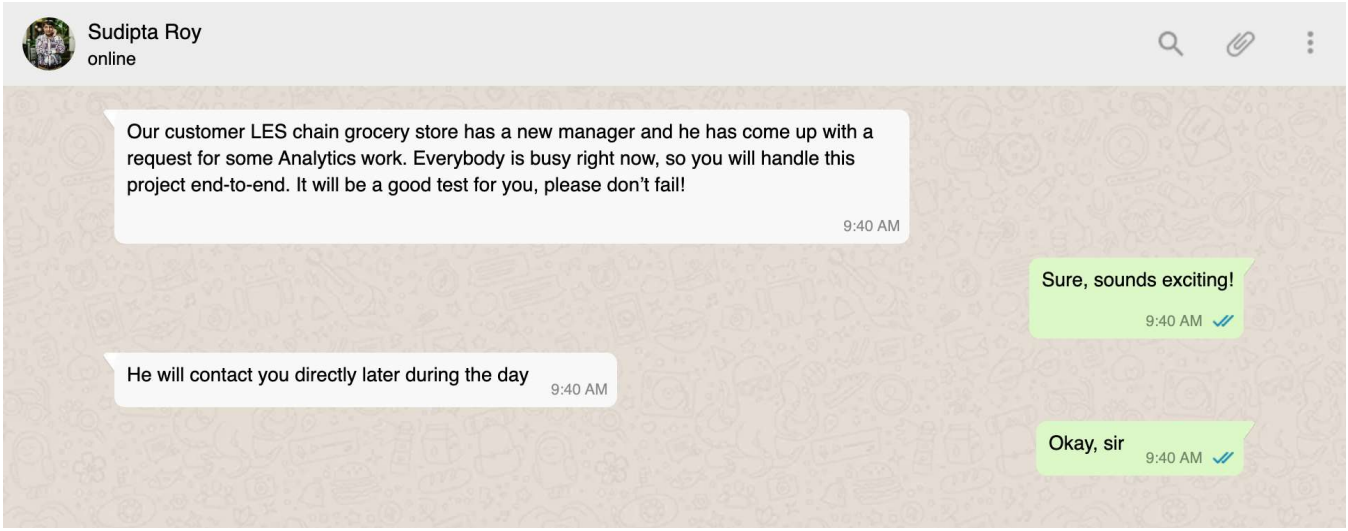
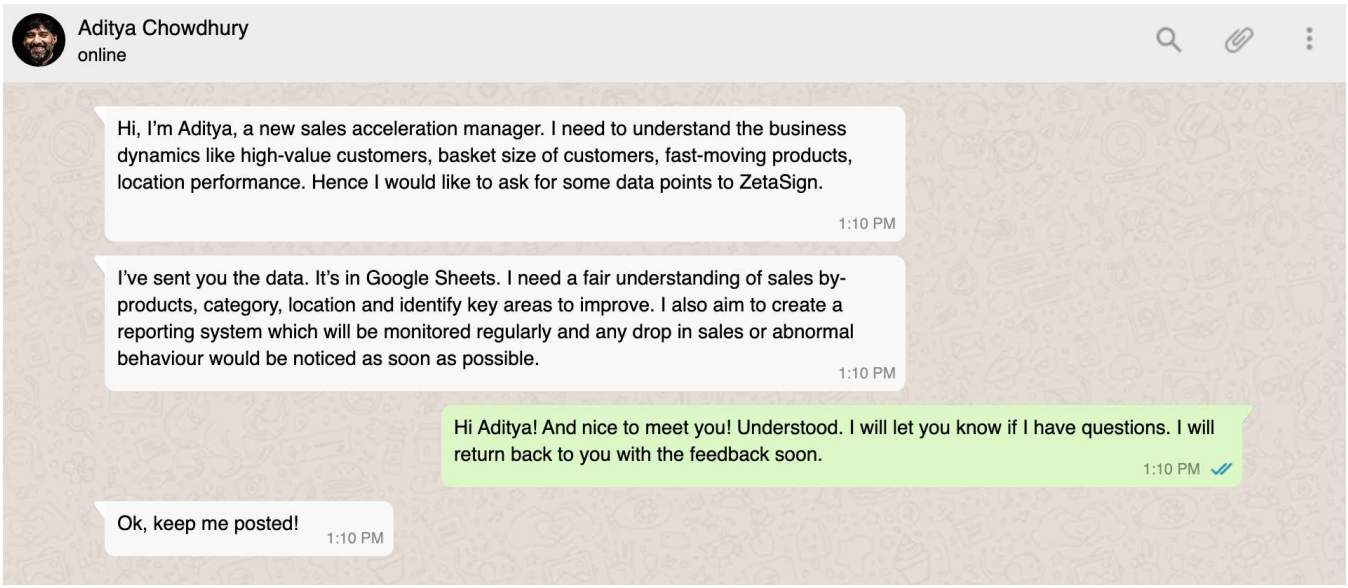
My first project



