Data Analysis and Dashboard Creation in Excel

Almaidah

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01

Introduction

Analisis Data Menggunakan Pivot Table di Excel

Introduction

MySkill is an online learning platform that offers various courses to enhance professional and technical skills. This data contains information related to product sales within the e-learning project on the MySkill platform
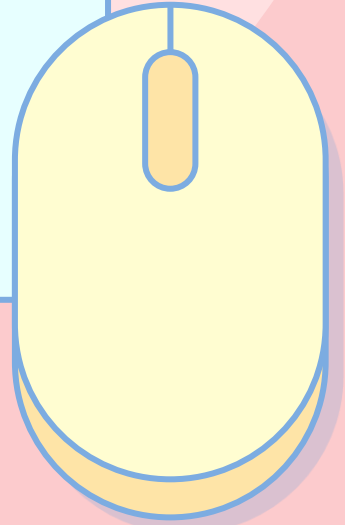
Objective

The objective of this analysis is to understand the sales performance and profitability of products within the e-learning platform MySkill. Additionally, it aims to gain deep insights to facilitate better business decision-making

02

Data Description

Data Source

E-Learning Modul on MySkill

Data Summary

9995 baris dan 23 kolom

Primary Colums

Sales, Profit, Quantity, Date, Segment, Product Category, Product Name, Region

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
1	Order ID	Order Date	Ship Date	Ship Mode	Customer ID	Customer Name	Segment	Country	City	State	Postal Co	Region	Product ID	Category	Sub-Category	Product Name	Sales	Quantit	Discount	Profit	Calenda	Month	Year
2	CA-2016-1521!	11/8/2016	11/11/2016	Second Clas	CG-12520	Claire Gute	Consumer	United Sta	Hender	Kentucky	42420	South	FUR-BO-100	Furniture	Bookcases	Bush Somerst	262	2	0	41,9	8	Novemb	2016
3	CA-2016-1521!	11/8/2016	11/11/2016	Second Clas	CG-12520	Claire Gute	Consumer	United Sta	Hender	Kentucky	42420	South	FUR-CH-100	Furniture	Chairs	Hon Deluxe Fal	731,9	3	0	220	8	Novemb	2016
4	CA-2016-1386i	6/12/2016	6/16/2016	Second Clas	DV-13045	Darrin Van Huf	Corporate	United Sta	Los Ar	California	90036	West	OFF-LA-100	Office Supplies	Labels	Self-Adhesive .	14,62	2	0	6,87	12	June	2016
5	US-2015-1089ı	10/11/2015	10/18/2015	Standard Clt	SO-20335	Sean O'Donnell	Consumer	United Sta	Fort La	Florida	33311	South	FUR-TA-100	Furniture	Tables	Bretford CR45C	957,6	5	0,45	-383	11	October	2015
6	US-2015-1089ı	10/11/2015	10/18/2015	Standard Clt	SO-20335	Sean O'Donnell	Consumer	United Sta	Fort La	Florida	33311	South	OFF-ST-100	Office Supplies	Storage	Eldon Fold 'N Ro	22,37	2	0,2	2,52	11	October	2015
7	CA-2014-1158	6/9/2014	6/14/2014	Standard Clt	BH-11710	Brosina Hoffma	Consumer	United Sta	Los Ar	California	90032	West	FUR-FU-100	Furniture	Furnishings	Eldon Expressic	48,86	7	0	14,2	9	June	2014
8	CA-2014-1158	6/9/2014	6/14/2014	Standard Clt	BH-11710	Brosina Hoffma	Consumer	United Sta	Los Ar	California	90032	West	OFF-AR-100	Office Supplies	Art	Newell 322	7,28	4	0	1,97	9	June	2014
9	CA-2014-1158	6/9/2014	6/14/2014	Standard Clt	BH-11710	Brosina Hoffma	Consumer	United Sta	Los Ar	California	90032	West	TEC-PH-1000	Technology	Phones	Mitel 5320 IP Ph	907,2	6	0,2	90,7	9	June	2014
10	CA-2014-1158	6/9/2014	6/14/2014	Standard Clt	BH-11710	Brosina Hoffma	Consumer	United Sta	Los Ar	California	90032	West	OFF-BI-1000	Office Supplies	Binders	DXL Angle-Viev	18,5	3	0,2	5,78	9	June	2014
