L1f22MBAM0060

Based on the dataset provided, which includes information on customer purchases with fields such as CustomerID, Country, Product, PurchaseChannel, AgeGroup, and AmountSpent, here are some Excel Pivot Table assignment ideas:

* Sales Analysis by Country and Product Type:
  + Objective: Create a Pivot Table to analyze the total amount spent on each product type in each country.
  + Steps: Group data by 'Country' and 'Product', then sum the 'AmountSpent' for each category.



* Channel Preference Analysis:
  + Objective: Determine which purchase channel (Online or In-Store) is more popular for each age group.
  + Steps: Use 'AgeGroup' and 'PurchaseChannel' as row and column labels, respectively, and count the number of purchases in each category.

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| --- | --- | --- | --- |
| **Count of PurchaseChannel** | **Column Labels** |  |  |
| **Row Labels** | **In-Store** | **Online** | **Grand Total** |
| 18-25 | 53 | 37 | 90 |
| 26-35 | 38 | 48 | 86 |
| 36-45 | 52 | 45 | 97 |
| 46-55 | 27 | 33 | 60 |
| 56-65 | 46 | 50 | 96 |
| 66+ | 35 | 36 | 71 |
| **Grand Total** | **251** | **249** | **500** |

* Average Spending Analysis:
  + Objective: Calculate the average amount spent per purchase in each country.
  + Steps: Group by 'Country' and use the average function on 'AmountSpent'.

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| --- | --- | --- | --- | --- |
| **Average of AmountSpent** | **Column Labels** |  |  |  |
| **Row Labels** | **In-Store** | **Online** | **(blank)** | **Grand Total** |
| Australia | 206.6098232 | 221.7921523 |  | 215.5952833 |
| Brazil | 252.2438889 | 265.4459758 |  | 259.8280665 |
| Canada | 316.3466436 | 249.7014472 |  | 287.5680361 |
| China | 240.9186179 | 283.1449745 |  | 262.4457801 |
| France | 245.1905844 | 184.5911353 |  | 223.8988861 |
| Germany | 235.4632773 | 290.2014923 |  | 263.3125446 |
| India | 210.203987 | 270.7563399 |  | 241.1529673 |
| Japan | 260.4405566 | 256.516367 |  | 258.4414411 |
| UK | 270.0494547 | 258.5709648 |  | 264.3102097 |
| USA | 232.4450052 | 251.0936985 |  | 241.0520944 |
| (blank) |  |  |  |  |
| **Grand Total** | **247.5659552** | **256.7455116** |  | **252.1373743** |

* Product Popularity by Age Group:
  + Objective: Identify which product is most popular among different age groups.
  + Steps: Use 'AgeGroup' as a row label and 'Product' as a column label, then count the number of purchases for each product in each age group.



* Comparative Sales Analysis:
  + Objective: Compare the total sales (amount spent) between Online and In-Store channels across all countries.
  + Steps: Create a Pivot Table with 'PurchaseChannel' as the row label and 'Country' as the column label, then sum the 'AmountSpent'.



* Top Customers Analysis:
  + Objective: Identify the top 5 customers in terms of the total amount spent.
  + Steps: Group data by 'CustomerID' and sum the 'AmountSpent', then sort in descending order and apply a filter to show the top 5 customers.

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| --- | --- |
| **Row Labels** | **Sum of AmountSpent** |
| ECCS0C | 497.312818 |
| IQANQ6 | 495.926774 |
| QGVOGI | 495.7319773 |
| DU3P46 | 495.1955528 |
| OK931O | 494.9953466 |
| **Grand Total** | **2479.162469** |

* Country-wise Sales Distribution:
  + Objective: Create a Pivot Chart to visually represent the distribution of sales across different countries.
  + Steps: Use 'Country' as a row label and sum the 'AmountSpent', then create a Pivot Chart (like a bar chart) to visualize the data.
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Product Sales Trend Analysis:

* + Objective: If the dataset includes a date field (not present in the sample data), analyze the sales trend of each product over time.
  + Steps: Use the date field as a row label, 'Product' as a column label, and sum 'AmountSpent' to see trends over time.

