

Store Data Analysis

Project Overview:

The project analyses store customers behaviour using transactional data from 31048 purchases across various product categories. The goal is to uncover insights into meaningful patterns, age groups that purchased the most and to discover insights that help us to increase our sales.

Dataset Summary:

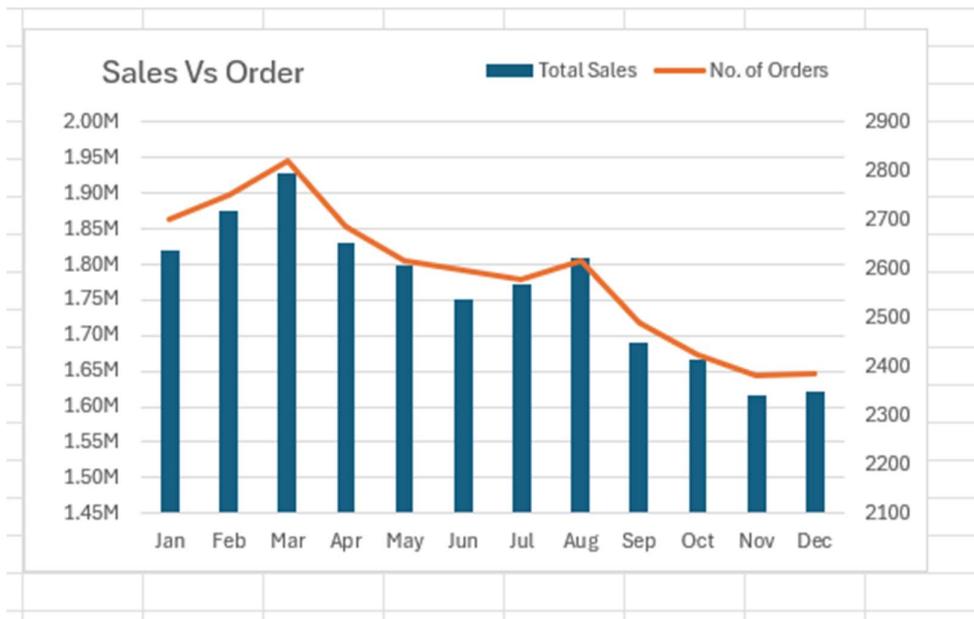
- Rows:31048
- Columns:19
- Used columns in analysis :Order Id, Date, Status, Channel,Gender,Amount,State,Category
- Additionaly added columns: Age group, Month
- Columns use in slicers: Category , Month

Data cleaning steps:

Remove blank rows, Proper casing , Fix values in age column, Remove extra spaces(trim) , Replace M with Men & W with Women, Remove unnecessary columns that are not useful.

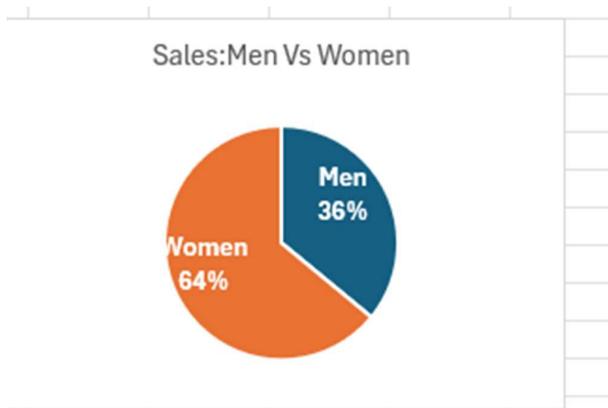
Data Analysis using Excel:

Sales Vs Orders: Compare the sales and orders using single chart & tell which month got the highest sales and orders?



As we can clearly see March have the highest Orders as well as Total sales(sales revenue). And November has the lowest sales revenue and Order Numbers.

Men vs Women: Who purchased more men or women?

