# Scenario: Retail Tracker – Fashion & Accessories

**📘 Scenario Worksheet (10-Step Workbook)**

**Company background**

You are working for *Trendy Threads Ltd*, an independent fashion retailer with both online and high-street stores.  
Management want to understand how different product lines and customer segments performed last quarter so they can plan their winter promotions.

**🔟 Task Steps**

**1️⃣ Get Data**  
Download and open the two CSV files:

* CustomerProfiles.csv – customer details and demographics
* SalesData.csv – individual sales transactions

Import both into Excel and check for import errors or blank rows.

**2️⃣ Prepare Data**

* Remove duplicates from CustomerProfiles.
* Standardise dates to dd/mm/yyyy. In SalesData
* Ensure CustomerID is consistent between both files.

**3️⃣ Blend / Join Data**

* Use **XLOOKUP** to bring CustomerType and Region from CustomerProfiles into SalesData.
* Verify that every transaction has a matching customer.

**4️⃣ Analyse Data – Totals and Trends**

* Add a column to SalesData to calculate total cost per sale (Quantity x Unit Price) and format to currency
* Insert a **Pivot Table** to show *Total Sales by Product Category*.
* Add another Pivot to show *Average Order Value by Customer Type*.

**5️⃣ Apply Formulas**

* Create a **SUMIFS** formula to total sales by region (you might want to use the UNIQUE function to get all the Regions exactly as they appear).
* Use an **IF** formula to flag orders above £100 as “High Value”.

**6️⃣ Visualise Findings**

* Build a **Column Chart** for total sales by category.
* Add a **Pie Chart** showing share of High Value orders.
* Apply **Conditional Formatting** to highlight regions performing above average in your **Region Summary** table

**7️⃣ Interpret Results**

* Identify which category generated the most revenue from your first pivot.
* Comment on which customer type tends to spend more from your second pivot.

**8️⃣ Communicate Insights**  
Write a short paragraph (3–4 sentences) summarising:

* Key findings
* What actions the retailer could take (e.g. increase stock or marketing focus).

**9️⃣ Check Data Quality & Security**

* Ensure totals reconcile across sheets.
* Confirm no personal data (names/emails) are shared externally.

**🔟 Reflect (End of Task)**

* What went well in your analysis?
* What could you improve next time (e.g. cleaning, formula accuracy, or chart clarity)?