You are given sales data of Plexus Biker’s Hub. Analyze the data so that they can get some valuable insights that will help them to maximize revenue.

**Data Analysis Using Excel**

**Task 1 - Dataset Preparation**

* Sales data from 2011 to 2016 are given in ‘Sales Data’ file.
* The G Column - ‘Age Group’ is empty. Use **formula** to derive the age group from the **Customer Age** column. Let's group the customers based on the following criteria:
  + Youth (<25)
  + Young Adults (25-34)
  + Adults (35-64)
  + Seniors (>64)
* Find out ‘**Customer Gender’** using **Index Match** (Not Vlookup)**.**
* Use formula to derive the month of sales (i.e. January, February) from the **Date** column.
* Add any other column that might be necessary for the analysis.

**Task 3 - Pivot table**

Use pivot tables to summarize the data. Do not make more than five tables.

**Task 4 - Dashboard**

Make an interactive dashboard containing at least 5 to 8 charts.

**Task 5 - Insights**

Share five insights you’ve found from the analysis. Write them down in the excel sheet.

# Making Interactive Dashboard Using Google Data Studio You are given sales data of Cookie Time in [a google sheet](https://docs.google.com/spreadsheets/d/1ifmPN6SC6RSNYKNbGP4gKJS_S_B3okGuKIhV6vLr6Hc/edit?usp=sharing). Make a dashboard from the data provided.

The following are the criteria you must fill -

* Add at least one filter in the dashboard
* The dashboard must be interactive
* Show Revenue from 2018 to 2019 on a monthly basis using a time series chart
* Add a calculated field in Google Data Studio to show profit. This new metric must be formatted as currency ($).
* Use a variety of charts and graphs to show your skills.
* Draw three major insights from the dashboard. Write them down in the bottom of the dashboard.

**Working with the data and sharing the dashboard**

First make a copy of the ‘[Cookie Time’ Google Sheet.](https://docs.google.com/spreadsheets/d/1ifmPN6SC6RSNYKNbGP4gKJS_S_B3okGuKIhV6vLr6Hc/edit?usp=sharing)

Share the dashboard with Editorial Access – [Atif Chowdhury](mailto:atif.chowdhury@bongobd.com) & [Solaiman Hridoy](mailto:solaiman.hridoy@bongobd.com). Also, share a PDF of the dashboard.