# ABC_FoodTrade_B2B_Export Project:

**Candidate: Saurabh S Acharya**

**Date : July 27 , 2025**

**Project Overview:**

I developed an Excel-based analytics dashboard for a synthetic dataset modeling real-world B2B food export orders, closely following the workflow of industry leaders like ProSessed AI. The objective was to transform raw operational data into actionable insights through rigorous data cleaning, advanced PivotTable analysis, and interactive dashboard visualization.

**Data Processing Steps:**

**1. Data Structure & Import**

- **Dataset size:** 50,000 rows × 15 columns (Order-level data)
- **Key columns:**
  Order_ID, Product, Supplier, Customer, Quantity_MT, Price_per_MT_USD, Total_Value_USD, Order_Date, Delivery_Date, Delivery_Delay_Days, Region, Port, State, Return_Status, Payment_Status

**2. Data Cleaning & Preprocessing**

- Formatted data as a structured Excel Table (TradeData) for seamless analysis.
- Checked for duplicates on Order_ID — none found.
- Checked for blanks: Used formulas (e.g., =HASBLANK()) on critical fields (Total_Value_USD, etc.) — found no missing values.
- Standardized categorical columns: Ensured all entries in Payment_Status, Return_Status were consistent; found no typos or inconsistencies.
- Sanity checks: Verified no negative/zero values in Quantity, Price, and Delivery_Delay_Days — all data valid.
- **Created helper columns:**
  - **Order_Month:** For monthly trend analysis.
  - **Delivery_Status:** Categorized as "Delayed" (>5 days) or "OnTime".
  - **Payment_Flag / Return_Flag:** Binary variables for quick KPI calculation.

**3. Analytical Approach & PivotTable Setup**

**Sheet 2: KPI Pivot Table**

- **Total Sales Value:** Sum of Total_Value_USD
- **Total Orders:** Count of Order_ID
- **Average Delivery Delay:** Average of Delivery_Delay_Days
- **% Paid Orders:**
    - Sum of Payment_Flag / Count of Order_ID
    - Used GETPIVOTDATA formulas for dynamic, slicer-responsive KPIs
- **% Returned Orders:**
    - Sum of Return_Flag / Count of Order_ID
    - Also GETPIVOTDATA-based and dynamic

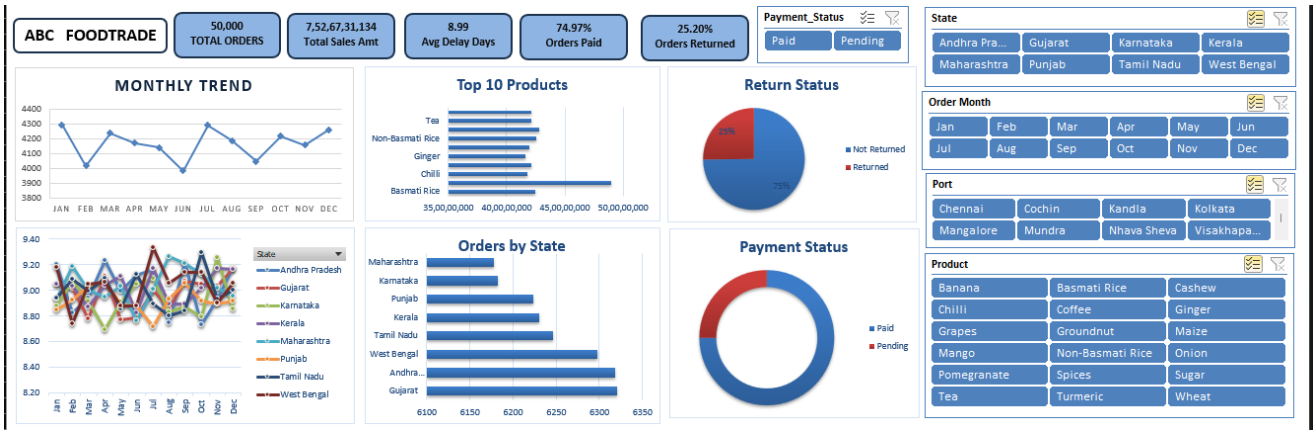
**Sheet 3: Detailed PivotTables**

- **Monthly Trend:** Orders by month; visualized as a line chart.
- **Payment Status:** Paid vs Pending; displayed as a donut chart.
- **Return Status:** Returned vs Not Returned; pie chart used.
- **Top Products:** Product by sum of Total_Value_USD; horizontal bar chart built.
- **Orders by State:** Orders per state; bar chart for regional performance.
- **Delivery Delay:** By month and state, average delay calculated; displayed as a line chart.

**4. Dashboard Construction (Sheet 4)**

- **KPI Cards (top row):**
    - Total Orders
    - Total Sales Value
    - Avg. Delivery Delay
    - % Paid Orders
    - % Returned Orders
- **Charts/Visuals:**
    - Monthly trend (orders) line chart
    - Top 10 products bar chart
    - Orders by state bar chart
    - Payment status donut chart
    - Return status pie chart
    - Delivery delay line chart

- **Interactive Slicers:**
    - Product, State, Port, Month, Payment Status
    - All visuals linked for interactive filtering




## Key Insights from Dashboard

- Peak orders in January: Indicates seasonal buying spikes.
- Cashew is the top-ordered product: Dominates export value.
- Return rate: 25% of orders are returned—a potential area for improvement.
- Gujarat is the leading export state: Highest order volume.
- Payment status: 75% of orders are paid, 25% pending—manageable receivables.
- Highest delivery delay: West Bengal in June (average 9.34 days)—suggests localized logistics challenge.

**Conclusion**

**This end-to-end workflow demonstrates my capabilities in:**

- Data cleaning & preprocessing
- Advanced Excel analytics—including dynamic GETPIVOTDATA, PivotTables, helper columns, and formula logic
- Visual storytelling and interactivity in dashboard design
- Summarizing actionable business insights from complex datasets

**I am ready to bring this data-driven, detail-oriented approach to your organization and contribute immediately to analytics, reporting, and operational optimization**

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