

This project focuses on converting raw customer transaction data into meaningful business insights using Excel. A dataset of 200+ records was analyzed to understand sales performance, customer behavior, and product trends. The data was cleaned and structured using logical and date functions such as IF, AND, OR, TODAY, DATEDIF, and EOMONTH. Sales were analyzed across regions, product categories, and customer segments to identify high-performing areas. Top 5 customers were identified based on revenue contribution to understand key business drivers. Time-based analysis revealed monthly and seasonal sales trends. Interactive dashboards with charts and slicers were created for easy decision-making. Conditional formatting was used to highlight performance indicators. Scenario analysis helped evaluate different business conditions. Linear regression was applied to observe sales trends and predict future performance. Overall, the project demonstrates how Excel can be used as a powerful data intelligence and reporting tool.