**Data analysis using excel**

**About Dataset**

The dataset initially provided very limited insights and was not directly useful for decision-making. To make it meaningful, I performed several steps before analysis:

1. Understood the structure and context of the data.
2. Cleaned and transformed it using **Power Query**.
3. Added new calculated fields such as **COGS (Cost of Goods Sold)**.
4. Built a data model with supporting measures and calculated columns to enable deeper analysis.

Once the data was prepared, I framed key business questions to extract valuable insights:

* **Customer Loyalty**: Most used shipping modes and top 5 customers by sales & order frequency.
* **Strengths & Weaknesses**: Highest contributing client segments, top cities, and states by sales value.
* **Performance Measurement**: Top-performing product categories, most profitable products, and least profitable products.
* **Customer Experience**: Average delivery time by shipping mode.

Using **Pivot Tables, KPIs, and dashboards**, I summarized the findings visually for clear communication. I also designed KPI calculations to measure sales performance against business targets.

**Questions:  
To Enhance Customer Loyalty**What is the most used ship mode by our customer?  
Who are our top 5 customers in terms of sales and order frequency?  
**To monitor our strength and weak points**  
Which segment of clients generates the most sales?  
Which city has the most sales value?  
Which state generates the most sales value?  
**Performance measurement**What are the top performing product categories in terms of sales and profit?  
What is the most profitable product that we sell?  
What is the lowest profitable product that we sell?  
**Customer Experience**  
On Average how long does it take the orders to reach our clients? Based on each Shipping Mode

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