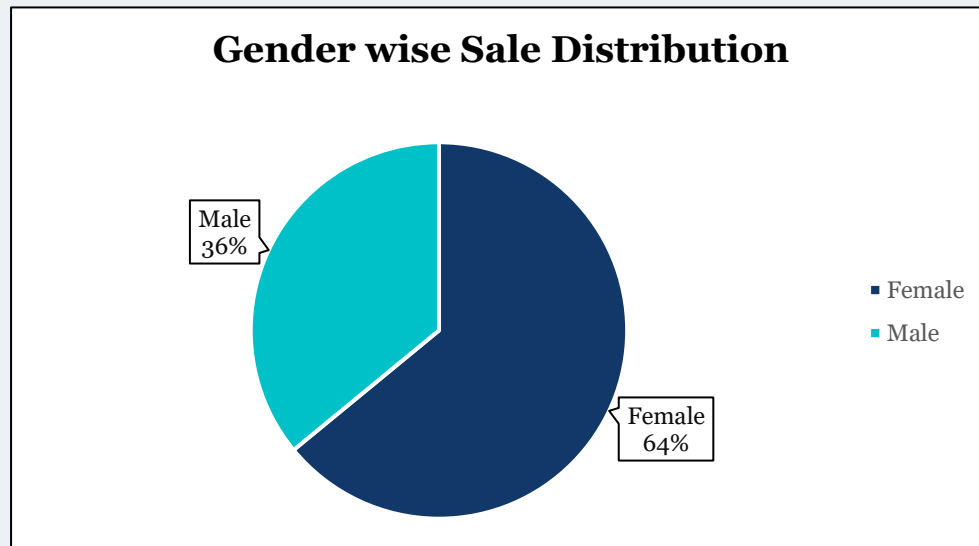
The first quarter (**January to April**) shows a strong start, with consistently **high** order volumes and sales. March stands out as the peak month, registering 2,819 orders and generating ₹19.28 lakh in sales. From May to August, the store maintains steady performance. The **last quarter records the lowest** activity.

ACTION STEPS

- To overcome the Q4 decline, the business should implement festive campaigns tied to Diwali, Navratri and Christmas.
- To maintain engagement from May to August will require seasonal strategies such as launching summer and monsoon collections, running social media contests.

- **Gender wise Sale Distribution**

Gender	Sum of Amount	Percentage(%)
Female	13562773	64.05%
Male	7613604	35.95%
Grand Total	21176377	100.00%



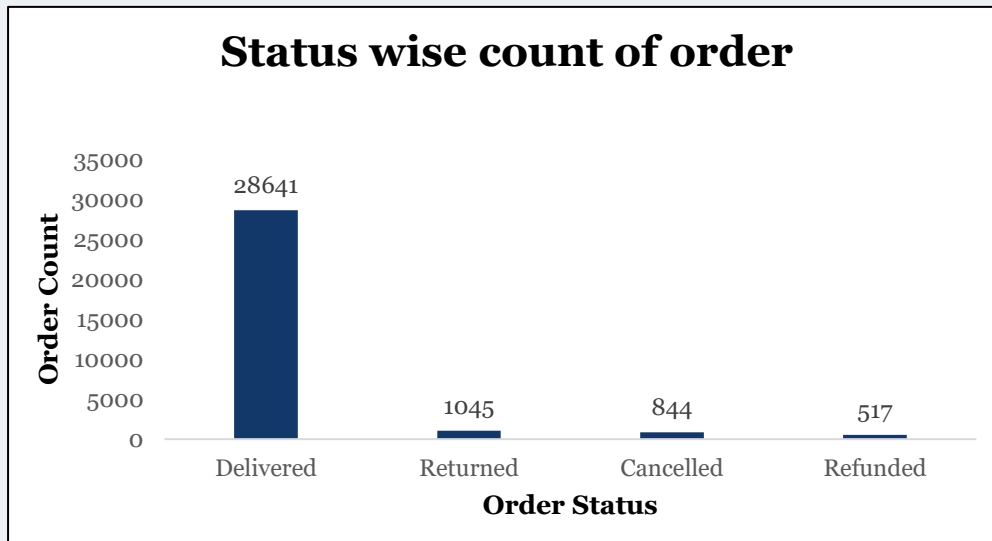
Female customers account for the majority of total sales, contributing **64.05%** of the overall revenue. This indicates that the female segment is currently the primary driver of revenue for the fashion store.