11	CA-2014-1158	6/9/2014	6/14/2014	Standard Clt	BH-11710	Brosina Hoffma	Consumer	United Sta	Los Ar	California	90032	West	OFF-AP-100i	Office Supplies	Appliances	Belkin F5C206\	114,9	5	0	34,5	9	June	2014
12	CA-2014-1158	6/9/2014	6/14/2014	Standard Clt	BH-11710	Brosina Hoffma	Consumer	United Sta	Los Ar	California	90032	West	FUR-TA-100	Furniture	Tables	Chromcraft Rec	1706	9	0,2	85,3	9	June	2014
13	CA-2014-1158	6/9/2014	6/14/2014	Standard Clt	BH-11710	Brosina Hoffma	Consumer	United Sta	Los Ar	California	90032	West	TEC-PH-1000	Technology	Phones	Konftel 250 Cor	911,4	4	0,2	68,4	9	June	2014
14	CA-2017-1144	4/15/2017	4/20/2017	Standard Clt	AA-10480	Andrew Allen	Consumer	United Sta	Concor	North Ca	28027	South	OFF-PA-100	Office Supplies	Paper	Xerox 1967	15,55	3	0	5,44	15	April	2017
15	CA-2016-1613i	12/5/2016	12/10/2016	Standard Clt	IM-15070	Irene Maddox	Consumer	United Sta	Seattle	Washing	98103	West	OFF-BI-1000	Office Supplies	Binders	Fellowes PB20	408	3	0,2	133	5	Decem	2016
16	US-2015-1189ı	11/22/2015	11/26/2015	Standard Clt	HP-14815	Harold Pawlan	Home Offi	United Sta	Fort W	Texas	76106	Central	OFF-AP-100i	Office Supplies	Appliances	Holmes Replac	68,81	5	0,8	-124	22	Novemb	2015
17	US-2015-1189ı	11/22/2015	11/26/2015	Standard Clt	HP-14815	Harold Pawlan	Home Offi	United Sta	Fort W	Texas	76106	Central	OFF-BI-1000	Office Supplies	Binders	Storex DuraTec	2,544	3	0,8	-3,8	22	Novemb	2015
18	CA-2014-1058i	11/11/2014	11/18/2014	Standard Clt	PK-19075	Pete Kriz	Consumer	United Sta	Madiso	Wiscons	53711	Central	OFF-ST-100	Office Supplies	Storage	Stur-D-Stor She	665,9	6	0	13,3	11	Novemb	2014
19	CA-2014-1671i	5/13/2016	5/15/2016	Second Clas	AG-10270	Alejandro Grov	Consumer	United Sta	West J	Utah	84084	West	OFF-ST-100	Office Supplies	Storage	Fellowes Supe	55,5	2	0	9,99	13	May	2014
20	CA-2014-1433.	8/27/2014	9/1/2014	Second Clas	ZD-21925	Zuschuss Don	Consumer	United Sta	San Fr	California	94109	West	OFF-AR-100	Office Supplies	Art	Newell 341	8,56	2	0	2,48	27	August	2014
		9/1/2014	Second Clas	ZD-21925	Zuschuss Don	Consumer	United Sta	San Fr	California	94109	West	TEC-PH-1000	Technology	Phones	Cisco SPA 501	213,5	3	0,2	16	27	August	2014	
		9/1/2014	Second Clas	ZD-21925	Zuschuss Don	Consumer	United Sta	San Fr	California	94109	West	OFF-BI-1000	Office Supplies	Binders	Wilson Jones H	22,72	4	0,2	7,38	27	August	2014	
		12/13/2016	Standard Clt	KB-16585	Ken Black	Corporate	United Sta	Fremor	Nebraska	68025	Central	OFF-AR-100	Office Supplies	Art	Newell 318	19,46	7	0	5,06	9	Decem	2016	
		12/13/2016	Standard Clt	KB-16585	Ken Black	Corporate	United Sta	Fremor	Nebraska	68025	Central	OFF-AP-100i	Office Supplies	Appliances	Acco Six-Outle	60,34	7	0	15,7	9	Decem	2016	
		7/18/2017	Second Clas	SF-20065	Sandra Flanaga	Consumer	United Sta	Philade	Pennsyl	19140	East	FUR-CH-100	Furniture	Chairs	Global Deluxe S	71,37	2	0,3	16	July	2017		

