# **Excel Tutorial: Business Development Analyst Skills Demonstration for Etihad**

I'll provide a comprehensive step-by-step tutorial to recreate the analysis using Excel. This will showcase your skills in data analysis, visualization, and business intelligence reporting.

## **Step 1: Create the Main Sales Performance Dataset**

### **1.1 Set Up Your Excel Workbook**

* Open a new Excel workbook
* Rename Sheet1 as "Sales Data"
* Create these column headers in Row 1:
  + A: Date
  + B: Market
  + C: Segment
  + D: Channel
  + E: Bookings
  + F: Revenue
  + G: RASK
  + H: Load Factor
  + I: Average Fare
  + J: Cancellation Rate
  + K: Competitor Price Index
  + L: Year
  + M: Month
  + N: Quarter

### **1.2 Generate Sample Data**

In cell A2 (Date):

excel

=DATE(2022,1,1)+ROW(A1)\*7

Drag down to fill about 200 rows (2 years of weekly data)

In cell B2 (Market):

excel

=CHOOSE(RANDBETWEEN(1,5),"Middle East","Europe","Asia Pacific","North America","Africa")

In cell C2 (Segment):

excel

=CHOOSE(RANDBETWEEN(1,5),"Corporate","Leisure","Government","Student","Family")

In cell D2 (Channel):

excel

=CHOOSE(RANDBETWEEN(1,4),"Direct","Online Travel Agency","Corporate Agreement","Travel Agent")

In cell E2 (Bookings):

excel

=RANDBETWEEN(20,100)\*IF(MONTH(A2) IN {6,7,12},1.3,1) // Seasonal adjustment

In cell F2 (Revenue):

excel

=E2\*I2\*(1-J2) // Bookings \* Average Fare \* (1-Cancellation Rate)

In cell G2 (RASK):

excel

=RANDBETWEEN(10,14)/100 // Random between 0.10-0.14

In cell H2 (Load Factor):

excel

=RANDBETWEEN(65,90)/100 // 65%-90% load factor

In cell I2 (Average Fare):

excel

=RANDBETWEEN(500,1200) // USD 500-1200

In cell J2 (Cancellation Rate):

excel

=RANDBETWEEN(1,8)/100 // 1%-8% cancellation

In cell K2 (Competitor Price Index):

excel

=RANDBETWEEN(85,115)/100 // 0.85-1.15 index

In cell L2 (Year):

excel

=YEAR(A2)

In cell M2 (Month):

excel

=MONTH(A2)

In cell N2 (Quarter):

excel

="Q"&ROUNDUP(MONTH(A2)/3,0)

Copy these formulas down to create your dataset.

## **Step 2: Create Market Intelligence Data**

### **2.1 Set Up Market Intelligence Sheet**

* Create a new sheet named "Market Intelligence"
* Headers in Row 1:
  + A: Market
  + B: Month
  + C: Year
  + D: GDP Growth Rate
  + E: Tourism Growth
  + F: Competitor Capacity
  + G: Fuel Price Index
  + H: Market Share Etihad
  + I: Economic Stability Index

### **2.2 Fill Market Intelligence Data**

In cell A2:

excel

="Middle East"

In cell A3:

excel

="Europe"

Continue for all 5 markets

In column B (Month): 1 through 12  
In column C (Year): 2023

In column D (GDP Growth Rate):

excel

=RANDBETWEEN(15,35)/10 // 1.5%-3.5%

In column E (Tourism Growth):

excel

=RANDBETWEEN(50,110)/10 // 5%-11%

In column F (Competitor Capacity):

excel

=RANDBETWEEN(80,120) // 80-120 aircraft

In column G (Fuel Price Index):

excel

=RANDBETWEEN(80,120)/100 // 0.8-1.2

In column H (Market Share Etihad):

excel

=RANDBETWEEN(1000,2500)/100 // 10%-25%

In column I (Economic Stability Index):

excel

=RANDBETWEEN(65,85) // 65-85 points

## **Step 3: Create Sales Strategy Data**

### **3.1 Set Up Strategy Sheet**

* Create new sheet named "Sales Strategy"
* Headers in Row 1:
  + A: Strategy Name
  + B: Market
  + C: Implementation Date
  + D: Implementation Cost
  + E: Incremental Revenue
  + F: ROI
  + G: Adoption Rate
  + H: Customer Satisfaction Impact

### **3.2 Fill Strategy Data**

In column A: List 4 strategies:

* Corporate Agreement Program
* Private Fares
* Incentive Program
* Seasonal Promotion

In column B: Repeat markets for each strategy

In column C (Implementation Date):

excel

=DATE(2023,RANDBETWEEN(1,12),RANDBETWEEN(1,28))

In column D (Implementation Cost):

excel

=RANDBETWEEN(35000,65000)

In column E (Incremental Revenue):

excel

=D2\*(1+RANDBETWEEN(5,20)/100) // 5-20% over cost

In column F (ROI):

excel

=((E2-D2)/D2)\*100

In column G (Adoption Rate):

excel

=RANDBETWEEN(60,95) // 60-95%

In column H (Customer Satisfaction Impact):

excel

=RANDBETWEEN(5,25)/100 // 5-25% improvement

## **Step 4: Create Analysis and Dashboard**

### **4.1 Create Summary Calculations**

In Sales Data sheet, create a summary section:

