**General Store Data Analysis**

**Objective**- Vrinda store wants to create an annual sales reports for 2022. So that, vrinda can understand their customers and grow more sales in 2023.

**Learning things are**: Data Cleaning , Data Processing, Data Analysis , Data visualization and marking reports.

Sample Questions :

1. Compare the sales and orders using single chart ?
2. Which month got the highest sales and orders?
3. Who purchase more-men or women in 2022?
4. What are different order status in 2022?
5. Lists top 10 states contributing to the sales?
6. Relations between age and gender bases on numbers?
7. Which channel is contributing to maximum sales ?
8. Highest selling category?...etc.

**Data cleaning :**

Data cleaning mean cross check the every column that the every elements are correct or not by using filter..in columns.

**Data Processing**

Lets take an example :

If in a gender group a given data is men, women ,M,W then you want to replace the value of the M to MEN and W to Women then you take these steps like :

1. Add a filter to that table .
2. Go to gender column and click on down arrow button then select a M box only and click ctrl+f ,, a find page is open then go to replace and here find M and replace the value to Men and click replace all the value in the given box .
3. 3rd step is same as 2nd step for women , and you are done with the data processing in gender column

**Same as other things also done like:**

**Age** Group is there if you want to group the age in a particular group like “senior”, “Adult”,”Teenager”..then you have to add a new column age group and in a age group first text box write a formula is **=if(value from >=50,”senior”,IF(previous col name>=30,”adult”,”teenager”))**

Then apply to all the columns

Simarly if you want to modify the date to a text format then add the new column beside the date column and write the formula **=TEXT(select previous col ,”mmm”)**  then you find the value Dce if the previous value is 11-12-2023 then apply to the all the rest of the below boxes.

Similarly if there is any need to other column to processing is required then do that…

**Data Analysis**

**I**f you want to analyse the data then 1st step is make a pivot table:

Insights:

1.women are more likely to buy compared to men (65%)

2.Maharastra, Karnataka and Uttar Pradesh are the top 3 states

3. Adult age group (30-49 yrs) is max contributing (50%)

4. Amazon, Flipkart and Myntra channels are max contributions

Final Conclusion to improve vrnda store sales:

Target women customers of age group (30-49 yrs) living in Maharastra, Karnataka and Uttar Pradesh by showing ads/offers/coupons availabes on Amazon, Flipkart and Myntra.