Data | Case Study | Praktek | Sheet2

Click To Dataset

Research Question

03

List of Research Questions

Total sales, profit, quantity, and profit margin (sales/profit)

Monthly sales trends

Sales composition per segment

Top 10 product based on sales

Display a table showing product category, product name, sales, profit, and quantity

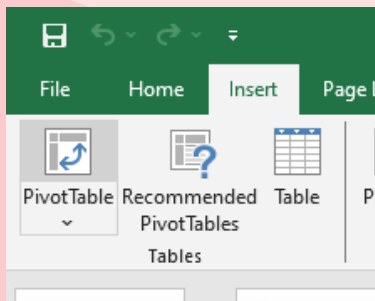Show filters for month and slicer for date region
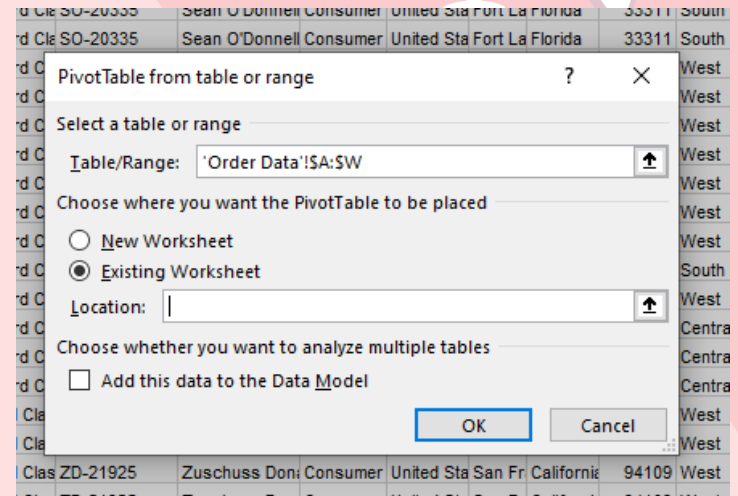
04

Pivot Table Analysis

Create Pivot Table

PivotTable from table or range

Select a table or range

Table/Range: `'Order Data'!$A:$W`

Choose where you want the PivotTable to be placed

○ New Worksheet

● Existing Worksheet

Location:

Choose whether you want to analyze multiple tables

☐ Add this data to the Data Model

OK   Cancel

1. Select all data using Ctrl+A

2. Click insert -> Pivot Table

3. Select thee locarion where you want to place the pivot table, you can also use a different sheet

1. Berapa total sales, profit, quantity dan juga profit margin (sales/profit)?

Drag fields between areas below:

▼ Filters

|||| Columns

1. Input Rows and Values as per the question

≡ Rows

| Σ Values ▼ |

Σ Values

| Jumlah Sales ▼ |
| Jumlah Profit ▼ |
| Jumlah Quantity ▼ |
| Sum of profit margin ▼ |

Jawaban Pertanyaan 1

Values

Jumlah Sales	2.297.201
Jumlah Profit	286.397
Jumlah Quantity	37873
Sum of profit ma	12%

2. Pivot Table Result

Total Sales : 2.297.201
Total Profit: 286.397
Total Quantity: 37873
Profit Margin: 12%

