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Introduction

In this case study, I will perform many real-world tasks of a junior data analyst at a fictional Multi-Category retailer, Deepak Store. In order to answer the key business questions, I will follow the steps of the data process: Ask, Prepare, Process, Analyse, Share, and Act.

Background

Deepak Store:

- ☐ Deepak Store is a multi-category retail company. Deepak Store sells its product all around country.
- ☐ Deepak store wants to create an sales report for 2022. So that, Deepak Store can understand their customers and grow more sales upcoming festivals.

Scenario:

I am assuming to be a junior data analyst working in the marketing analyst team at Deepak Store, a Multi-Category retailer. The director of marketing believes the company's future success depends on their customers and grow more sales in coming future. Therefore, my team wants to understand how different variables affected sales and growth of company in 2022.

From these insights, my team will design a new marketing strategy to grow more sales in upcoming year. But first, Deepak Store executives must approve our recommendations, so they must be backed up with compelling data insights and professional data visualizations.

Data Analysis Process

Ask

Business Task

Deepak store wants to create an annual sales report for 2022. So that, Deepak Store can understand their customers and grow more sales in 2023.

Analysis Questions and Queries.

1. Compare men customers with women customers for number of order and total sales.
2. Compare all age groups for numbers of order and total sales.
3. Compare All States for the numbers of orders and total sales.
4. Compare between married and unmarried for the numbers of order and total sales.
5. Classify number of orders and total sales according to occupations.
6. Find number of orders and total sales for each product category.

Prepare

Data source

I will use Deepak Store sales data to analyze and identify trends for 2022 which can be downloaded from GitHub website.

This is public data that can be used to explore how different customer types buying different products of Deepak Store from all over India.

Data organization

There is one CSV file named 'Sales Data.csv' includes information for Deewali sales data with column names such as 'User_ID', 'Cust_name', 'Product_ID', 'Gender', 'Age Group', 'Age', 'Marital_Status', 'State', 'Zone', 'Occupation', 'Product_Category', 'Orders', 'Amount'.

#	Abc	Abc	Abc	Abc	#	Abc	
Sales Data.csv	Sales Data.csv	Sales Data.csv	Sales Data.csv	Sales Data.csv	Sales Data.csv	Sales Data.csv	Sales Data.csv
User ID	Cust name	Product ID	Gender	Age Group	Age	Marital Status	State
1002903	Sanskriti	P00125942	F	26-35	28	Not Married	Maha
1000732	Kartik	P00110942	F	26-35	35	Married	Andh
1001990	Bindu	P00118542	F	26-35	35	Married	Uttar
1001425	Sudevi	P00237842	M	0-17	16	Not Married	Karne
1000588	Joni	P00057942	M	26-35	28	Married	Gujar
1000588	Joni	P00057942	M	26-35	28	Married	Hima
1001132	Balk	P00018042	F	18-25	25	Married	Uttar
1003224	Kushal	P00205642	M	26-35	35	Not Married	Uttar
1003650	Ginny	P00031142	F	26-35	26	Married	Andh
1003829	Harshita	P00200842	M	26-35	34	Not Married	Delhi
1000214	Kargatis	P00119142	F	18-25	20	Not Married	Andh
1004035	Elijah	P00080342	F	18-25	20	Married	Andh
1001680	Vasudev	P00324942	M	26-35	26	Married	Andh
1000813	Lauren	P00289942	F	18-25	24	Not Married	Andh
1001193	Mick	P00004842	F	26-35	29	Not Married	Andh
1001883	Praneet	P00029842	M	51-55	54	Married	Uttar
1000113	Ellis	P00180642	F	18-25	19	Married	Andh
1000416	Hrisheekesh	P00181842	F	46-50	46	Married	Uttar
1005256	Grant	P00101742	F	26-35	30	Not Married	Andh

