**Sample Store Sales Analysis**

**Objective:**Store wants to create an annual sales report for 2022 so that it can understand their customers and grow more in 2023.  
  
**Sample Questions:**  
  
Compare the sales and orders using single chart.  
Which month got the highest sales?  
Who purchased more – men or women in 2022?  
What are the different order status in 2022?  
Top 5 sales in 2022.  
Relation between age and gender on number of sales.  
Which channel is contributing to maximum sales?  
Highest selling category?

**Formulas Used**

* Age column:

=IF([@Age]<=50,IF([@Age]<=30,"Teenager","Adult"),"Senior")

Removed the formula and pasted as value

* Month column: Extraction of month from date DD-MM-YYYY structure

=TEXT([@Date],"mmm") Dec

=TEXT([@Date],"mmmm") December

Removed the formula and pasted as value

**Pivot Charts Made**

Sales vs Order Chart: In Sales vs Orders Pivot Chart used secondary axis option in Combo chart for orders as the no. of order is too less when compared to sales numbers. Now for the no. of legends are too large so we need them to replaced by millions. So, we double click on the numbers, then choose Numbers in Axis Options. Now in general code, we need to add a formula : 0.00,,"M" and add it.   
So, here from this chart we can track the overall sales and orders month wise.

Sales - Men vs Women Chart: Here we used a pie pivot chart to compare the total sales generated from men and women respectively.

Order Status Chart: Here we need the various order status by percentage share of total no. of order. But when using data callout in data labels, the title and data label is coinciding. For this we double click on the pie chart and then change the angle of first slice to the desired value.

States vs Sales Chart: Here we need to filter the top 5 states as per the sales data. We right click on the pivot table and do filter and choose top.

Sales vs Age/Gender Chart: Here we use a horizontal bar to represent both age and gender and see their respective order percentages.

Channels vs Sales Chart: Here we compare the different channels and the respective percentage share of the sales they got for the business.

**Insights Found:**  
  
Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (approx. 35%).  
Women are more likely the buyers (approx. 65%).  
Amazon, Flipkart and Myntra are the most contributing sales channels (approx. 80%).  
Adult age group is contributing maximum to the sales (approx. 50%).

**Final Conclusion:  
  
The store should pay more focus on selling its products to the women of age group 30-49 living in Maharashtra, Karnataka and Uttar Pradesh by showing ads, running offers or giving coupons on Amazon, Flipkart and Myntra.**