2. Tren sales setiap bulan

Jawaban Pertanyaan 2	
Row Labels ▼	Sum of Sales
January	94.925
February	59.751
March	205.005
April	137.762
May	155.029
June	152.719
July	147.238
August	159.044
September	307.650
October	200.323
November	352.461
December	325.294

≡ Rows

Month ▼

Σ Values

Sum of Sales ▼

1. Input Rows and Values as per the question

2. Pivot Table Result

Lanjutan...
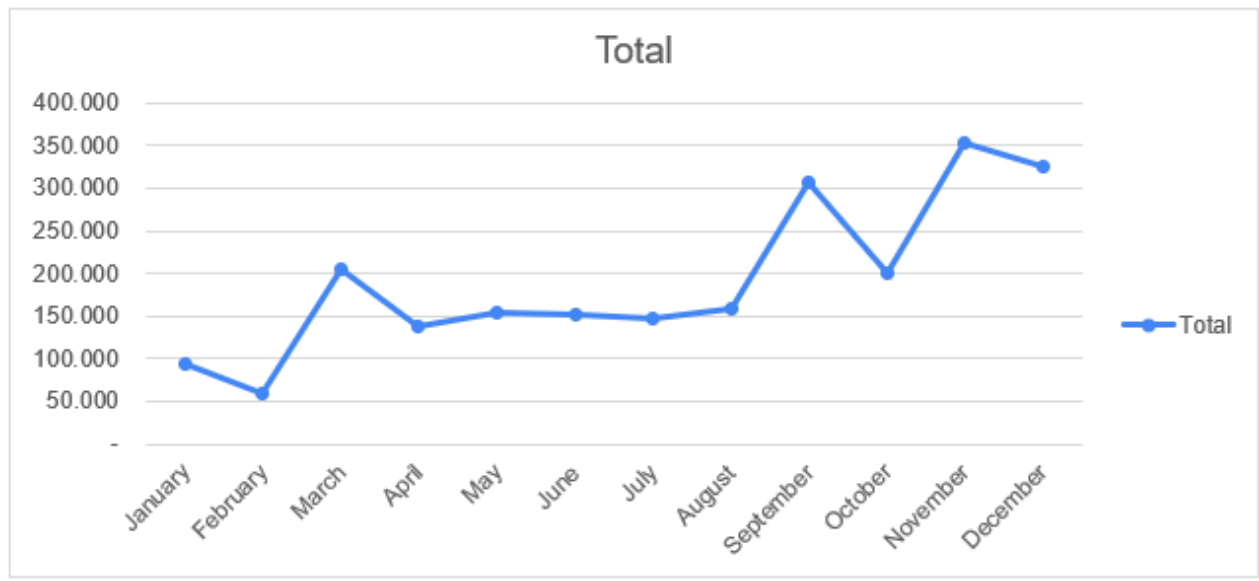
3. Hasil Pivot Table Menggunakan Line Chart

Dari hasil Line Chart ditemukan bahwa Tren Sales Tertinggi pada bulan November, dan Tren Sales Terendah pada bulan February

3. Komposisi Sales per Segmen

Jawaban Pertanyaan 3

Row Labels	Sum of Sales
Consumer	Rp1.161.401
Corporate	Rp706.146
Home Office	Rp429.653
Grand Total	Rp2.297.201