Process

Data exploration

Tableau Public is used for data exploration and to get familiarize with the data

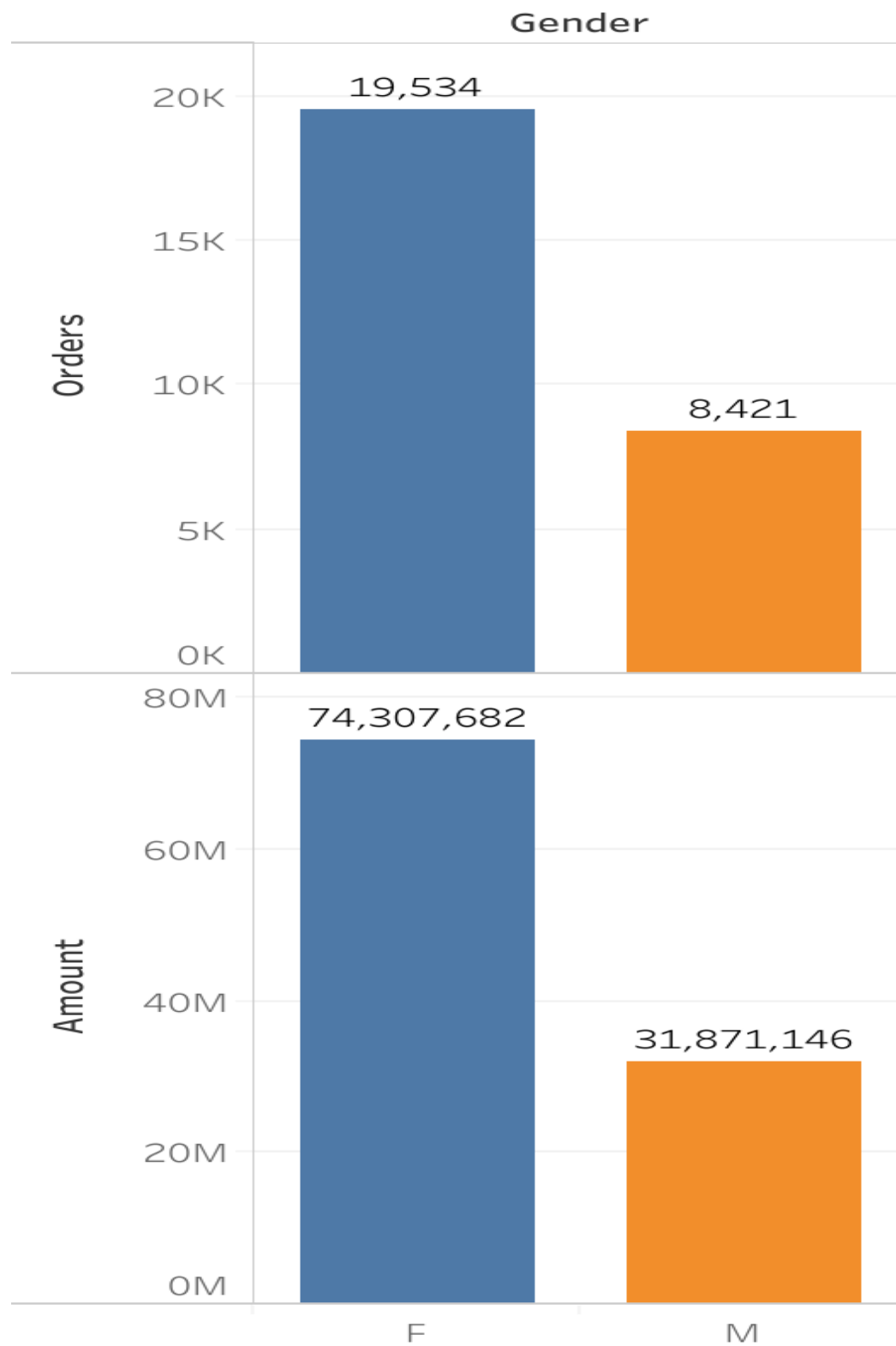
Analyse & Share

After cleaning the data, it is ready for analysis. Tableau Public is used for Data analysis and visualization.

In data analysis we will find the answers to the Data Analysis Questions and Queries.