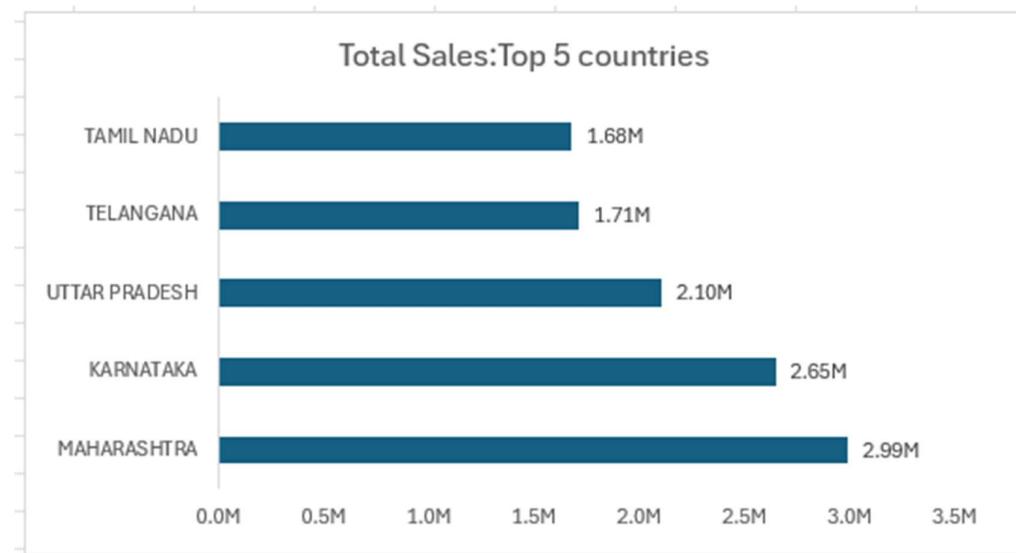


As we can clearly see, women are more likely to buy as compared to men.

Order status: What are different order status?

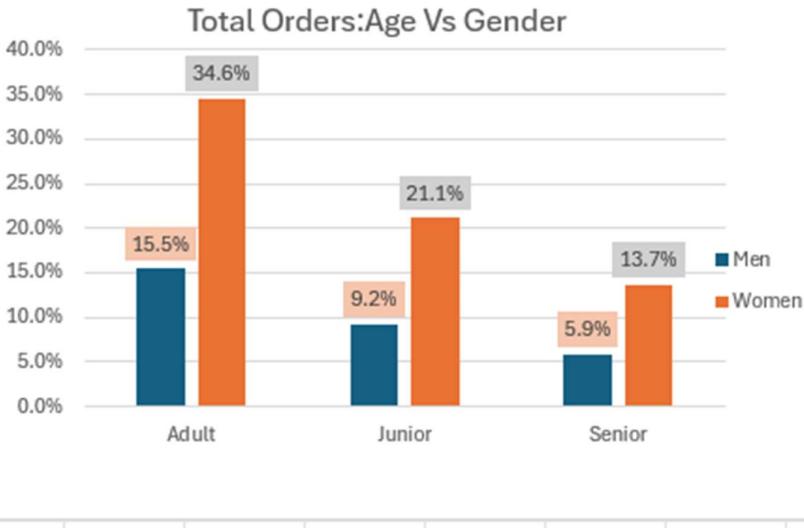


Top 5 states: List top 5 states contributing to the sales.



Maharashtra, Karnataka & Uttar Pradesh are top 3 states.

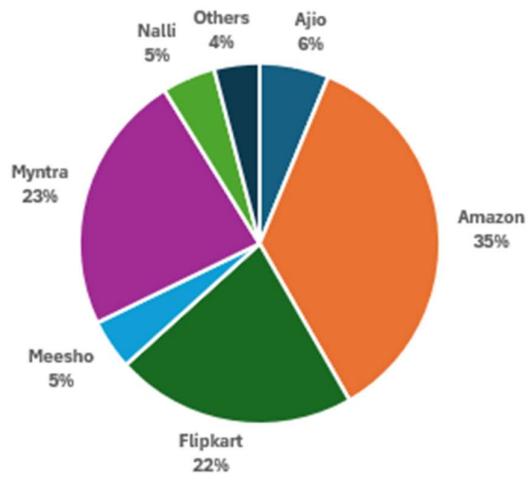
Age and Gender: Relation between age and gender based on number of orders.