ACTION STEPS

- The store should keep focusing on women's fashion. It's a good idea to introduce more products for women, run special offers just for them and also sending personalized suggestions based on what they have bought that can help increase sales even more.
- The store can do this by adding more variety to the men's collection, offering discounts or combo deals, and running promotions especially for men.

- **Status wise Count of Order**

Status	Count of Order ID
Delivered	28641
Returned	1045
Cancelled	844
Refunded	517
Grand Total	31047



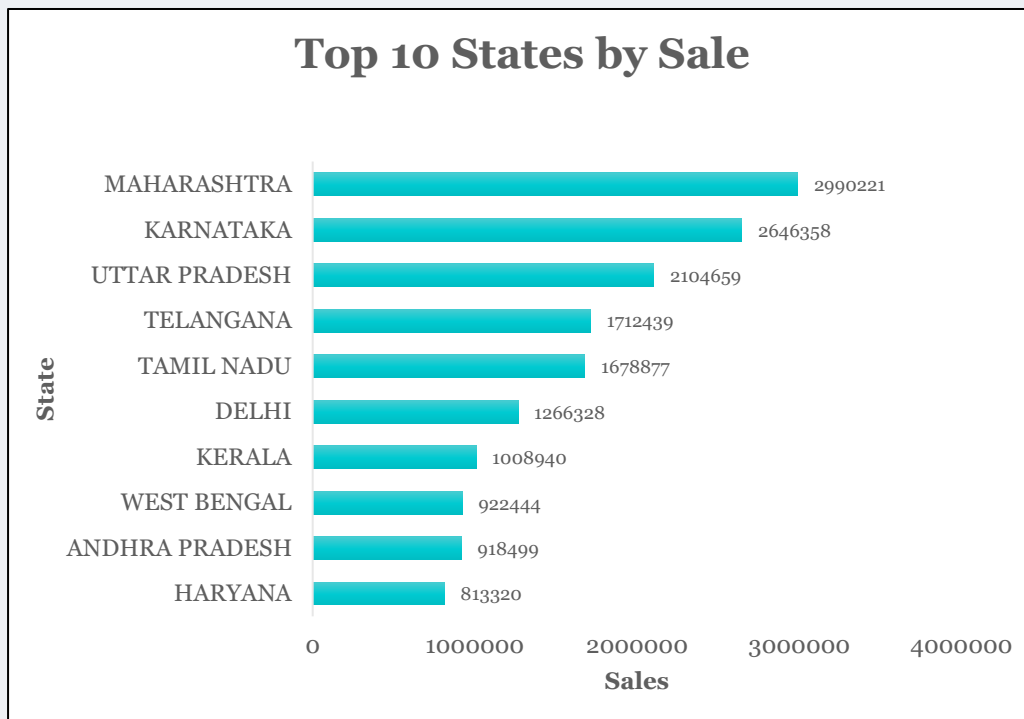
From the data and chart, we can see that most of the orders are successfully delivered. As Returned, Cancelled and Refunded order numbers are small compared to delivered orders, they still represent chances to improve customer satisfaction and reduce loss.

ACTION STEPS

- The store can start by making product descriptions and images clearer, so customers know exactly what they are buying. This can help reduce returns.
- Also, improving customer support and updating delivery timelines can lower cancellation rates.

- Top 10 States by Total Sales

Ship-State	Sum of Amount
HARYANA	813320
ANDHRA PRADESH	918499
WEST BENGAL	922444
KERALA	1008940
DELHI	1266328
TAMIL NADU	1678877
TELANGANA	1712439
UTTAR PRADESH	2104659
KARNATAKA	2646358
MAHARASHTRA	2990221
Grand Total	16062085