1. Compare men customers with women customers for number of order and total sales.

Female vs Male

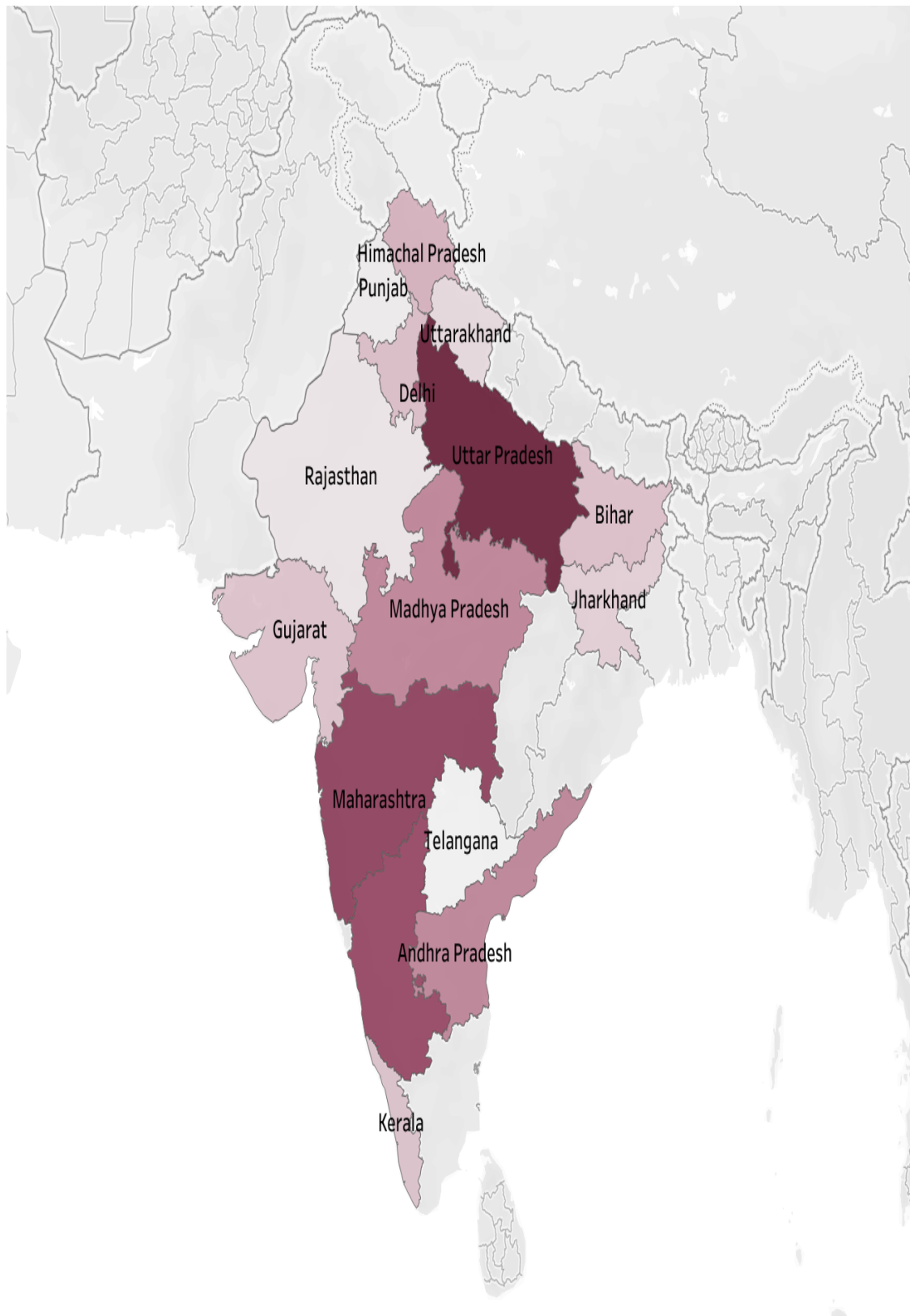


