

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**.
-

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")
```

-
- 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**.
-

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 $\geq 40\%$
 - 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”.

Section 4: Advanced Analysis

13. Calculate ROI

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

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.
-

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`.