**OBJECTIVE OF THIS PROJECT**

**Trends Mall wants to create an Annual Sales report for 2024.So that it can understand their customers and grow more sales in 2025.**

**STEPS INVOLVED IN THIS PROJECT**

**1.Data Cleaning**

**2.Data Processing**

**3.Data Analysis**

**4.Data Visualization**

**5.Prepared Reports**

**6.Shared insights with clients**

**Sample Questions through which we can analyze the data and solve the business problem**

**1.Compare the sales and orders using single chart**

**2.Which month got the highest sales and orders?**

**3.Who purchased more- men or women in 2024**

**3.What are different order status in 2024**

**4.List top 10 states contributing to the sales?**

**5.Relation between age and gender based on number of orders**

**6.Which channel is contributing to maximum sales?**

**7.Highest selling category?etc**

**DATA CLEANING**

**1.Keep filter and check whether all the values of the column are of same format/ data type or not**

**2.Majorly Check whether there any NULL values**

**3.Create new columns for analysis**

**Like**

**Age group column**

**=IF(E9>=50,"Senior",IF(E9>=30,"Adult","Teenager"))**

**For calculating month from the date column**

**=TEXT(G2,"mmm")**

**DATA ANALYSIS**

**1.Using Pivot table create tables and create chart accordingly**

**2.Align all the charts in new sheet**