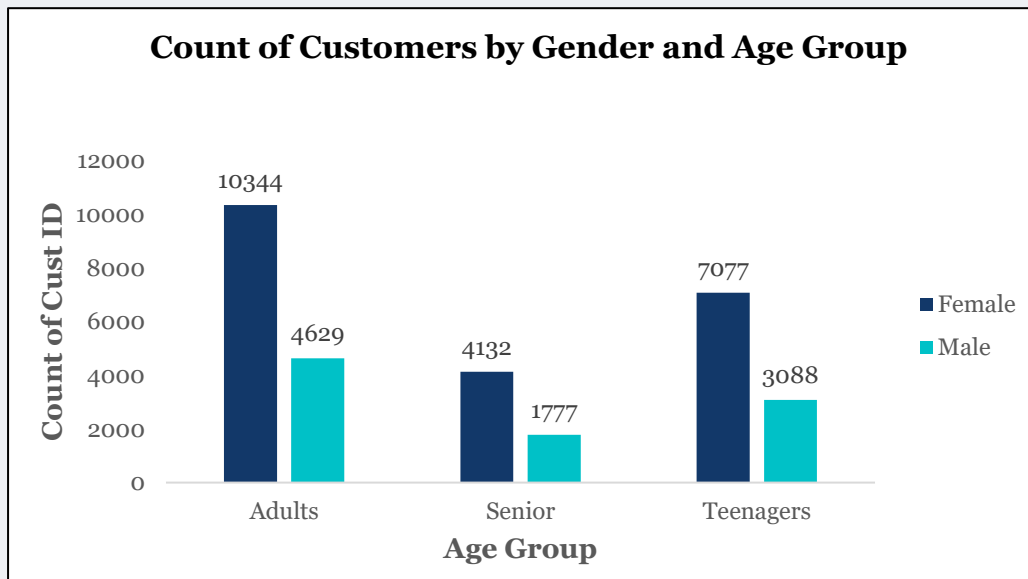
The state with the **highest sales is Maharashtra**, contributing **₹29,90,221**, followed by **Karnataka (₹26,46,358)** and **Uttar Pradesh (₹21,04,659)**. These three states alone contribute a significant portion of the total sales.

ACTION STEPS

- For lower sales region store has to conduct market research to understand customer needs and barriers. Localized advertising, better delivery options, or pricing strategies may help increase sales.
- To collect feedback from high and low-performing states to compare what works and what doesn't.

- Count of Customers by Gender and Age Group

Count of Cust ID	Gender		
Age Group	Female	Male	Grand Total
Adults	10344	4629	14973
Senior	4132	1777	5909
Teenagers	7077	3088	10165
Grand Total	21553	9494	31047



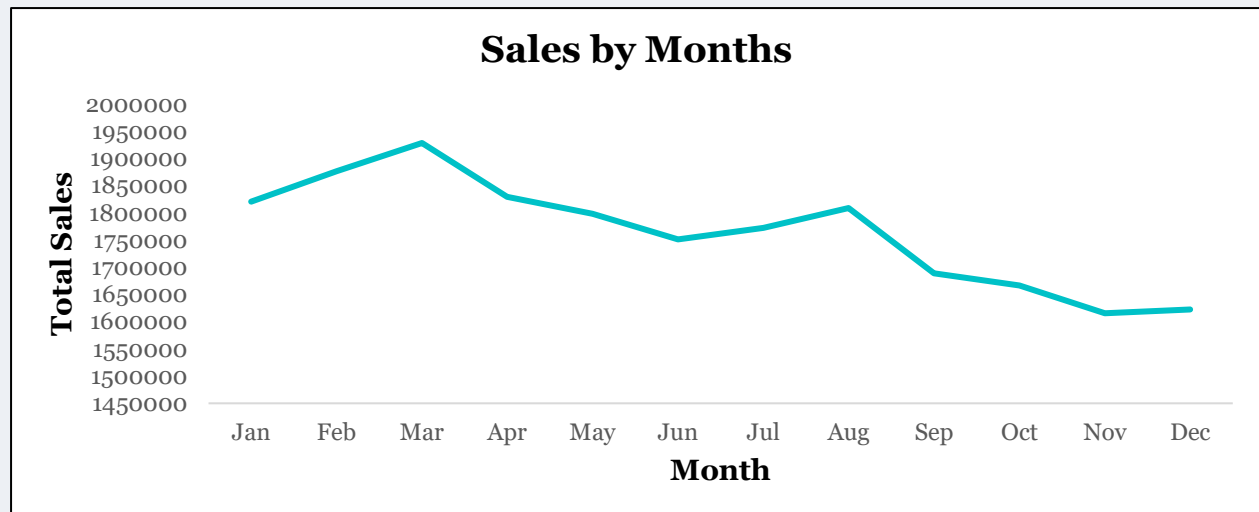
The **Adult group** has the highest number of customers at **14,973**. Among all age groups, **females are the majority**, making up **21,553 customers**, while males account for only **9,494**.