1. Input Rows and Values as per the wuestion

2. Pivot Table Result

≡ Rows

Segment ▼

Σ Values

Sum of Sales ▼

3. Komposisi Sales per Segmen

Komposisi penjualan di tiap Segmen

Home Office; Rp429.653; 19%
Consumer; Rp1.161.401; 50%
Corporate; Rp706.146; 31%

- Consumer
- Corporate
- Home Office
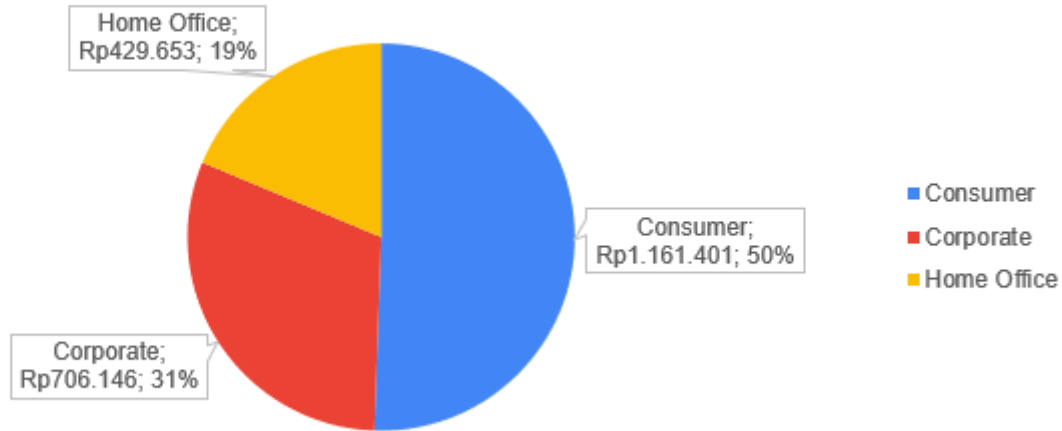
3. Pivot Table Result Using Pie Chart

From the data provided, it can be concluded that sales from the consumer segment are higher compared to Home Office and Corporate segments.

4. Top 10 Produk Berdasarkan Sales

1. Input Rows and Values as per the question

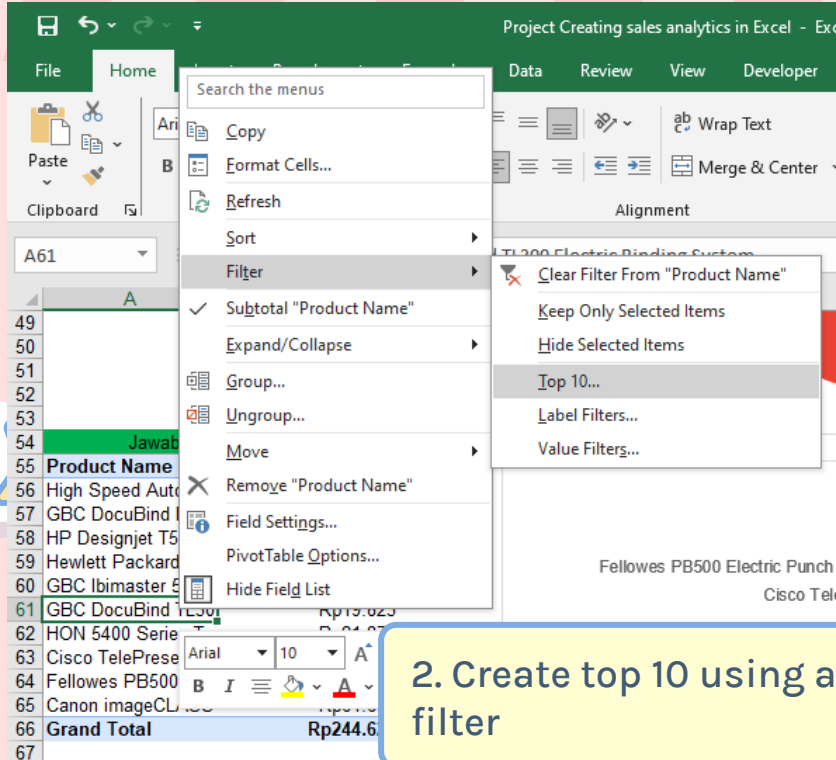| Rows	Values
Product Name	Total Penjualan

