

## Section 1: Basic Data Exploration

### 1. Sort & Filter

- Sort the dataset by **Price** (highest to lowest).
- Filter only watches sold in the **North** region.

### 2. Remove Duplicates

- Check if any duplicate **Watch\_ID** values exist and remove them.

### 3. Apply Conditional Formatting

- Highlight cells in **Profit** greater than ₹40,000.
- Use color scales for **Total\_Sales** to identify top-selling records.

### 4. Use Text Functions

- Extract the first 3 letters of each **Brand** in a new column named **Brand\_Code**.

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## Section 2: Analytical Tasks

### 5. Create a Pivot Table

- Show **Total\_Sales** by **Brand** and **Region**.
- Add **Average Profit** in values.

### 6. Find Top 5 Brands

- Use **Sort & Filter** or **PivotTable** to find top 5 brands by total sales.

### 7. Monthly Sales Trend

Create a new column **Month** using the formula:

```
=TEXT(Order_Date, "mmm-yyyy")
```

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- Build a PivotChart showing **Total\_Sales** by month.

#### 8. Category-wise Profit

- Find which **Category** (Analog, Digital, etc.) has the highest average profit.

#### 9. Gender Preference

- Create a chart showing the share of sales between **Men**, **Women**, and **Unisex**.
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## Section 3: KPI & Dashboard Building

#### 10. Create Key Metrics (KPIs)

- Total Sales
- Total Profit
- Average Selling Price
- Profit Margin % =  $(\text{Profit} / \text{Price}) * 100$
- Total Quantity Sold

#### 11. Add KPI Indicators

- Use **Conditional Formatting** → **Icon Sets (Traffic Lights)** for Profit Margin:
  - Green ≥ 40%
  - Yellow 25–39%
  - Red < 25%

#### 12. Dashboard

- Combine all PivotCharts into one sheet.
- Include slicers for **Brand**, **Category**, and **Region**.

- Add a title “Watches Sales Performance Dashboard”.
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## Section 4: Advanced Analysis

### 13. Calculate ROI

- Add a column for ROI =  $(\text{Profit} / \text{Cost}) * 100$ .

### 14. Top Performing Region

- Use PivotTable to find which region gives the highest total profit.

### 15. Brand Material Analysis

- Find which combination of Brand and Material gives the highest sales.

### 16. Time Analysis

- Identify which month has the highest total orders.

### 17. Pareto Analysis (80/20 Rule)

- Use a cumulative % chart to find which brands contribute to 80% of total sales.
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## Bonus Task – Reporting

### 18. Create a Summary Sheet:

- Use formulas (SUMIFS, AVERAGEIFS, etc.) to summarize:
  - Sales by Region
  - Profit by Category
  - Quantity by Gender

### 19. Create a Dynamic Chart using a dropdown (Data Validation) to select brand and view its sales over time.

20. Export your dashboard as PDF and name it `Watch_Sales_Report.pdf`.