**VRINDA STORE DATA ANALYSIS**

**Step – 1: Data Cleaning**

* **Gender column:** Replaced the categorical value ‘M’ and ‘W’ values to ‘Men’ and ‘Women’.
* **Quantity column:** Replaced the value ‘One’ and ‘Two’ to ‘1’ and ‘2’ respectively.

**Step – 2: Data Processing**

* **Age Group:** To address the question 6 Of business question, a new column has to be created named ‘Age Group’ to extract the relationship between ‘Age’, ‘Gender’, and the number of orders they made.
  + Categories: >=50, Senior; >=30 and <50, Adult; <30, Young
* **Month Column:** To address question 2, a ‘Month’ column has to been created.

**Step – 3: Data Analysis and Visualisation**

* **Step 1:**
  + To address question 1, and 2, created a new a pivot table in sheet ‘Q1 - Order vs Sales Chart’ comparing total monthly sales value and number of orders.
* **Step 2:**
  + Created a new sheet, ‘Q3 – Most Purchases’ to analyse which gender purchased the most, addressing question 3.
* **Step 3:**
  + Created a new sheet, ‘Q4 – Order Status’ to address question 4, which checks the status of the order compared to the total orders.
* **Step 4:**
  + To address question 5, a new pivot table has been made in the sheet named: ‘Q5 – Top 5 States’.
* **Step 5:**
  + To understand the relationship between age, gender, and number of orders, and to address question 6 a new sheet has been created named: ‘Q6 – Age, Gender, Orders’.
* **Step 6:**
  + Addressing question 7: To check which channel has the highest contribution a pivot chart has been created in sheet: ‘Q7 – Channels’.

**Step – 4: Interactive Visualisation**

* **Step 1:**
  + To create an interactive visual dashboard, 3 slicers were made on: Month, Channel, and Category.