Ok, you need to get more information on this store chain.

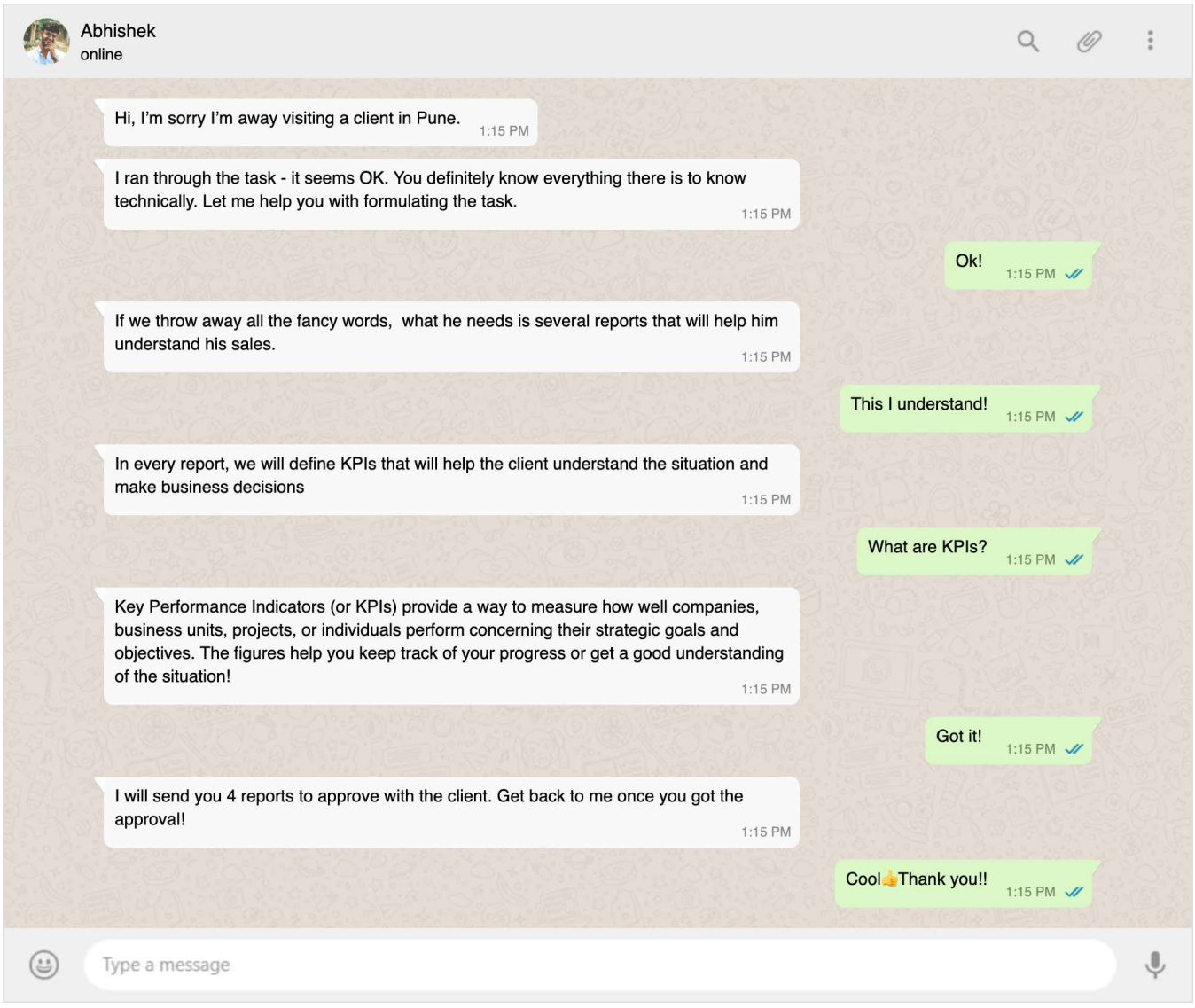
LES is a retail store brand, it is the fourth largest supermarket chain in the country after Future Group, Reliance Retail and D-Mart.

