

FASHION STORE SALES ANNUAL REPORT

USING EXCEL

RECOMMENDED ANALYSIS

- Compare the sales and orders using single chart?
- Who purchased more- men or women in 2022?
- Which month got the highest sales and orders ?
- Present the different order status in 2022?
- List top 10 states contributing to the sales?
- Which channel is contributing to max sales?
- Highest selling category?
- Relation between age and gender based on number of orders?

Sample insights

- Women are more likely to buy compared to me (-65%).
- Maharashtra , Karnataka and Uttar Pradesh are top 3 states (-35%).
- Amazon , Flipkart , and Myntra channels are max contributing (-80%).
- Orders are comparatively more in the month of march and august.
- Adult age group (30-49) is max contributing (-50%).