Data Analyst Internship Assignment

Objective

The candidate needs to analyse business data presented in the sheet: [Business Data Sample](), and produce a case study.

Assignment Instructions
1. Download the sheet on your machine, understand the dataset.
2. Apply your logic/formulas on the sheet
3. Create a PDF file with the summary of your analysis using the data
4. Submit both the PDF file and the excel sheet.

Data Analysis Tasks (Use Formulas)

- Calculate the total revenue for each Category and Brand (**Revenue = Quantity × Retailing**).
- Identify the top 5 customers contributing the most revenue.
- Find the most frequently sold product (by **UPC**) for each **Customer_Type.**
- Analyze city-wise transaction trends.
- Total revenue generated per city.
- Number of transactions per city.
- Calculate the average quantity sold per transaction for each **Channel_description**.
- Identify the top reasons for transactions and their impact on revenue.
- A pivot table to show city-wise revenue and quantity trends.

Use Pivot Tables for data aggregation and summarization.
- Implement Excel formulas like VLOOKUP, IF, SUMIF, COUNTIF, etc. to simplify the analysis.
- Use Conditional Formatting to highlight key metrics or trends.

Submission Guidelines
1. Submit your Excel workbook with all the analyses, and formulas intact.
2. Submit a separate report in PDF format summarizing your findings. **(1 page Only)**

Evaluation Criteria
1. Accuracy: Correctness of calculations and insights.
2. Efficiency: Use of appropriate Excel features and formulas.
3. Presentation: Clarity and design of visualizations and dashboard (if created).
4. Innovation: Creativity in approach and insights beyond the tasks given.
5. Documentation: Quality of the report and explanation of findings.

Note: This assignment is designed to help you showcase your skills and creativity and should not take more than a few hours to complete. Impress us with your Excel expertise and analytical thinking!