

## Project Title: Enhancing Annual Sales for Harsh Store through Customer Insights

### Project Overview:

The objective of this project is to create an annual sales report for the year 2022 for Harsh Store. By performing data cleaning, processing, analysis, visualization, and generating insights, the aim is to provide actionable recommendations to improve sales in 2023. The project will focus on understanding customer preferences, demographics, and purchasing behaviour to devise targeted strategies.

### Project Implementation:

#### 1. Data Cleaning:

- Gather sales data for 2022
- Identify and handle missing or inaccurate data points.
- Remove duplicates and irrelevant entries.

#### 2. Data Processing:

- Organize and structure the cleaned data for analysis.
- Group data by gender, age group, state, and sales channel.

#### 3. Data Analysis:

- Analyse gender-based buying behaviour (e.g., percentage of sales by gender).
- Study the sales distribution across different states.
- Examine the sales distribution across different age groups.
- Explore sales performance by different channels.

#### 4. Data Visualization:

- Create visualizations to illustrate insights:
- Pie chart for gender-based buying behaviour.
- Bar chart for state-wise sales distribution.
- Bar chart for age group-based sales distribution.
- Bar chart for sales contribution by different channels.

#### 5. Report Generation:

- Compile the insights and visualizations into a comprehensive report.
- Summarize key findings from the analysis.
- Craft a conclusion section with actionable recommendations.

#### 6. Sharing Insights:

- Share the report with the Harsh Store team.
- Present the findings and recommendations to key stakeholders.
- Collaborate to discuss strategies and implementation plans based on insights.

### Sample Insights and Recommendations:

**Women are more likely to buy compared to men (65%):**

**Recommendation:** Focus marketing efforts towards women with tailored offers and promotions.

**Maharashtra, Karnataka, and Uttar Pradesh are the Top 3 states (35%):**

**Recommendation:** Allocate resources to target and penetrate these high-performing states further.

**Adult age group (30-49 years) is the maximum contributor (50%):**

**Recommendation:** Develop marketing campaigns that resonate with this age group, highlighting products relevant to their preferences.

**Amazon, Flipkart, and Myntra channels are the maximum contributors (80%):**

**Recommendation:** Strengthen partnerships with these platforms and explore additional collaborations for increased visibility.

### **Final Conclusion:**

Target women customers of age group (30-49 years) living in Maharashtra, Karnataka, and Uttar Pradesh by showing ads, offers, and coupons available on Amazon, Flipkart, and Myntra. Utilize data-driven insights to create personalized marketing strategies and enhance the customer shopping experience.

### **Project Learning:**

This project highlights the importance of data-driven decision-making in optimizing sales strategies. By analysing customer demographics and preferences, businesses can tailor their approaches to maximize revenue. Effective collaboration among various departments is key to implementing the insights gained from the analysis. Regular data analysis and reporting can significantly contribute to business growth by aligning strategies with customer behaviour.