Excel Store's Annual Sales Reports & Insights 2022

MAY 16, 2023

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Excel Store's Annual Report 2022

Sales Reports & Insights

Women buy more as compared to Men. The total purchased amount's 64% belongs to Women, 36% belongs to Men respectively.

Maharashtra, Karnataka & Uttar Pradesh are the Top 3 performing states in terms of the revenue.

Adults (age ranged from 20 to 49) are the main contributor of the sales as compared to Senior (age ranged from >=50) and Teenager (age ranged from >=19).
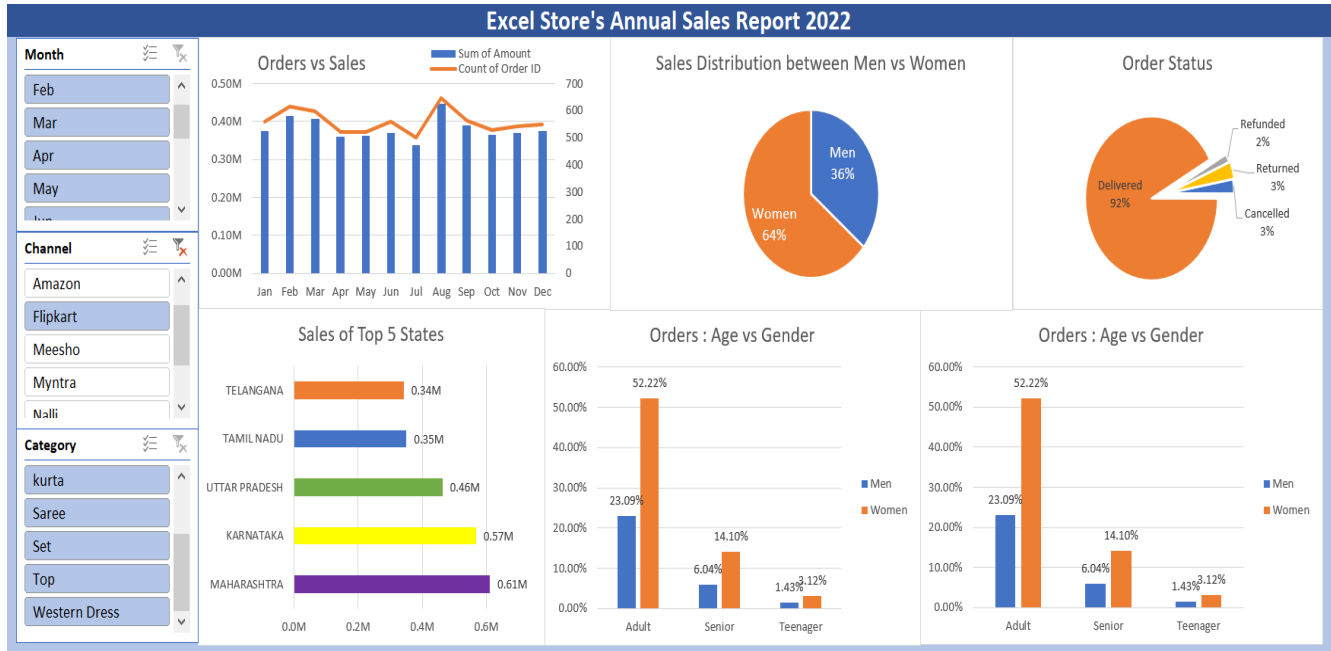
Amazon, Flipkart & Myntra are the top contributing E-Commerce Channels.

Final Conclusion:

> *"To increase the sales of Excel Store, the target customers will be the Women who lives in Maharashtra, Karnataka & Uttar Pradesh. Store have to offer them more coupons/discounts/loyalty bonuses by showing them ads, running various campaigns with the E-commerce channels - Amazon, Flipkart & Myntra."*

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Dashboard Image & Project Links

Project Link: https://github.com/xmassbesra/Interactive-Sales-Dashboard-using-Microsoft-Excel