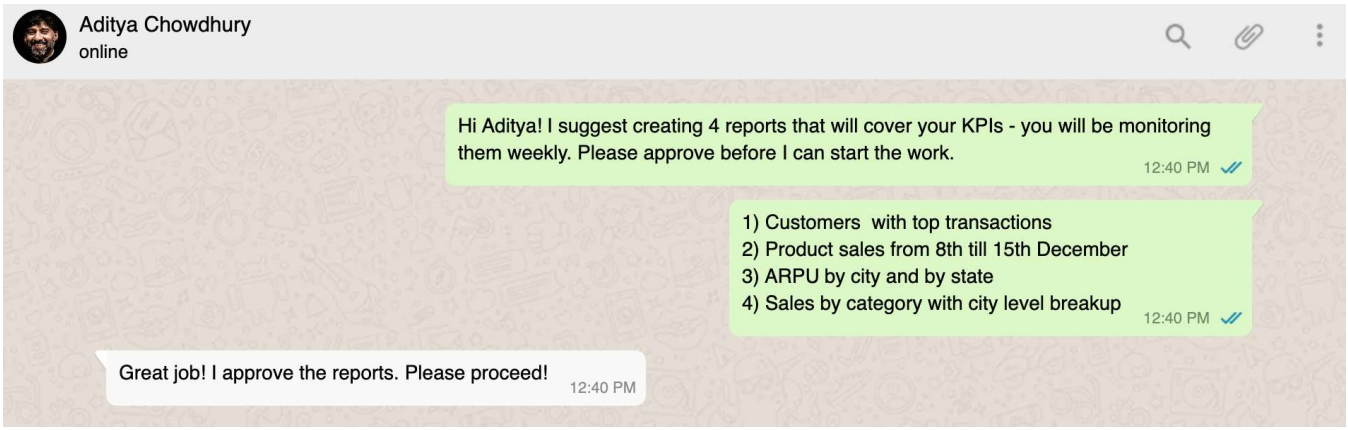
It was founded in 2005 and unites 480 supermarkets and 25 hypermarkets. It also provides online grocery retail services in Bangalore, NCR, Hyderabad and Pune through its e-Commerce website.



It's time to message our old friend Abhishek 😜

What needs to be done




Aditya Chowdhury
online
Hi Aditya! I suggest creating 4 reports that will cover your KPIs - you will be monitoring them weekly. Please approve before I can start the work.
12:40 PM
1) Customers with top transactions
2) Product sales from 8th till 15th December
3) ARPU by city and by state
4) Sales by category with city level breakup
12:40 PM
Great job! I approve the reports. Please proceed!
12:40 PM

