



OGTIP INTERNSHIP PROJECT : ADVANCE EXCEL

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**Professor-
Aritri Debnath
Sr. Data Analyst, Oeson**

**Presented By -
Oeson Private Limited**



EDA Project: Advance Excel

Business Scenario:

Designing a Sales dashboard in Excel. Use Excel to analyze the sales based on different criteria.

Description:

The dataset in file [E Commerce Dashboard Project.xlsx](#) contains the sales data for different product.

Data Description

The dataset in file E-Commerce Dashboard dataset.xlsx contains sales data for different product categories. The following are the features in the dataset:

Order ID Unique Order ID of a product /Order Date Order Placement Date / Ship Date Shipment Date of the placed order / Aging Used to Create Histogram Bin / Ship Mode Shipment mode of placed order / Product Category Product Category / Product Name of the Product / Sales Sales Amount / Quantity The amount or number of a material /Discount A deduction from the usual cost of something / Profit A financial advantage or benefit / Shipping Cost The amount required to ship the placed order /Order Priority Precedence of placed order / Customer ID Unique Customer ID / Customer Name Name of the Customer / City Unique City Name / State Unique State Name /Country Unique Country Name / Region Especially the part of a country / Months The month of placing the order

Tasks to be performed

- Data Formatting - highlight duplicate records, use icon set to indicate data change by setting rule of your choice, format the date to dd-mmm-yy format.
- Prepare a table of Sales & Profit month-wise, in separate working sheet.
- Find the average profit of each Product Category, region wise.
- Find the average sales of each Product, region wise.
- Find the top 3 highest performing product and the bottom 3 lowest performing products.
- Create Chart of the month-wise table and region-wise table on the Profit.
- Show the statistical analysis of the Sales and Profit data.
- Create a Sales Dashboard in a new worksheet, presenting all the visuals along with the data insights drawn from them.

Expected Deliverables

- Design a sales dashboard that analyzes the sales based on various product categories.
- You can also do additional analysis as per your understanding of the dataset.
- Present your project through a professional presentation.
- Contents of the presentation :
 - Introduction of the project
 - Small summary on the dataset
 - The analysis you are doing
 - Data insights you are drawing from the tables and graphs you are creating
 - Write the conclusions
 - Write all these pointwise
- Mention the most and least Profitable Products, region wise in the conclusion.

Submission Guidelines

- Submit two document in the **LMS portal**:
 - 1. Submit the project excel sheet with all the work.
 - 2. Also submit the project presentation in PDF format.
- Post the project presentation in your LinkedIn page, with a summary of your work down. You can also create an explanatory video to showcase your effort. You could use voice over or typed text to explain your effort and post it over LinkedIn.
- Tag / Mention **@oeson** and **#OGTIP** and **also tag your mentor** while posting your task on LinkedIn.
- Comment and give reactions on the task of your peers participating in the same batch.

Sample Excel Dashboards

- Dashboard format is open. You can create the dashboard by copy -pasting the graphs/charts
- Presentation must have a professional look. You are free to choose any presentation template.
- Also add a slide on your profile in the presentation, mentioning qualification, work and skills. This adds more value to the presentation.



Executive Sales Dashboard

This dashboard provides a comprehensive overview of sales performance across different dimensions.

Product Performance:

- Total Transactions: 20481
- Quantity Sold: 373383
- \$ Sales (Mn): \$198
- Total Profit (Mn): \$54
- Profit%: 27%

Country Performance:

- Australia
- Canada
- New Zealand
- UK
- USA

Sales Manager Performance:

- Emily White
- James Brown
- Jane Doe
- John Smith
- Liam Lee

Time Period Selection:

- Year: 2019, 2020, 2021, 2022
- Month: Jan-19, Feb-19, Mar-19, Apr-19, May-19, Jun-19, Jul-19, Aug-19, Sep-19, Oct-19

Key Data Visualizations:

- Sales Quantity and Amount Trend:** A dual-axis chart showing monthly sales volume (blue bars) and sales amount (\$ Mn) (orange line with dots) from Jan-19 to Nov-22.
- Sales Summary by Sales Manager:** A grouped bar chart showing sales volume (blue bars) and sales amount (\$ Mn) (orange line with dots) for five sales managers.
- Total Profit In Mn \$ by Product:** A donut chart showing the distribution of total profit by product category.
- Sales & Profit % by Country:** A stacked bar chart showing sales amount (\$ Mn) (orange bars) and profit percentage (green line with dots) for four countries.



