

**UNIVERSITY INSTITUTE OF**

**COMPUTING**



**PROJECT REPORT**

ORDER TRACKING AND STATUS

**Subject Name/Code: Data interpretation(22CAP-354) Submitted By: Submitted to:**

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**Technologies Used: Microsoft Excel**

Git Hub Link: https://github.com/ThkrYogesh/Excel\_bi



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# Abstract

**This project, titled "Retail Sales & Customer Insights Dashboard", focuses on analyzing sales performance, order distribution, gender-based purchase behavior, and other vital metrics using Microsoft Excel. The report captures transactional and customer data from a fictional store (Vrinda Store) and delivers insights using dashboards, pivot tables, and visual charts. It is a comprehensive business intelligence tool built entirely in Excel.**

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1. **Demo and Code**

**While Excel projects do not contain "code" in the traditional sense, this project uses:**

* **Advanced Excel Formulas (SUMIFS, COUNTIFS, VLOOKUP, IF, etc.)**
* **Pivot Tables and Charts**
* **Interactive Dashboards**

**Demo:  
Each sheet in the workbook represents a different aspect of business analysis:**

* ***Sales vs Order*: Tracks how orders relate to total sales.**
* ***Men vs Women*: Compares buying patterns across genders.**
* ***Top Sales*: Highlights best-performing items or categories.**
* ***Channel vs Order ID*: Analyzes channel-wise distribution.**
* ***Vrinda Store Report 2022*: Final dashboard with summarized analytics.**

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# Project Objectives

 To provide business-level insights through Excel-based tools.

 To track and compare sales across various customer segments.

 To analyze order trends over time and identify top-selling items.

 To deliver a lightweight, no-code reporting solution for small businesses.

 To design a dashboard that helps non-technical stakeholders make data-driven decisions

1. **Technologies Implemented**
2. **Microsoft Excel (Primary Tool)**
3. **Excel Features Used:**

* **Pivot Tables**
* **Data Visualization (Bar, Pie, Line Charts)**
* **Advanced Formulas (SUMIFS, COUNTIFS, VLOOKUP)**
* **Conditional Formatting**
* **Filtering and Sorting**
* **Basic Data Validation**

1. **Project Features**

 **Interactive Dashboards**: The final sheet contains a complete dashboard with dynamic visuals.

 👥 **Gender-based Analysis**: Understand purchasing behavior of men vs women.

 📈 **Top Sales Insights**: Identify which products or services generate the most revenue.

 🧾 **Order Status Tracking**: Monitor which orders are pending, completed, or returned.

 🔗 **Channel-Based Insights**: Understand how sales vary across marketing or distribution channels.

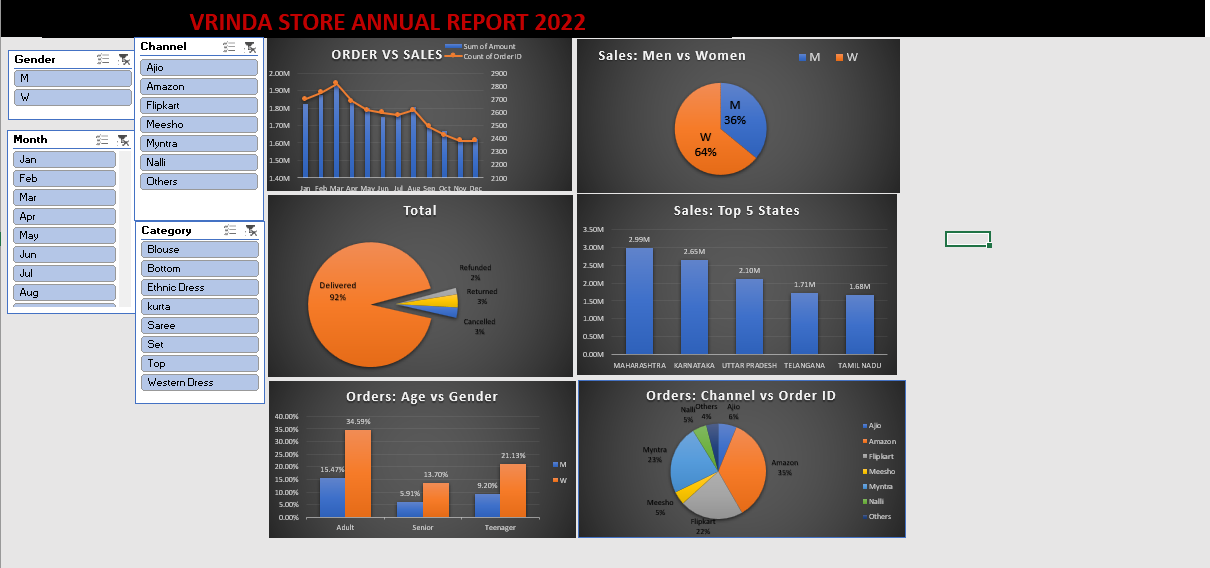
 🏪 **Store Performance Summary**: Annual report layout for Vrinda Store with essential KPIs.

1. **Development Process**
2. **Data Collection**: All raw data was organized into structured formats (customer, orders, sales, etc.).
3. **Cleaning and Preprocessing**:
   1. Removed duplicates
   2. Formatted dates, currency, and IDs
4. **Data Analysis**:
   1. Applied formulas to extract metrics (e.g., sales totals, age groups)
   2. Grouped data by attributes (gender, channel)
5. **Visualization**:
   1. Created Pivot Charts and Conditional Formatting rules
   2. Designed easy-to-read visuals for better storytelling
6. **Dashboard Design**:
   1. Combined insights into a clean, interactive final dashboard in the "Vrinda Store Report 2022" sheet.
7. **Conclusion**

**This Excel project demonstrates how Microsoft Excel can serve as a powerful business intelligence tool for small to mid-sized data analysis needs. Through effective use of pivot tables, formulas, and visuals, the project delivers meaningful insights into customer behavior, sales trends, and operational performance. It offers a cost-effective and accessible solution for users without programming experience to analyze and interpret complex datasets.**

# Appendix

* **Sample Raw Data**
* **Final Dashboard Screenshots**
* **Additional Trend Visualization**

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