

Objective:

A dataset on the supermarket's sales for various regions in the country. You want to know which product subcategories are making the company more profits and which are making it heavy losses.

If you get these insights, you may decide to either discontinue the loss making subcategories of products or come up with some other business strategy based on your derived insights.

Steps:

1: Basic Formatting

- Increase the column widths to appropriate sizes so that they are readable
- Format the header row in a suitable colour and put borders around the header row cells

2: Filtering

- Filter the data by customer segment
- Create four new worksheets, one for each customer segment
- Copy raw data of each customer segment into the respective worksheet

Now you'll have four individual sheets, one for each customer segment. For this assignment, you only have to work with the Corporate customer segment (for both Activities 1 and 2).

3: Report Making - I

- Freeze the header row
- Delete or hide any unwanted columns
- Round off sales and profits to two decimal place
- Format sales and profit in US dollar units
- Format the Order Date and Ship Date into a more readable format

4: Report Making - II

Sorting:

- Sort alphabetically by Region
- Within Region, sort alphabetically by Province
- Within Province, sort in decreasing order of sales

Conditional Formatting - I:

- Within each Region, within each Province, highlight the top 10% orders by sales in light green fill and dark green border

Conditional Formatting - II:

- To help your manager understand profits better, highlight profits on a scale of green and losses on a scale of red (Higher the profit, darker the shade of green; More the loss, darker the shade of red).

Activity 2

1. High-Profit Categories

In this, you want to identify the most profitable product sub-categories across each region.

Compare the profit for each of the top 3 profitable product subcategories by region:
Which subcategories are profitable in most regions?

Sort the rows and columns by profit and apply Conditional Formatting. Does this throw up some exceptions?

2. Loss Making Categories

Say you want to identify the least profitable (most loss-making) product subcategories and, if needed, stop selling those product subcategories in the regions where they are the least profitable.

Find the most loss-making Product Sub-Categories across all regions.

For these subcategories, identify the regions where they are the least profitable.

Optional: Articulate your observations and identify any anomalies that you observe.

Food for thought: People mostly buy tables and chairs together; carefully analyse the business angle of these product categories and form hypotheses to explain your observations