SALES KPI DASHBOARD

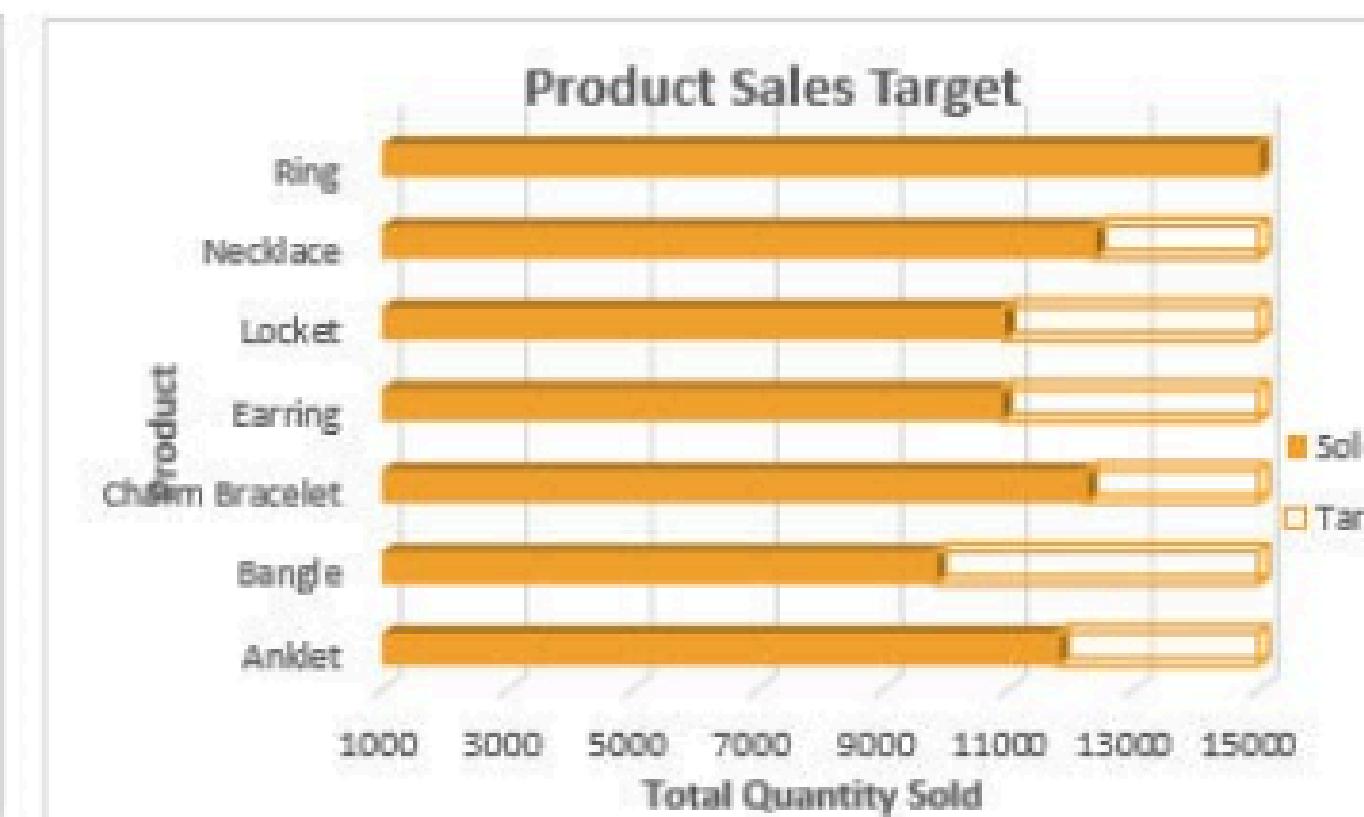
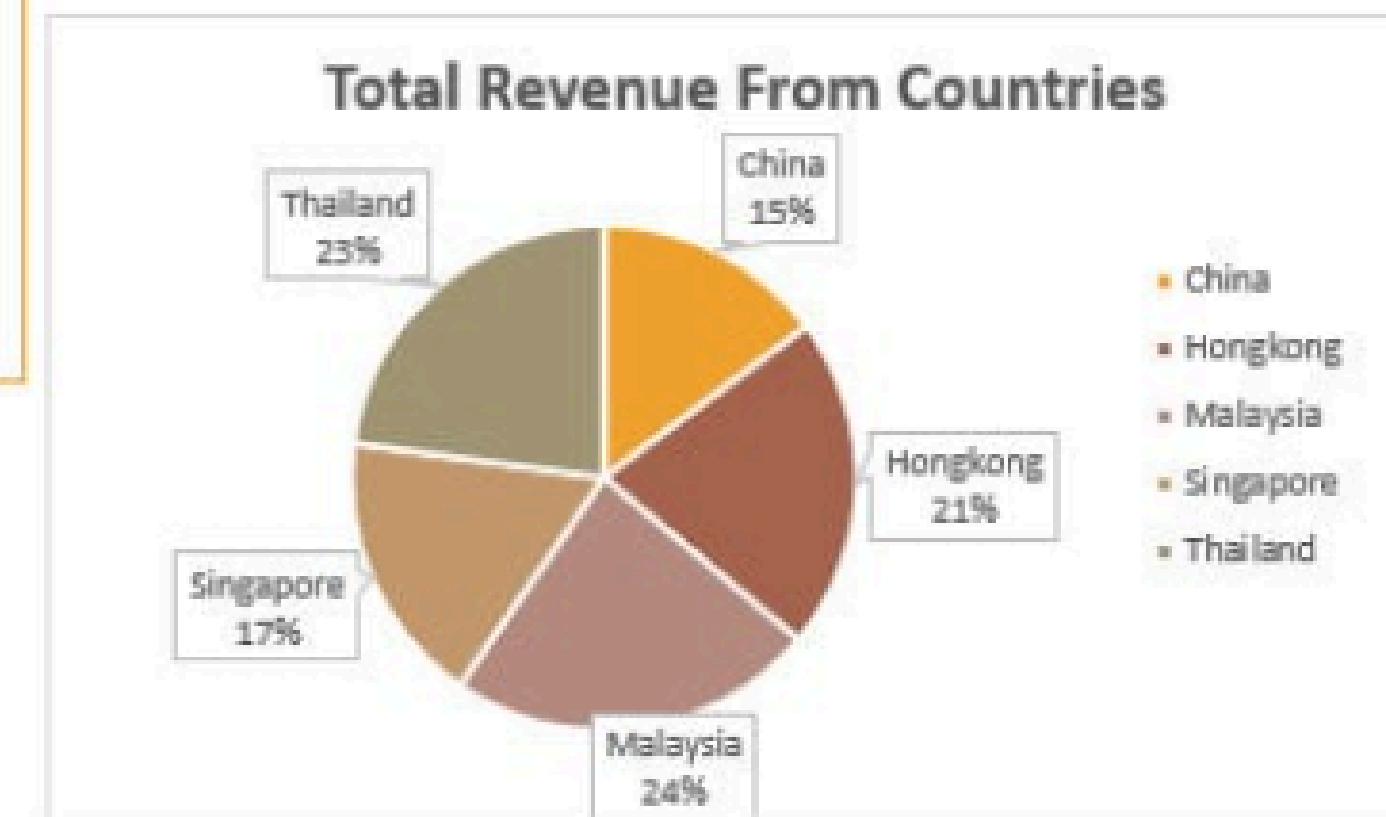
Periods: MONTHS -

2023 JUL AUG SEP OCT NOV DEC

Country:

Product:

- Anklet
- Bangle
- Charm Bracelet
- Earring
- Locket
- Necklace
- Ring





Thank You