

## JADONS' HUB EXCEL MENTORSHIP PROJECT

### **Project Description**

You've been hired as a data analyst by an online retail company. Your task is to analyze their sales transactions using **Microsoft Excel** and present key business insights through dashboards, summaries, and visual storytelling.

### **Project Objectives**

- Identify sales trends across regions, products, and time
- Detect top-performing products and underperforming areas
- Create effective visualizations and dashboards
- Communicate findings with clarity, accuracy, and business relevance

### **Deliverables**

Participants must submit the following:

1. An Excel project file with your analysis
2. A PowerPoint presentation summarizing your insights

A LinkedIn post showcasing your project. Tag **@JahbuikemAnderson** or a Facebook post showcasing your project. Tag **@Jadons'**

Use the hashtag **#JadonsMentorship**

Upload the project in your GitHub and fill the project submission form.

### **Business Insight Goals**

Your final submission should offer actionable recommendations to help management:

- Improve sales and marketing strategies
- Optimize inventory and stock planning
- Enhance customer experience and satisfaction

Download the dataset.