2. Compare all age groups for numbers of order and total sales.

Age Group

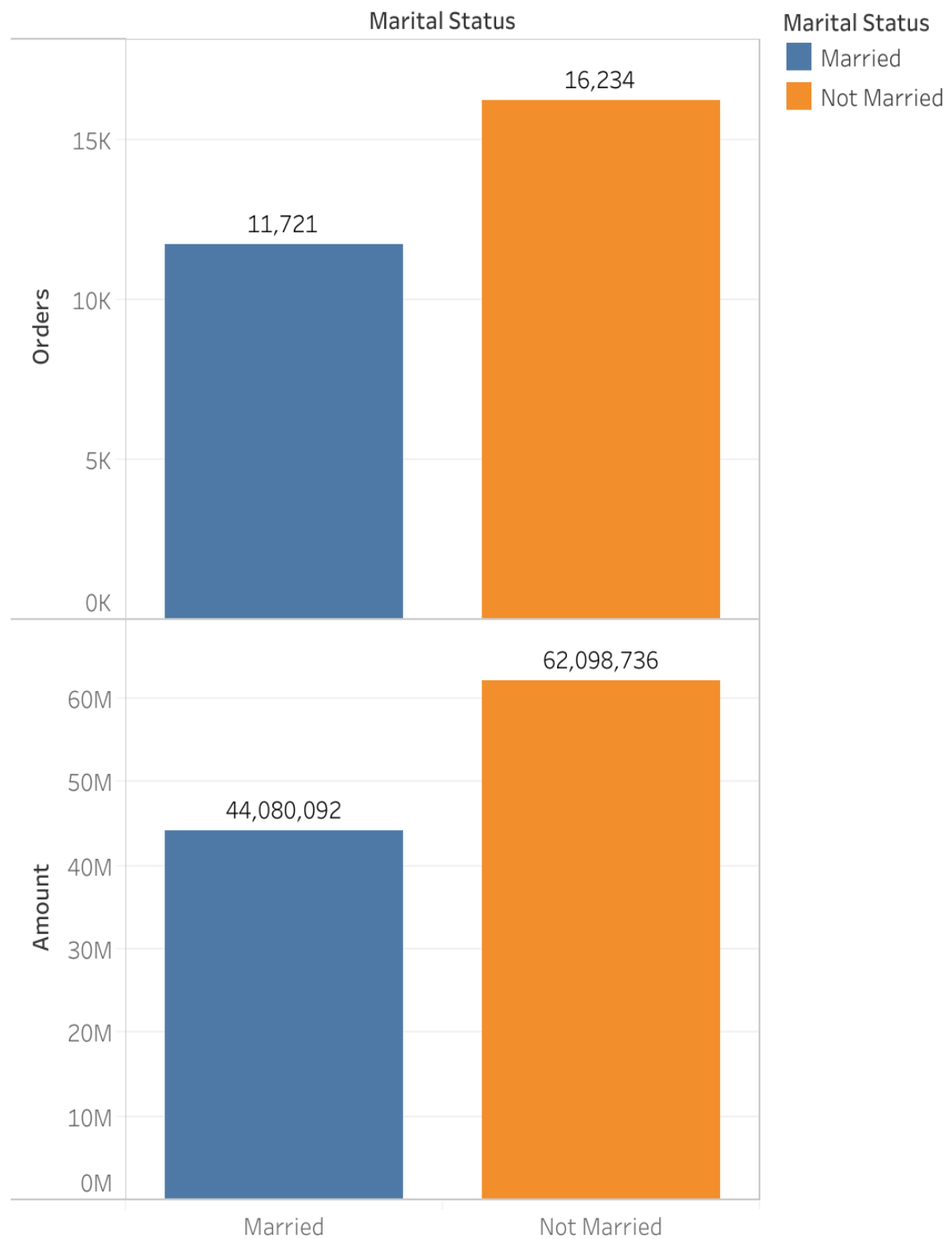


3. Find the number of order and total