

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