Adult age group is max contributing. And in every age group women are more likely to shop as compare to men.

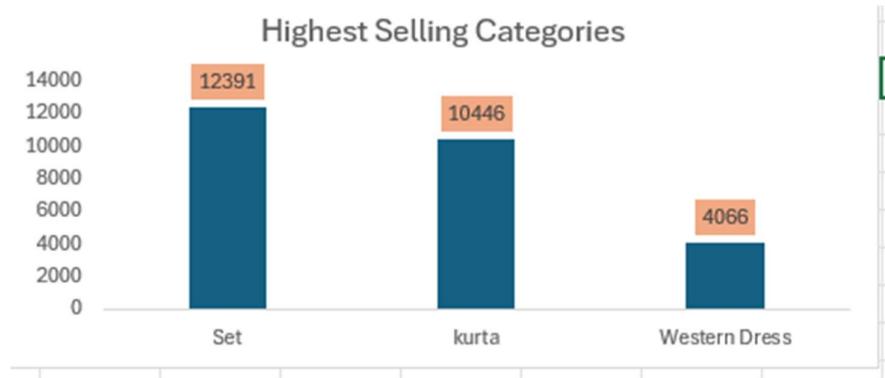
Channel: Which channel is contributing to maximum sales?

Orders:Channel

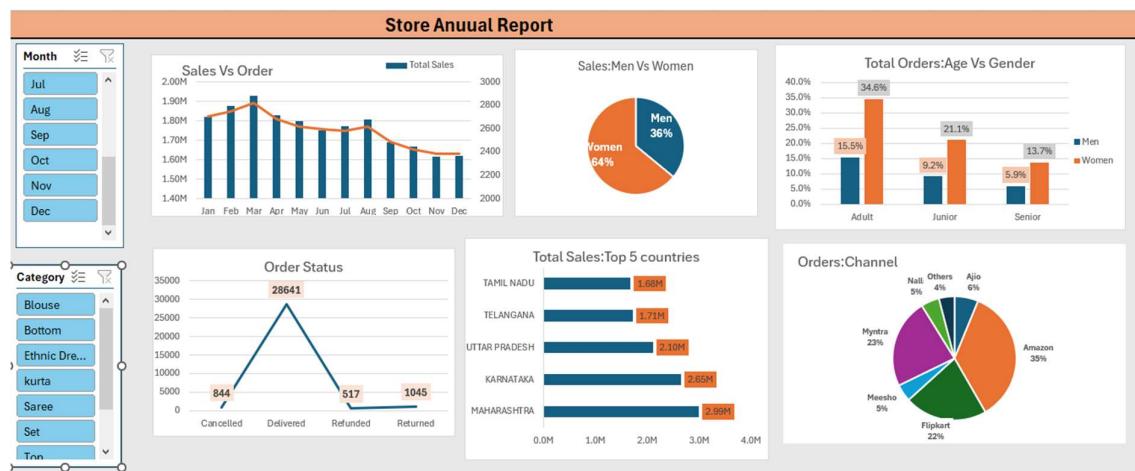


Amazon, Flipkart & Myntra are max contributing (~80%).

Category: Highest selling category?



Final Dashboard look:



Business Recommendations:

- Provide Discounts:** As November has the lowest sales and orders, so some discount should provide to customers during Oct, Nov , December.
- Repeat buyers:** Reward repeated buyers with some gifts , vouchers to convert them into permanent customers.
- Product positioning:** Highlight top-rated and best-selling products in campaigns.
- Targeted Marketing:** Focus efforts on high-revenue age groups.
- Improve quality:** As bottom,blouse & ethnic dress are the categories that have least no. Of orders so we should improve the quality of these products, should focus on its marketing.