Monthly Performance Summary:

excel

=SUMIFS(F:F,L:L,2023,M:M,1) // January 2023 Revenue

=AVERAGEIFS(G:G,L:L,2023,M:M,1) // January 2023 RASK

Market Share Analysis:

excel

=SUMIF(F:F,B:B,"Middle East")/SUM(F:F) // Middle East market share

### **4.2 Create Pivot Tables for Analysis**

Pivot Table 1: Monthly Revenue by Market

* Select your Sales Data
* Insert > Pivot Table
* Rows: Date (Group by Months and Years)
* Columns: Market
* Values: Revenue (Sum)

Pivot Table 2: Channel Performance

* Rows: Channel
* Values: Revenue (Sum), Bookings (Sum), Average of RASK

Pivot Table 3: Segment RASK Analysis

* Rows: Segment
* Values: Average of RASK, Average of Load Factor

### **4.3 Create Professional Dashboard**

Create a new sheet named "Dashboard"

Chart 1: Revenue Trend by Market

* Use Pivot Table 1 data
* Insert > Line Chart
* Format with Etihad colors (burgundy, gold)

Chart 2: Market Share Pie Chart

* Use market share calculations
* Insert > Pie Chart
* Add data labels with percentages

Chart 3: Channel Performance

* Use Pivot Table 2 data
* Insert > Clustered Column Chart
* Show revenue by channel

Chart 4: RASK by Segment

* Use Pivot Table 3 data
* Insert > Bar Chart
* Sort descending for better visualization

Chart 5: Strategy ROI

* Use Sales Strategy data
* Insert > Column Chart
* Color code: Green for positive, red for negative

Chart 6: Load Factor vs RASK Scatter Plot

* Use Sales Data
* Insert > Scatter Plot
* X-axis: Load Factor, Y-axis: RASK

### **4.4 Add Key Performance Indicators (KPIs)**

In Dashboard, create KPI boxes:

Total Revenue:

excel

=SUM('Sales Data'!F:F)/1000000&"M"

Average RASK:

excel

=ROUND(AVERAGE('Sales Data'!G:G),4)

Average Load Factor:

excel

=ROUND(AVERAGE('Sales Data'!H:H)\*100,1)&"%"

Top Performing Market:

excel

=INDEX(B:B,MATCH(MAX(SUMIFS(F:F,B:B,B:B)),SUMIFS(F:F,B:B,B:B),0))

## **Step 5: Advanced Analysis Features**

### **5.1 Conditional Formatting for Insights**

In Sales Data:

* Select RASK column
* Home > Conditional Formatting > Color Scales
* Green-Yellow-Red for performance indication

In Strategy Data:

* Select ROI column
* Conditional Formatting > Data Bars
* Visual ROI comparison

### **5.2 Data Validation for Scenario Analysis**

Create Scenario Analysis Section:

* Data > Data Validation > List
* Create dropdown for different markets/segments
* Use INDEX/MATCH to show relevant metrics

### **5.3 Advanced Formulas for Business Insights**

Revenue Growth Calculation:

excel

=((SUMIFS(F:F,L:L,2023)-SUMIFS(F:F,L:L,2022))/SUMIFS(F:F,L:L,2022))\*100

Correlation Analysis:

excel

=CORREL('Sales Data'!H:H,'Sales Data'!G:G) // Load Factor vs RASK

## **Step 6: Professional Formatting**

### **6.1 Apply Corporate Styling**

* Use Etihad color scheme: Burgundy (#9E0B0F) and Gold (#AC8B3A)
* Consistent fonts (Calibri or Arial)
* Professional borders and shading
* Logo placement in header

### **6.2 Create Executive Summary**

Add text boxes with insights:

* "Middle East market shows strongest RASK performance"
* "Corporate Agreements deliver highest ROI among strategies"
* "Direct channel demonstrates premium fare capture"
* "Seasonal patterns indicate Q4 optimization opportunities"

### **6.3 Add Interactive Elements**

* Slicers for Market, Segment, Time Period
* Timeline for date filtering
* Form controls for what-if analysis

## **Step 7: Final Touches**

### **7.1 Data Quality Checks**

* Remove #DIV/0! errors: =IFERROR(your\_formula,"")
* Ensure consistent number formatting
* Add data validation rules

### **7.2 Documentation**

* Add comments explaining complex formulas
* Create a "Read Me" sheet with methodology
* Document data sources and assumptions

### **7.3 Protection and Sharing**

* Protect sheets with passwords
* Create different views for different stakeholders
* Set up print areas for reports

## **Key Skills Demonstrated Through This Excel Approach:**

1. Advanced Excel Functions: INDEX/MATCH, SUMIFS, conditional formatting
2. Data Analysis: PivotTables, statistical functions, trend analysis
3. Business Intelligence: KPI dashboards, performance metrics
4. Market Intelligence: Competitive analysis, market share calculations
5. Financial Acumen: ROI analysis, revenue optimization, cost-benefit
6. Visualization: Professional charts, conditional formatting, dashboards
7. Strategic Planning: Scenario analysis, performance forecasting
8. Stakeholder Reporting: Executive summaries, actionable insights

This Excel demonstration will showcase your capability to handle the analytical requirements of the Business Development Analyst role at Etihad, proving your expertise in data-driven decision making and commercial performance optimization.