2. Create top 10 using a filter

3. Pivot Table Result

Jawaban Pertanyaan 4	
Product Name	Total Penjualan
High Speed Automat	Rp17.030
GBC DocuBind P400	Rp17.965
HP Designjet T520 In	Rp18.375
Hewlett Packard Las	Rp18.840
GBC Ibimaster 500 N	Rp19.025
GBC DocuBind TL30	Rp19.823
HON 5400 Series Ta:	Rp21.871
Cisco TelePresence	Rp22.638
Fellowes PB500 Elec	Rp27.453
Canon imageCLASS	Rp61.600
Grand Total	

Top 10 Produk berdasarkan sales

Produk	Total
Canon imageCLASS 2200 Advanced Copier	Rp61.600
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	Rp27.453
Cisco TelePresence System EX90 Videoconferencing Unit	Rp22.638
HON 5400 Series Task Chairs for Big and Tall	Rp21.871
GBC DocuBind TL300 Electric Binding System	Rp19.823
GBC Ibimaster 500 Manual ProClick Binding System	Rp19.025
Hewlett Packard LaserJet 3310 Copier	Rp18.840
HP Designjet T520 Inkjet Large Format Printer - 24" Color	Rp18.375
GBC DocuBind P400 Electric Binding System	Rp17.965
High Speed Automatic Electric Letter Opener	Rp17.030

4. Pivot Table Result Using Bar Chart

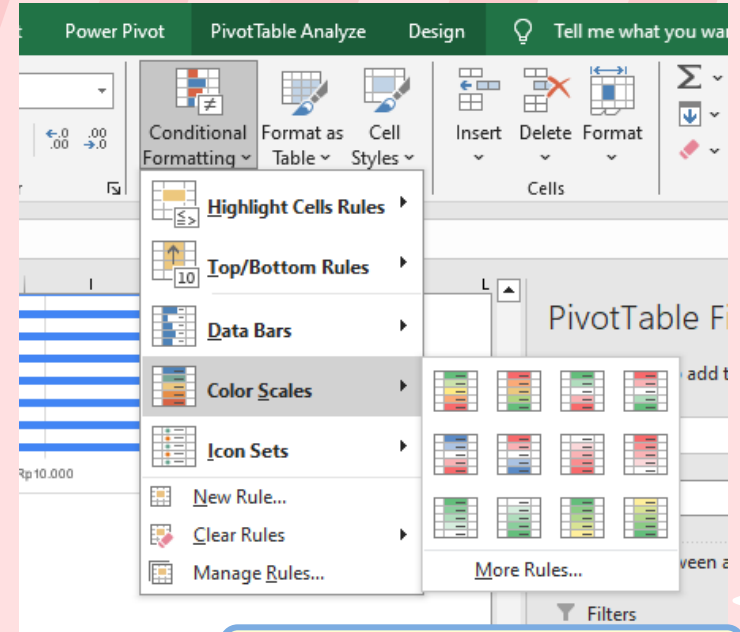Using the Bar Chart, we can conclude that the highest sales are from the Canon ImageCLASS 2200 Advanced Copie

5. Tabel Produk (Kategori, Nama Produk, Sales, Profit, dan Quantity)

1. Input Rows and Values as per the question

2. Customize warna

# 5. Tabel Produk (Kategori, Nama Produk, Sales, Profit, dan Quantity)

| Jawaban Pertanyaan 5				
Kategori	Sub Kategori	Total Sales	Total Profit	Total Quantity
⊟ Furniture	Bookcases	114879,9963	-3472,556	868
	Chairs	328449,103	26590,1663	2356
	Furnishings	91705,164	13059,1436	3563
	Tables	206965,532	-17725,4811	1241
⊟ Office Supplie	Appliances	107532,161	18138,0054	1729
	Art	27118,792	6527,787	3000
	Binders	203412,733	30221,7633	5974
	Envelopes	16476,402	6964,1767	906
	Fasteners	3024,28	949,5182	914
	Labels	12486,312	5546,254	1400
	Paper	78479,206	34053,5693	5178
	Storage	223843,608	21278,8264	3158
	Supplies	46673,538	-1189,0995	647
⊟ Technology	Accessories	167380,318	41936,6357	2976
	Copiers	149528,03	55617,8249	234
	Machines	189238,631	3384,7569	440
	Phones	330007,054	44515,7306	3289