ACTION STEPS

- Adults and Teenagers are the main customers, introduce loyalty programs or referral schemes for these age groups to increase repeat purchases and customer retention.
- Since females form the majority in all age groups, especially among Adults and Teenagers, marketing campaigns, product designs, and messaging should be customized to better engage female audiences.

- Total Sales by Month

Months (Date)	Sum of Amount
Jan	1820601
Feb	1875932
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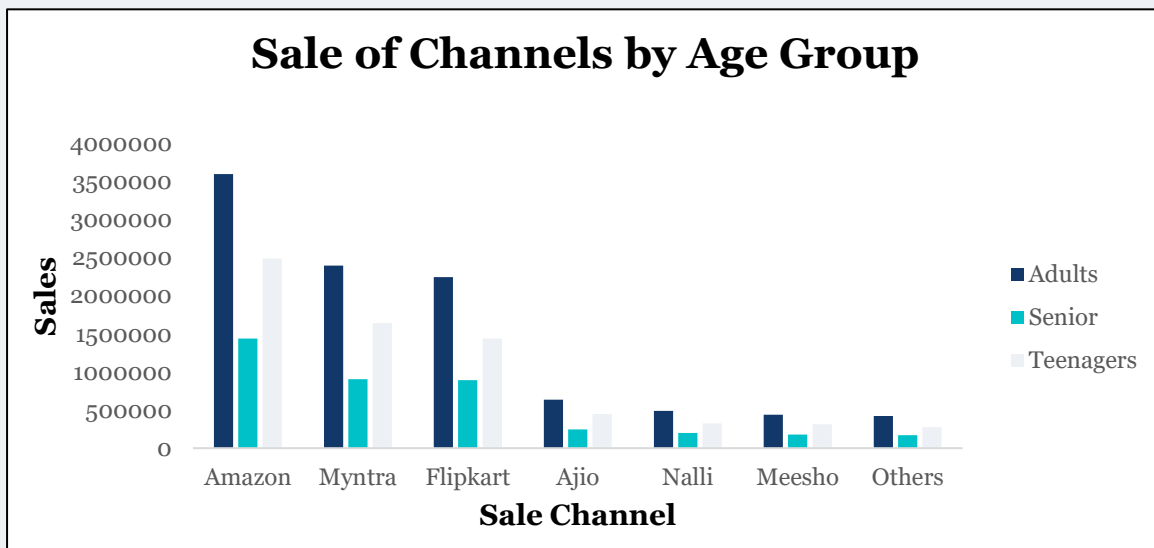
The total annual sales amount is **₹2,11,76,377**. **March recorded the highest sales (₹19,28,066)**, followed by February and April. **There's a noticeable decline** in sales at the last quarter of the year.

ACTION STEPS

- As sales decline in the second half of the year, especially between September and November, consider launching **end-of-year promotions, festive season discounts, or loyalty rewards** to boost sales during this period.
- Implement **seasonal offers** during slower months to maintain consistent sales.

- **Sales of Channel by Age Group**

Sum of Amount	Age Group			
Channel	Adults	Senior	Teenagers	Grand Total
Amazon	3593099	1438091	2488743	7519933
Myntra	2395577	905265	1640698	4941540
Flipkart	2245612	890221	1437468	4573301
Ajo	636985	245863	448579	1331427
Nalli	489620	198413	327296	1015329
Meesho	436750	179083	311773	927606
Others	420410	169716	277115	867241
Grand Total	10218053	4026652	6931672	21176377



Amazon is the most preferred channel across all age groups, with the highest overall sales of ₹75,19,933 and followed by Myntra and Flipkart.

ACTION STEPS

- Since adults are the top spenders across all channels, strengthen marketing campaigns targeting adults, especially on top platforms like **Amazon, Myntra, and Flipkart**.
- Channels like **Ajo, Nalli, and Meesho** can focus on niche marketing.

