SUPER STORE ANNUAL REPORT

SAMPLE QUESTIONS

1. Compare the sales and orders using a single chart.
2. Which month had the highest sales and orders?
3. Who purchased more men or women in 2022?
4. What are the different order statuses in 2022?
5. List the top 5 states contributing to the sales.
6. Relationship between age and gender based on the number of orders?
7. Which channel is contributing to maximum sales?
8. Which is the highest-selling category?

APPROACH

Step 1. Data cleaning

In this initial phase, the dataset underwent a comprehensive data cleaning process, encompassing the following steps:
- Elimination of duplicated entries to ensure data integrity.
- Exclusion of rows containing null or blank values, thereby enhancing the dataset's quality and coherence.

Step 2. Data Pre-processing

Subsequently, the dataset was subjected to meticulous data pre-processing, involving the implementation of the subsequent actions:
- Introduction of a column termed "Month" facilitating the derivation of the corresponding order months from the date column.
- Establishment of an "Age Group" column, categorising individuals into three distinct cohorts: Adult, Teenager, and Senior, based on their ages.

Step 3. Data visualisation

The subsequent stage encompassed the creation of insightful pivot tables and charts, serving as the foundational elements for elucidating solutions to the posed analytical inquiries.

Step 4. Dashboard

In the final phase, an interactive dashboard was meticulously designed, showcasing pivot charts seamlessly integrated with an array of slicers. This strategic design enables dynamic filtering and exploration of data trends, thereby empowering users with an intuitive and comprehensive data exploration experience.

SOLUTION

1. Compare the sales and orders using single chart
2. Which month got the highest sales and orders?

Row Labels	Sum of Amount	Count of Order ID
Jan	1820601	2702
Feb	1875932	2750
Mar	1928066	2819
Apr	1829263	2685
May	1797822	2617

Order Vs Sales
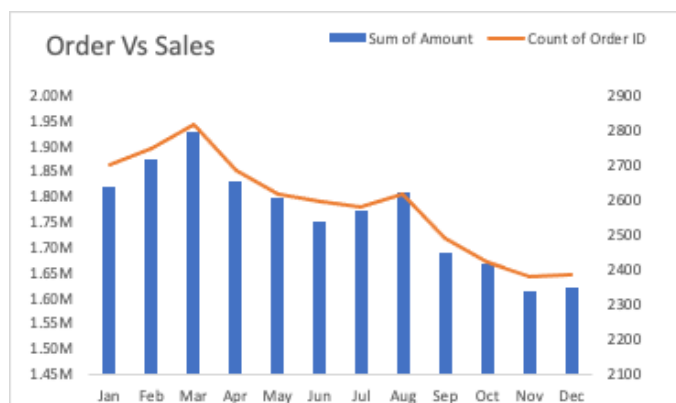
Jun	1750966	2597
Jul	1772300	2579
Aug	1808505	2617
Sep	1688871	2490
Oct	1666662	2424
Nov	1615356	2383
Dec	1622033	2384

3. Who purchased more - men or women in 2022?

Row Labels	Sum of Amount
Men	7613604
Women	13562773

Sales: Men Vs Women
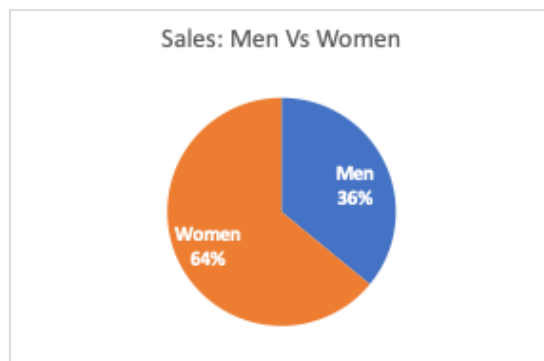
4. What are different order status in 2022?

Row Labels	Count of Order ID
Cancelled	844
Delivered	28641
Refunded	517
Returned	1045

Order Status
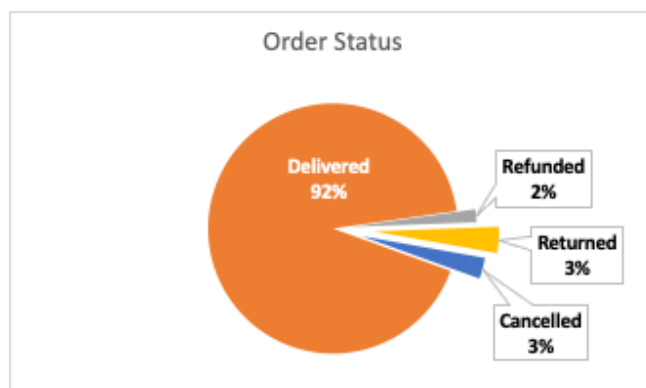
5. List top 5 states contributing to the sales?