sales of top 10 states.



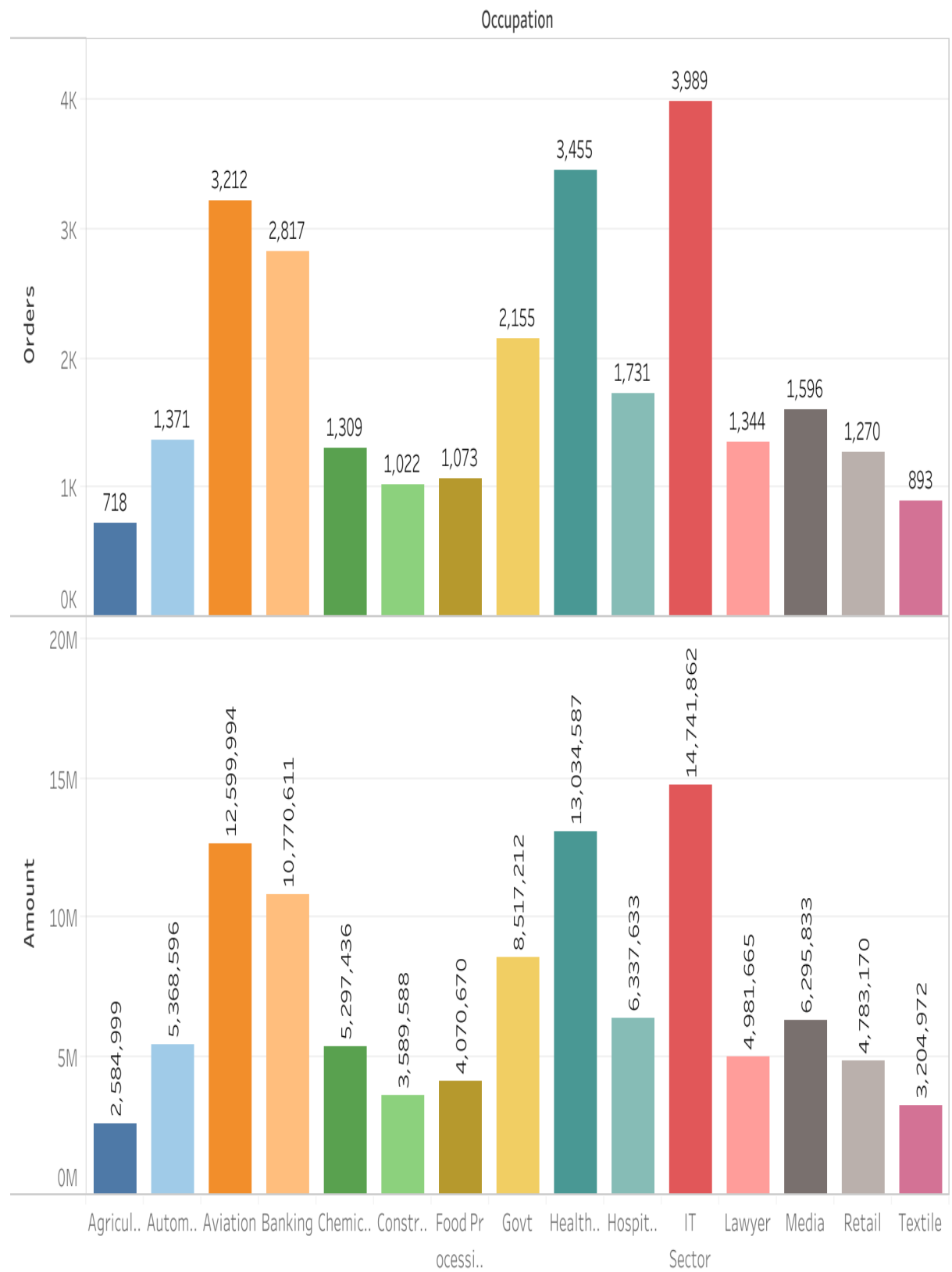
4. Compare between married and unmarried for the numbers of order and total sales.

