

Usama Bin Hafeez Abbasi

Production Analyst | Data Enthusiast | Analyst Extraordinaire

I am a data enthusiast with a passion for transforming raw data into actionable insights. Currently working as a **Production Analyst** at Afiniti, I specialize in data analysis and data science. With a strong foundation in statistical analysis, data visualization, and problem-solving, I bring a results-driven approach to every project I undertake.

My journey as a data professional has been fueled by my commitment to continuous learning and an unwavering curiosity about the power of data in shaping decisions. I am adept at leveraging tools like Excel, Python, SQL, and Power BI to uncover hidden trends and present data-driven stories that matter.

Key Strengths

- Skilled in **Data Analysis** and **Data Science** methodologies.
- Proficient in handling complex datasets and delivering actionable insights.
- Experienced in creating interactive dashboards and visualizations.
- Analytical thinker with a focus on efficiency and performance optimization.

Contact Information

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Let this report showcase not just the power of data, but the expertise and dedication I bring to every analysis. Feel free to reach out.

Vrinda Store Annual Sales Report

Executive Summary:

This report provides a detailed analysis of sales and order trends for the fiscal year 2022, using the "Sales vs Orders Dashboard." The primary objectives were to identify patterns, highlight key insights across gender, age groups, delivery channels, and geographic regions, and offer actionable recommendations to improve overall performance. The analysis revealed significant trends, such as the dominance of women in sales contributions and the high performance of specific states and delivery platforms. This report outlines the findings, visualization steps, and recommendations for future strategies.

Objectives of the Analysis:

1. Examine the relationship between sales and order trends across the year.
 2. Analyze sales contributions by gender and age groups.
 3. Identify the performance of top states by sales.
 4. Understand delivery channel efficiency and order statuses.
 5. Compare sales distribution among genders for different product categories.
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Steps Taken in the Analysis:

Data Cleaning:

1. Standardized the gender column by replacing "M" with "Men" and "W" with "Women." Entries containing mixed formats like "men" and "women" were corrected for consistency.
2. Converted the "Quantity" column, which contained a mix of string values (e.g., "one," "two") and numeric values, into a uniform numeric format.

Data Preprocessing:

1. Added an "Age Group" column using conditional logic to classify customers into standard groups: Adult, Middle Age Adult, Senior Adult, and Teen.
2. Extracted the month from the date column to create a "Month" column for monthly trend analysis.

Data Analysis and Visualization Steps:

1. Created a pivot table to examine the relationship between orders and sales across months.
 - o Visualized the data using a combined bar and line chart for "Sales vs Orders" comparison.

2. Generated a pivot table to calculate the percentage of sales volume by gender.
 - Displayed this data as a clustered bar chart titled "Men vs Women Sales Comparison."
 3. Created a pie chart to compare sales among different age groups (Adults, Middle Age Adults, Senior Adults, and Teens).
 4. Built a donut chart to analyze the contribution of delivery channels (e.g., Amazon, Myntra) to order fulfillment.
 5. Developed a pie chart to show the "Order Status Percentage," highlighting delivered, refunded, returned, and canceled orders.
 6. Used a bar chart to compare "Gender-Category Sales," illustrating sales distribution among men and women across various product categories.
 7. Analyzed top-performing states by sales using a pie chart titled "Top 10 States by Sales."
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Key Findings:

- **Sales and Orders Relationship:** Sales peaked in March but declined steadily toward year-end.
 - **Gender Contribution:** Women accounted for 64.05% of total sales, significantly surpassing men's contribution of 35.95%.
 - **Age Group Insights:** Adult Women (29%) and Adult Men (16%) were the largest contributors to sales. Middle Age Adults followed closely with Women at 19% and Men at 10%.
 - **Delivery Channels:** Amazon (36%) and Myntra (23%) dominated order fulfillment, while Flipkart (22%) also performed well.
 - **Order Status:** 92% of orders were delivered successfully, while 2% were refunded, 3% returned, and 3% canceled.
 - **Gender-Category Sales:** Women outperformed men in all major product categories, with "Women's Sets" and "Women's Kurtas" leading the sales volume.
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Recommendations:

1. **Targeted Marketing:** Focus marketing efforts on women and adults, particularly in top-performing states like Maharashtra and Karnataka.
2. **Delivery Optimization:** Strengthen relationships with Amazon and Myntra to maintain high delivery efficiency.
3. **Seasonal Promotions:** Leverage months like March for promotional campaigns to boost sales.
4. **Product Focus:** Expand popular categories such as "Women's Sets" and "Kurtas" to meet demand.
5. **Customer Satisfaction:** Address refund and return reasons through improved product descriptions and quality control.