

### **Excel Project – Requirement:**

#### **Requirements:**

- Apply Necessary Data Cleaning & Transformation Techniques.
- Data Modelling

#### **Business Questions:**

1. What are the total sales and revenue for a given period?
2. Which products are the top sellers in terms of quantity and revenue?
3. What is the average order value?
4. What is the average time taken to fulfill an order?
5. How many new customers have been acquired Month Over Month?
6. What is the average order frequency per customer?
7. Who are the top-spending customers?
8. What is the tenure (Lifetime) per customer?
9. What is the Average Tenure of the Base?
10. Which suppliers provide the most products?
11. How many products are out of stock for each supplier?
12. How Many Units Available for each Product in stock?
13. How many orders are processed by each employee?
14. What is the average order processing time per employee?
15. What is the Percentage of available stock from the overall stock?
16. How many orders are shipped by each shipper?
17. What is the average quantity of products ordered?
18. How often are discounts applied to orders, and what is their impact on revenue?

#### **KPIs:**

1. Total revenue
2. Average order value
3. On-time delivery rate
4. Customer Base
5. Number of Orders
6. Number of Items

#### **BONUS:**

- calculate customer retention rate.

#### **OTHERS**

- Feel free to add any further analysis or KPIs you see fit or available from the Data.

**NOTES:**

1. Name the file by your name – full name preferable.
2. If you encounter full duplication – Remove It
3. Deal with errors as you see fit.
  - a. If you feel it is a partial error fix it
  - b. If you feel it is a complete error – remove it.
4. Please create as many measures as you see fit and in accordance with the business question.
5. You cannot solve the project together as a team.
  - a. Please note that there is a committee in Epsilon AI that is responsible for detecting possible copy and paste.
  - b. In case of copy-paste confirmed. The committee automatically fails both projects.