

# **Fashion store analysis report**

## **1. Problem Statement**

The objective of this project was to analyze fashion retail sales data to understand performance trends across gender, states, sales channels, and order status.

## **2. Objective**

- Identify top-performing states
- Analyze gender-based sales contribution
- Evaluate order fulfillment performance
- Analyze channel-wise sales distribution

## **3. Tools Used**

- Microsoft Excel
- Pivot Tables
- Pivot Charts
- Slicers
- KPI Analysis

## **4. Key KPIs**

- Total Sales
- Total Orders
- Delivery Percentage
- Gender Sales Contribution

## **5. Key Insights**

- Women contribute 64% of total sales
- 92% of orders are successfully delivered
- Maharashtra is the highest revenue-generating state
- Amazon is the highest order-generating channel

## **6. Business Recommendations**

- Focus more on women product categories
- Strengthen Amazon marketing strategy
- Work on reducing return and cancellation rates