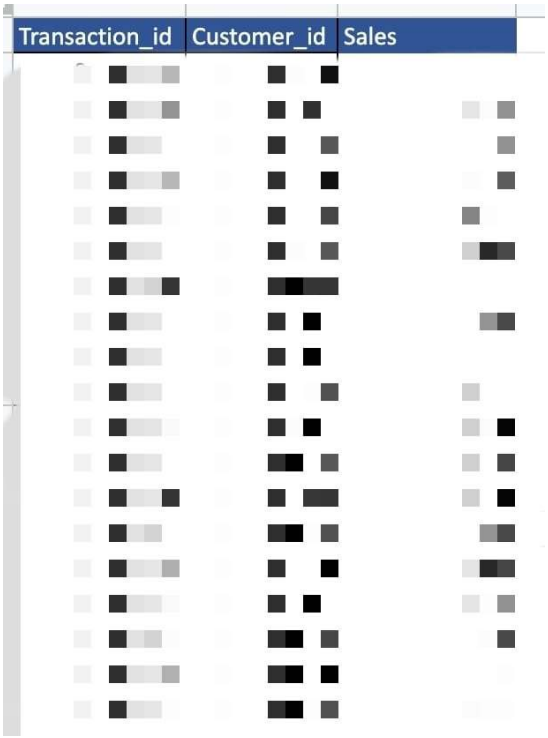
Reports

We need to create a report to analyse and keep track of Key Performance Indicators.

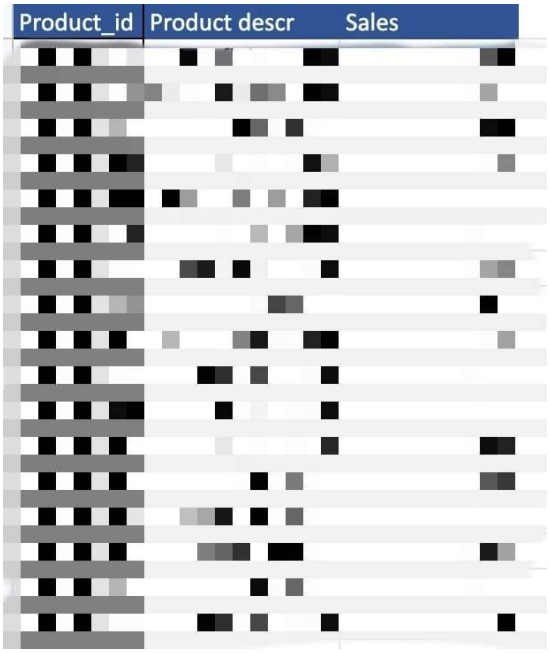
Data to download for Project 1

All the amounts are blurred, you have to calculate it yourself!

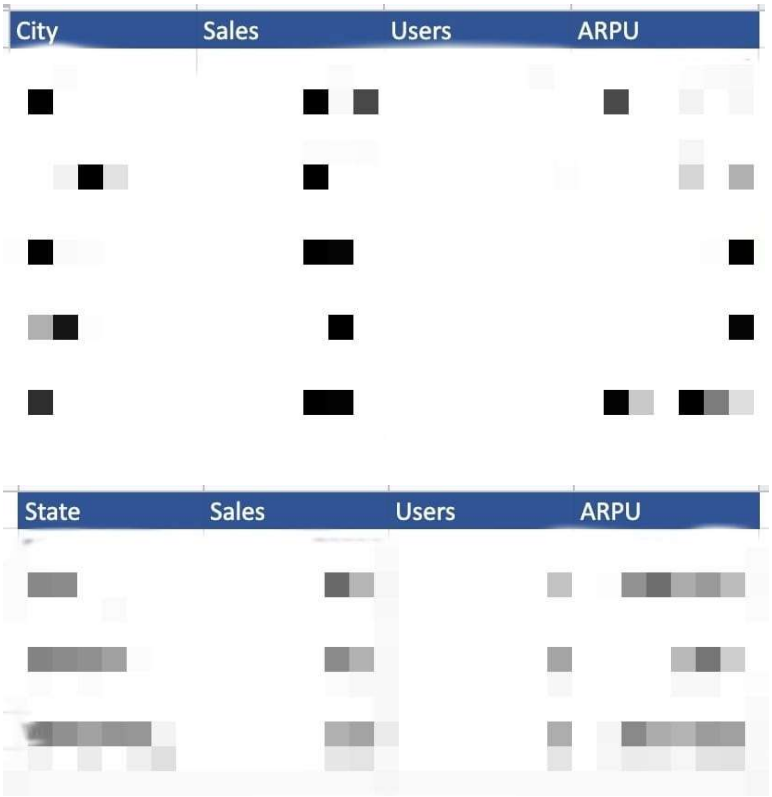
Report 1 : Customers with top transactions



