**NOTE:** Refer to the Excel file for formulae (mentioned in notes), tables, graphs, and other findings. All questions have been answered in there.

**Understanding Sales Trends**

1. What is the total profit for each category?
2. What is the total profit for each sub-category?
3. What are the total sales for each product?
4. Which city recorded the highest sales? **New York City**
5. Identify the most common shipping mode used by customers. **Standard Class**
6. Which product has the highest sales per unit? *(Divide total sales by quantity sold using a calculated column.)* **Cisco TelePresence System EX90 Videoconferencing Unit**
7. How many unique customers are in the dataset? **793 customers**
   1. Create a pivot table to show totals sales by customers.
   2. Identify the top 3 customers with the highest total purchases. **Sean Miller, Tamara Chand, and Raymond Buch**
   3. Use a **Pivot Chart** to visualize sales distribution by Segment (Consumer, Corporate, Home Office).
   4. Add **Slicers** to filter the chart by Region and Ship Mode.
8. What percentage of customers fall into each segment (Consumer, Corporate, Home Office)?
9. Calculate the contribution of each category to the overall sales.

**Regional Insights**

* 1. Using the FILTER Function find the region for a given state and calculate the total sales for each State.
  2. How many states have sales greater than $100,000? **5 states**

1. Create a pivot table to show total sales by region and Category.
2. Identify the average sales value per order in each Region.
3. What percentage of total sales comes from each region?  
   *(Use SUMIF to calculate sales per region and divide by total sales.)*

**Identify Key Drivers of Revenue**

* 1. Calculate the total sales against each order ID and use conditional formatting to highlight values greater than the total averages sales
  2. For the tops 5 order IDs, create a table that lists down the category wise sales using index match (structure shown below):

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Order IDs | Category 1 | Category 2 | Category 3 | Total |
| 123 |  |  |  |  |
| 456 |  |  |  |  |
| 789 |  |  |  |  |
| 012 |  |  |  |  |
| 345 |  |  |  |  |
| 678 |  |  |  |  |
| Total |  |  |  |  |

1. How many orders fall within specific sales ranges (e.g., <$100, $100-$200, $200-$300, $300-$400, $400-$500, $500-$600, $600-$700, $700-$800, $800-$900, >$1,000)?  
   *(Use COUNTIFS to define multiple ranges.)*