

Store Data Analysis

Objective

A Store Wants To Create An Annual Sales Report For 2022 So That Store Owner Can Understand Their Customers And Grow More Sales In 2023.

Sample Questions

- Compare The Sales And Orders Using A Single Chart
- Which Month Got The Highest Sales And Orders?
- Who Purchased More—Men Or Women In 2022?
- What Are The Different Order Statuses In 2022?
- List The Top 10 States Contributing To The Sales?
- Relation Between Age And Gender Based On The Number Of Orders
- Which Channel Is Contributing To Maximum Sales?
- Highest Selling Category?, Etc.

Dashboard Created



Sample Insights

- Women Are More Likely To Buy Compared To Men (~65%)
- Maharashtra, Karnataka, And Uttar Pradesh Are The Top 3 States (~35%)
- Adult Age Group (30-49 Yrs) Is Max Contributing (~50%)
- Amazon, Flipkart, And Myntra Channels Are Max Contributing (~80%)

Final Conclusion To Improve Store Sales:

- Target Women Customers Of Age Group (30-49 Yrs) Living In Maharashtra, Karnataka, And Uttar Pradesh By Showing Ads/Offers/Coupons Available On Amazon, Flipkart, And Myntra.