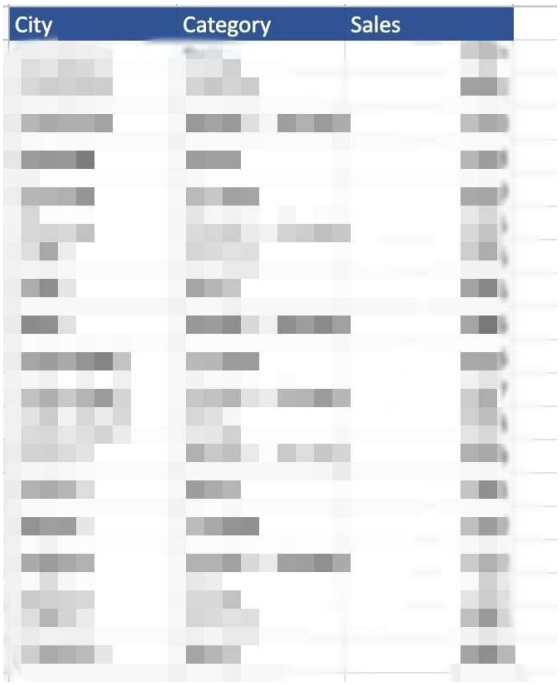
Report 2 : Product sales for a period



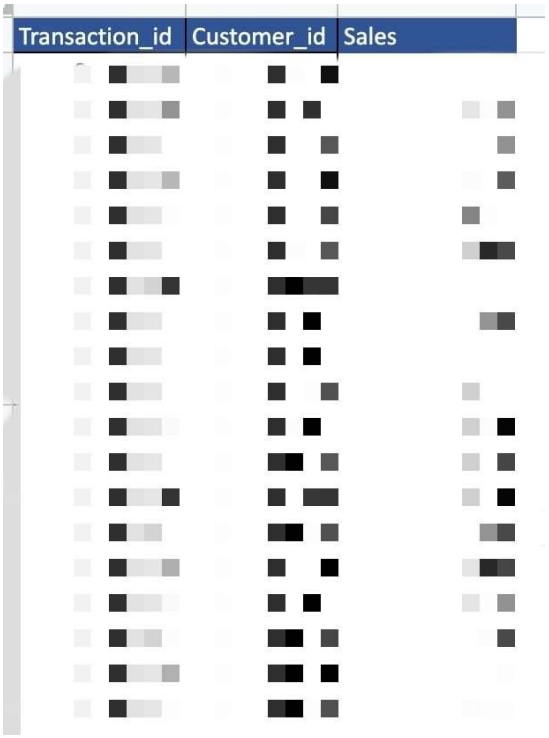
Report 3 : ARPU for city and state



Report 4 : Sales by category with city level breakup


City
Category
Sales

Task 1



Question 1

1/1 point (graded)

As a new sales manager is primarily interested in sales. Let's calculate the sales for each transaction.

Create a new column next to "Price (INR)" and calculate sales for each transaction ID.

Sales=quantity*price

Enter the sales value for transaction ID "31245032" of product ID "10000338"

300 ✔

300

Submit

As of now, In a spreadsheet, we have calculated the sales amount for each individual product (highlighted in yellow).

For example, if the customer has bought the following things.

Item	Quantity	Price per item	Total Amount
Cornflakes(almond) cereal of 1Kg	2	192	384
Orange (200 mL)	4	160	640
Cheese (200g)	3	100	300
Total Value			1324

What we need is the total amount of the bill i.e amount highlighted in red

Compute sales amount for each customer_id-transaction_id combination. In the output, customer and transaction fields should be unique together.

To calculate the total value for each bill (transaction ID) we need to do the following steps,

- **Step 1:**

Copy “customer_id”, “transaction_id” from the **sales_fact** worksheet. Create a new worksheet and paste and remove duplicates.

How to remove duplicate values in Google Spreadsheet?

