

Task 6

Dataset: Amazon Sales Data

Objective: Create an interactive Excel dashboard with slicers and timeline controls

Required Insights to Analyze:

1. Branch Performance Comparison

Analyze how sales performance varies across branches (Alex, Cairo, Luxor) and identify the key factors driving performance differences.

2. Product Line Profitability Analysis

Determine which product lines deliver the highest sales margins and analyze how profitability varies by customer segment and over time.

3. Temporal Sales Patterns

Identify monthly sales trends and seasonal patterns across all branches and product categories within the dataset period.

4. Customer Behavior Segmentation

Analyze how payment preferences differ between Member and Normal customers across different demographics and time periods.

5. Customer Satisfaction Drivers

Investigate what factors drive customer satisfaction (ratings) across gender, product lines, and different purchase contexts.

6. Sales Efficiency Metrics

Examine the relationship between quantity sold, unit price, and total sales across different product categories.

Dashboard Technical Requirements:

Interactive Controls:

- **Slicers (Required):**

1. Branch (Alex, Cairo, Luxor)
2. Customer Type (Member, Normal)

3. Gender (Male, Female)
4. Product Line (All categories)
5. Payment Method (Ewallet, Cash, Credit card)

- **Timeline Control (Required):**

- Date range: January 2019 - March 2019
- Granularity: Monthly with zoom to quarterly
- Must connect to all visualizations

Visualization Requirements:

1. **Layout:** 3×2 grid arrangement (6 visualizations total)
2. **Types:** Must include bar charts, line charts, pie/donut charts, Column, and scatter/bubble charts
3. **Interactivity:** All charts must update simultaneously with slicer/timeline changes