3. Pivot Table Result

I have used color differentiation where brighter green indicates the highest figures. However, products with no profit are highlighted in red.
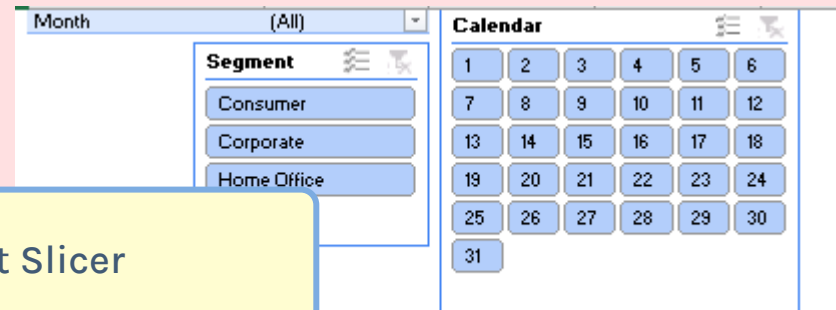
6. Filter Bulan dan Slicer Tanggal & Region

1. Insert Slicer
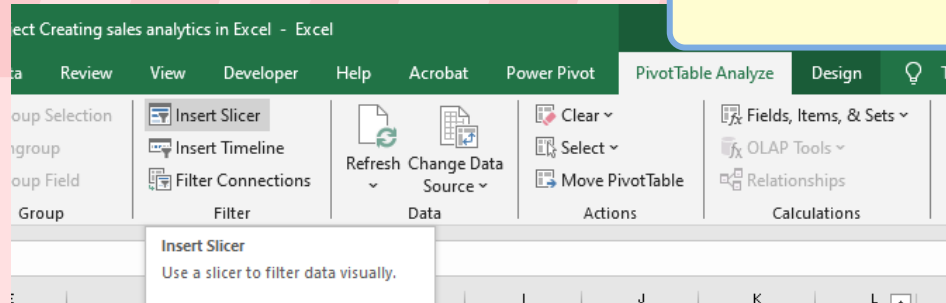
2. Creating Slicer
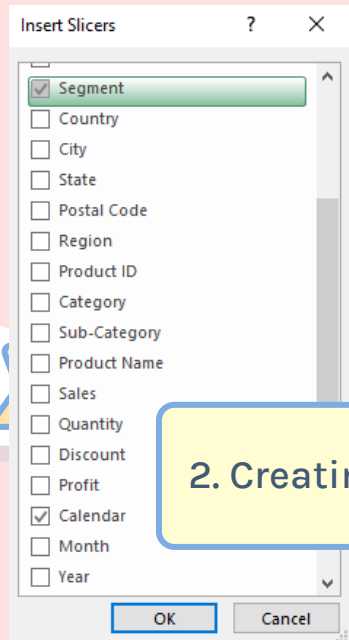
3 Result Slicer

Summary

Setelah Melakukan Pivot Table Hasilnya

1

2

3

Total Sales :
2.297.201
Total Profit:
286.397
Total Quantity:
37.873
Profit Margin:
12%

The hisghest sales trend is in November, while the lowest sales trend is in February

The Consumer segment iss the primary market that requires special attention to enchance marketing strategies and services

Setelah Melakukan Pivot Table Hasilnya

4

5

6

Focusing on inventory management and promoting these products will help maintain and increase sales

Adjusting strategies for products in less popular categories in necessary to improve performance

The use of filters and slicers reveals sales variations based on time periods

The Dashboard created using Excel

6

Recomendaation

Recomendaation

Creative Campaigns Captivate!

Get those creative juices flowing! Design a captivating marketing campaign that reflects February's themes, like love for Valentine's Day. February is a great time to focus on keeping customers happy

Thanks!

Lets Connect !!!

LinkedIn

E-mail

github