Row Labels	Sum of Amount
MAHARASHTRA	2990221
KARNATAKA	2646358
UTTAR PRADESH	2104659
TELANGANA	1712439
TAMIL NADU	1678877

Sales: Top 5 States
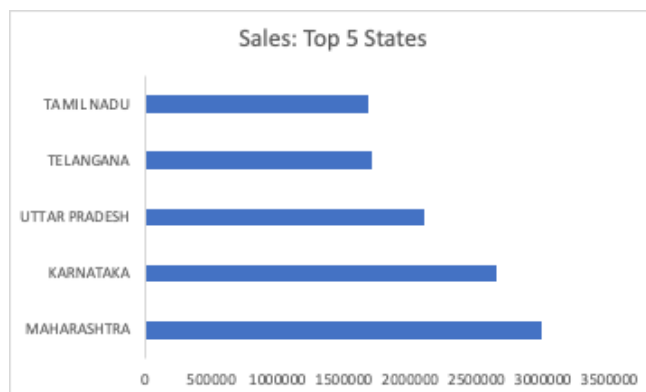
6. Relation between age and gender based on number of orders?

Row Labels	Men	Women
Adult	15.47%	34.59%
Senior	5.91%	13.70%
Teenager	9.20%	21.13%
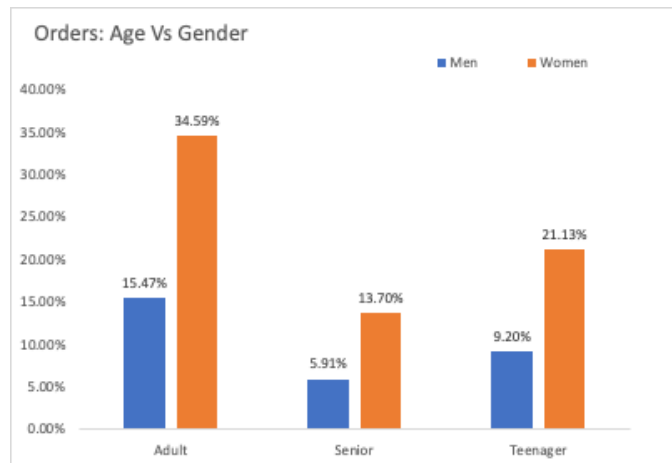
7. Which channel is contributing to maximum sales?

Row Labels	Count of Order ID
Ajio	6.2%
Amazon	35.5%
Flipkart	21.6%
Meesho	4.5%
Myntra	23.4%
Nalli	4.8%
Others	4.1%
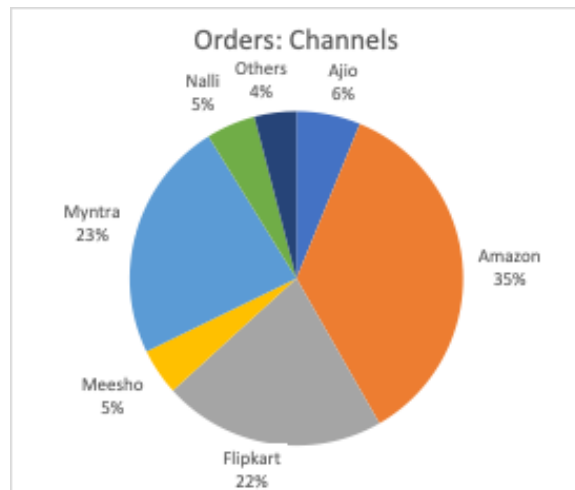
8. Which is the highest selling category?

Row Labels	Count of Order ID
Blouse	229
Bottom	78
Ethnic Dress	264
Kurta	10446
Saree	1380
Set	12391
Top	2193
Western Dress	4066

DASHBOARD

Super Store Annual Report 2022
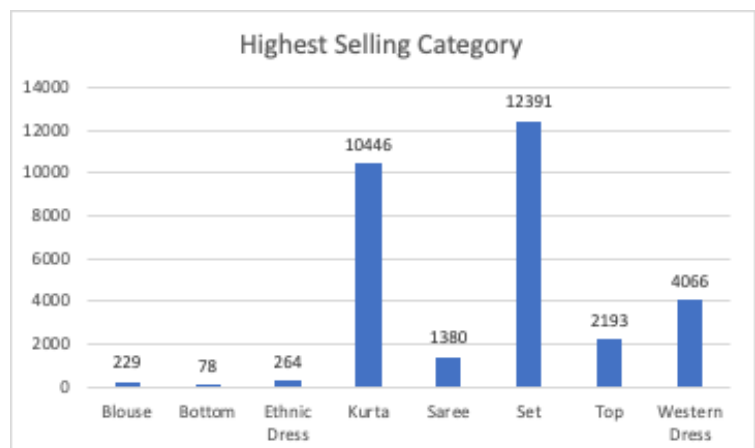
INSIGHTS

- Females exhibit a higher propensity for purchasing in contrast to males, constituting approximately 65% of the demographic.

- The states of Maharashtra, Karnataka, and Uttar Pradesh emerge as the foremost three contributors, collectively accounting for around 35%.

- Within the age cohort of adults aged 30 to 49, a predominant share of approximately 50% is observed.

- Notably, the distribution channels of Amazon, Flipkart, and Myntra collectively represent a substantial majority, contributing to approximately 80% of the overall sales.

SUGGESTIONS

Employ targeted advertising or promotional campaigns on platforms such as Amazon, Flipkart, and Myntra to engage women customers within the age bracket of 30 to 49, residing in the states of Maharashtra, Karnataka, and Uttar Pradesh.