Here are a few **Excel-based project ideas** that would impress companies like **Amazon, Myntra, and Walmart**, showcasing your ability to analyse and interpret data, which is essential for data analyst roles. Each project can be tailored to real-world scenarios these companies might face, and help you build a robust portfolio:

**1. Sales Analysis Dashboard (Retail Focus)**

**Objective**: Create an interactive sales analysis dashboard.

* **Tools**: PivotTables, Power Query, Conditional Formatting, Charts, Data Validation.
* **Dataset**: Use a mock or real retail dataset (can be from online sources like Kaggle or open datasets). Include fields like product name, quantity sold, price, region, date, and customer demographics.
* **Steps**:
  + Clean the data by removing duplicates and handling missing values.
  + Analyze sales by region, product, time (monthly, weekly), and customer demographics.
  + Create PivotTables to summarize sales trends, top-selling products, etc.
  + Build dynamic dashboards using PivotCharts, slicers, and drop-down menus.
* **Skills showcased**: Data cleaning, PivotTables, dynamic reporting, data visualization.

**2. Customer Segmentation Analysis**

**Objective**: Segment customers based on purchasing behavior and demographics.

* **Tools**: Power Query, PivotTables, Conditional Formatting, Charts, Clustering techniques.
* **Dataset**: Customer purchase data including age, gender, purchase history, product category, and total spend.
* **Steps**:
  + Clean and preprocess the customer data.
  + Perform clustering analysis to categorize customers into segments (e.g., high spenders, frequent buyers).
  + Create a table showing customer segments and a corresponding visualization.
  + Visualize the number of customers in each segment, and their corresponding total spend, product preferences, etc.
* **Skills showcased**: Data segmentation, data analysis, customer insights.

**3. Inventory Management Optimization**

**Objective**: Analyze and optimize inventory levels to minimize stockouts and overstocking.

* **Tools**: Excel Solver, Data Tables, PivotTables, Charts.
* **Dataset**: Inventory data with product names, quantity in stock, reorder level, sales rate, and lead time.
* **Steps**:
  + Calculate reorder points and optimal stock levels using historical sales data.
  + Use Excel’s Solver to find the optimal reorder quantities based on sales and lead time.
  + Create a dashboard that shows products approaching their reorder point.
  + Use conditional formatting to highlight critical inventory issues.
* **Skills showcased**: Inventory management, optimization, and forecasting.

**4. Marketing Campaign Effectiveness**

**Objective**: Evaluate the ROI (Return on Investment) of marketing campaigns.

* **Tools**: PivotTables, Charts, Formulas (like ROI formula), Conditional Formatting.
* **Dataset**: Marketing campaign data (e.g., campaign type, budget, impressions, clicks, conversion rate, revenue generated).
* **Steps**:
  + Calculate the ROI for each campaign: ROI=(Revenue−Cost)/CostROI = (Revenue - Cost) / CostROI=(Revenue−Cost)/Cost
  + Analyze the effectiveness of campaigns by metrics such as ROI, conversion rate, and cost-per-click.
  + Create a dashboard to compare different campaigns and show trends.
  + Use visualizations (e.g., bar charts, line graphs) to show key insights.
* **Skills showcased**: ROI analysis, marketing metrics, data visualization.

**5. Churn Rate Analysis (Customer Retention)**

**Objective**: Analyze and predict customer churn.

* **Tools**: PivotTables, Conditional Formatting, Statistical Analysis, Charts.
* **Dataset**: Customer data, subscription information, engagement metrics (e.g., frequency of log-ins, number of interactions).
* **Steps**:
  + Calculate churn rate:

Churn Rate= (Customers Lost / Customers at the Start of the Period)

* + Identify factors contributing to churn, such as low engagement or subscription period.
  + Create a table and use PivotTables to show the relationship between churn and engagement or subscription length.
  + Create a dashboard showing churn by segment (e.g., region, subscription plan).
* **Skills showcased**: Churn analysis, customer retention insights, predictive analytics.

**6. Supply Chain Analysis (Logistics & Delivery)**

**Objective**: Analyze and optimize the supply chain process, from order to delivery.

* **Tools**: Power Query, PivotTables, Forecasting (Trendlines), Charts.
* **Dataset**: Supply chain data (order IDs, product details, order date, shipping time, delivery time, and region).
* **Steps**:
  + Analyze delivery times across regions and identify bottlenecks in the supply chain.
  + Use trendlines to forecast delivery times based on historical data.
  + Create a dashboard showing average delivery times by region and the percentage of on-time deliveries.
  + Provide recommendations for improving the supply chain efficiency.
* **Skills showcased**: Supply chain optimization, forecasting, reporting.

**7. Product Performance Analysis**

**Objective**: Evaluate the performance of different products across various metrics (e.g., sales, customer satisfaction).

* **Tools**: PivotTables, Charts, VLOOKUP, Advanced Filtering.
* **Dataset**: Sales and product data including product categories, units sold, customer ratings, and regions.
* **Steps**:
  + Perform a sales performance analysis by region and product category.
  + Identify top-performing and underperforming products.
  + Create a comparison table of products based on units sold and customer ratings.
  + Create charts to visually compare products.
* **Skills showcased**: Product analysis, sales comparison, customer feedback analysis.

**8. Financial Forecasting & Budgeting**

**Objective**: Create a financial forecast and budget for a department or company.

* **Tools**: Forecasting (TREND function), Budget Templates, What-If Analysis.
* **Dataset**: Historical financial data, including expenses, revenue, and profits.
* **Steps**:
  + Use historical data to forecast future revenues and expenses.
  + Build a budget model to track actual vs. forecasted performance.
  + Create a dynamic dashboard that compares actual and forecasted financials.
* **Skills showcased**: Financial analysis, forecasting, budget management.

**9. Website Traffic Analysis**

**Objective**: Analyze website traffic data and trends.

* **Tools**: PivotTables, Line/Bar Charts, Data Validation, Filters.
* **Dataset**: Web traffic data (e.g., session duration, page views, bounce rate, and traffic sources).
* **Steps**:
  + Analyze traffic trends across different time periods (daily, weekly, monthly).
  + Identify key traffic sources and their conversion rates.
  + Visualize the website's performance over time.
  + Identify opportunities for improvement in traffic sources and bounce rate.
* **Skills showcased**: Web analytics, traffic source analysis, trend visualization.

These projects, designed around real-world scenarios, will not only help you demonstrate your Excel skills but also give you insights into the kinds of data analysis Amazon, Myntra, and Walmart are likely to value. Each project can be presented as a standalone portfolio piece, showing your proficiency in data analysis, reporting, and visualization.