Marital Status



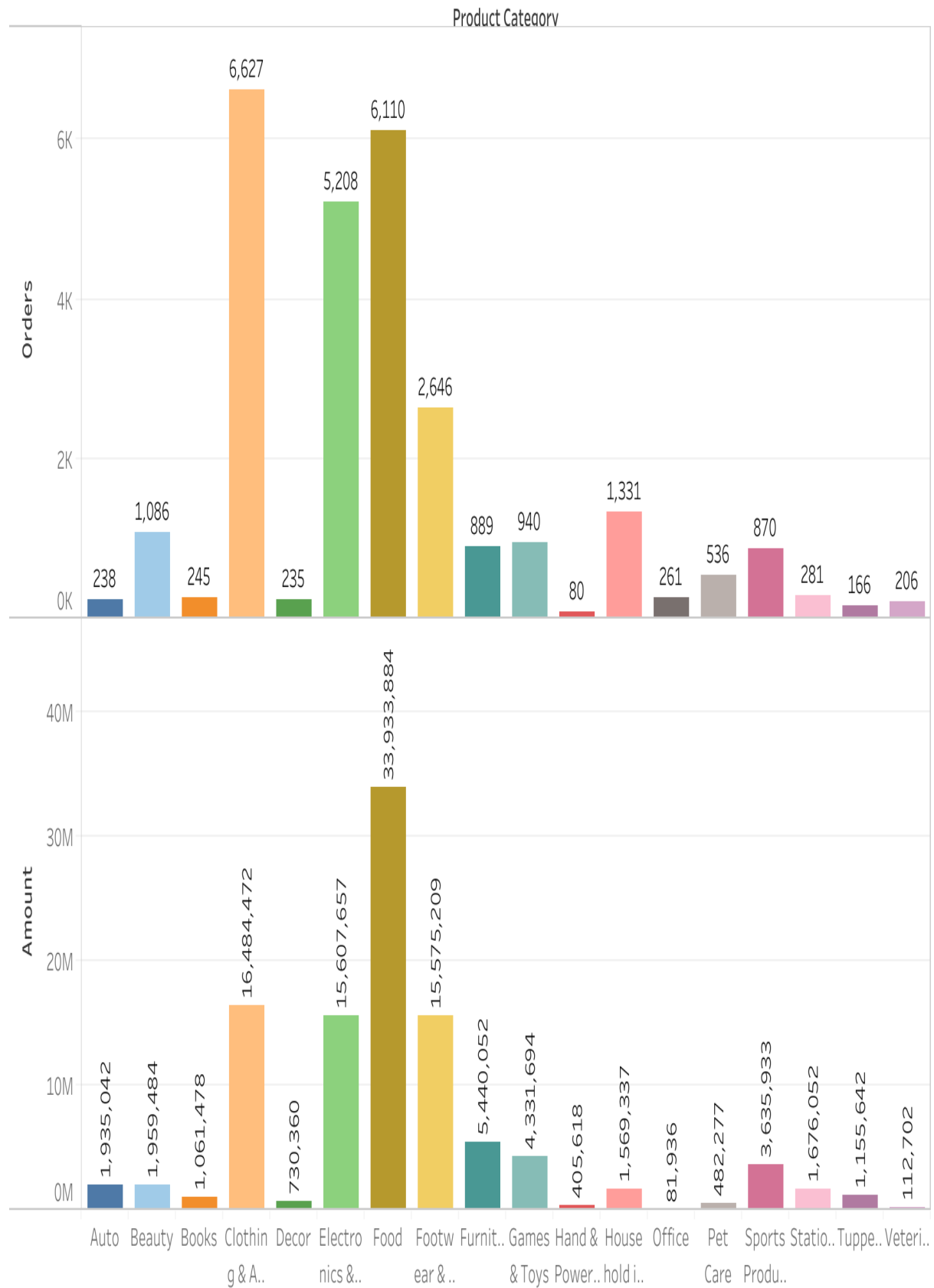
5. Classify number of orders and total sales according to occupations.

Occupation



6. Find number of orders and total sales for each product category.

Product Category



Summary of analysis

- ☐ Most of the buyers are females and even the purchasing power of females are greater than men.
- ☐ Most of the buyers are of age group between 26-35 years female.
- ☐ Most of the buyers are married (women) and they have high purchasing power.
- ☐ Most of the buyers are working in IT, Healthcare and Aviation sector.
- ☐ Most of the sold products are from Food, Clothing and Electronics category.

Act

After thorough review of analysis of sales data of 2022 following points have been concluded.

- ☐ Women customers of the store have more purchasing power so store should focus more on the demand of women customer base but should also create more demand among men customers.
- ☐ Store should introduce new product line focusing on women of age between 26-35 years.
- ☐ Store should exploit the demand of married women centric products as this category has the high potential of more purchase.
- ☐ Demand among the people working in IT, Healthcare and Aviation sector are very high, more analysis should be conducted in this area.
- ☐ More product lines can be ventured into within the category of Food, clothing and Electronics.