<YouTube Video>

- **Step 2:**

Use the _____ formula in GS to compute the sum of sales for each transaction

- **Step 3:**

Sort the report by the sales amount of the transaction

Question 2

1/1 point (graded)

What is the customer_id for the highest sales?

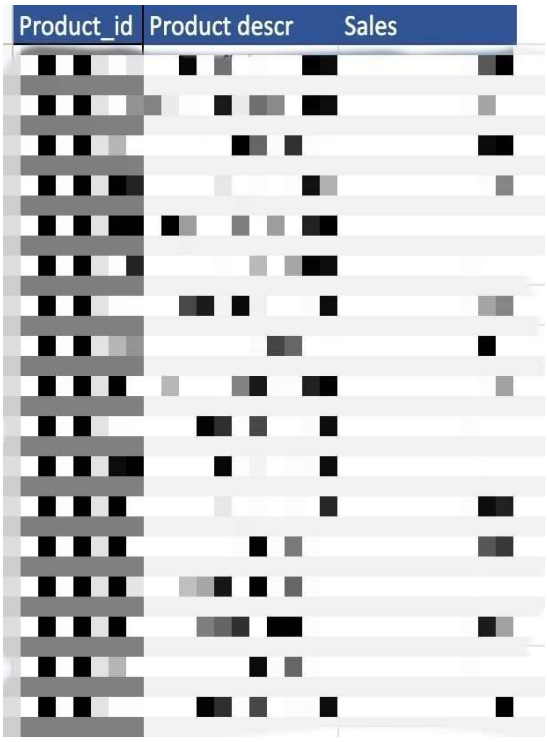
- ○ 712345380
- ◉ 712345388
- ○ 712345398
- ○ 712345345

✔

Submit

Task 2

The store had a festival offer from 8th to 15th December. The sales manager would like to understand the sales from the same period.



Compute sales amount by each product with product description for the period 8th to 15th December.

Step 1:

Copy “product_ids” from “sales_fact”, paste in the new sheet and remove duplicates.

Step 2:

As we have to work with data for a specific period i.e 8th to 15th December. Filter and copy the data and put it in the sheet to avoid reading the whole data.

Step 3:

Use the _____ formula in GS to compute the sum of sales for each product_id.

* Don't forget to make references absolute before dragging the formula.

Step 4:

It seems difficult to comprehend data just with Product ID.

Step 5:

Use VLOOKUP to get the "product description" from the "Category_dim" table for the product_id.

Use named_range to avoid "N/A" issues.

Questions

2/2 points (graded)

1. What is the product description of the product with the highest sales?

- ◯ Pepsi_1L
- ◉ Cornflakes_1Kg
- ◯ Curd MD_1L
- ◯ Soda_200mL

✔

2. What is the sales amount of the product with the highest sales?

5372 ✔

5372

Submit

Task 3

Create a Report. ARPU for the state.

The acronym ARPU stands for Average Revenue Per User. ARPU is a common metric that's useful for all types of businesses. ARPU is calculated by dividing total revenue by the number of customers you have. ARPU helps companies analyze their growth patterns and compare their success to competitors. Average Revenue per user by state.

Breaking the question, Average Revenue Per User for state = Total revenue by the state/ Total number of customers in the state

Step 1:

What we have in the "Sales_fact" table is store ID but we need values on state level. From "Geography_dim" table we see that each store in respective city and state has unique ID.

Create a new column in "Sales_fact" and map the state named from store ID using VLOOKUP.

Step 2:

Now, let's find out total sales for each state.

Create a new worksheet "State_analytics" - copy state from "Geography_dim".

Step 3:

Using _____ formula calculate total sales for each state

Step 4:

Because we have multiple duplicate records(ID) for each product. To find total number of unique customer in each state we need to remove duplicates.

Create a new tab “User-per-state”. Copy from “Sales_fact” customer_id, and state columns to this tab. Remove duplicates.

Step 5:

In the “State_analytics” tab calculate the number of users per state using COUNTIF (from the “User-per-state” tab)

Step 6:

For every state calculate ARPU (by dividing total sales by the number of users)

Question 1

1/1 point (graded)

What is the average revenue per customer for Maharashtra?

2024.142857 ✔

2024.142857

Submit