Project -1

Project Title: excel dashboard on the Super Store data

Super Store Dashboard

- ✓ This project consists of an excel dashboard on the Super Store data.
- ✓ Concepts like Excel functions, Pivot Tables, Excel charts, etc were used in this.
- ✓ Along with the dashboard, it presents some business insights in a report created on a separate worksheet.

Business Problem

- ✓ Find 3 Key Findings and 3 Key Solutions to increase the Sales in Super Store.

How to read the Excel file?

- ✓ The first tab of the excel file contains the dashboard which displays various charts and visuals.
- ✓ The second tab of the file has the report with key findings and suggestions.
- ✓ Rest of the tabs have additional information referred by the second tab.

The DASHBOARD - SuperStoreDashboard

The REPORT - Findings

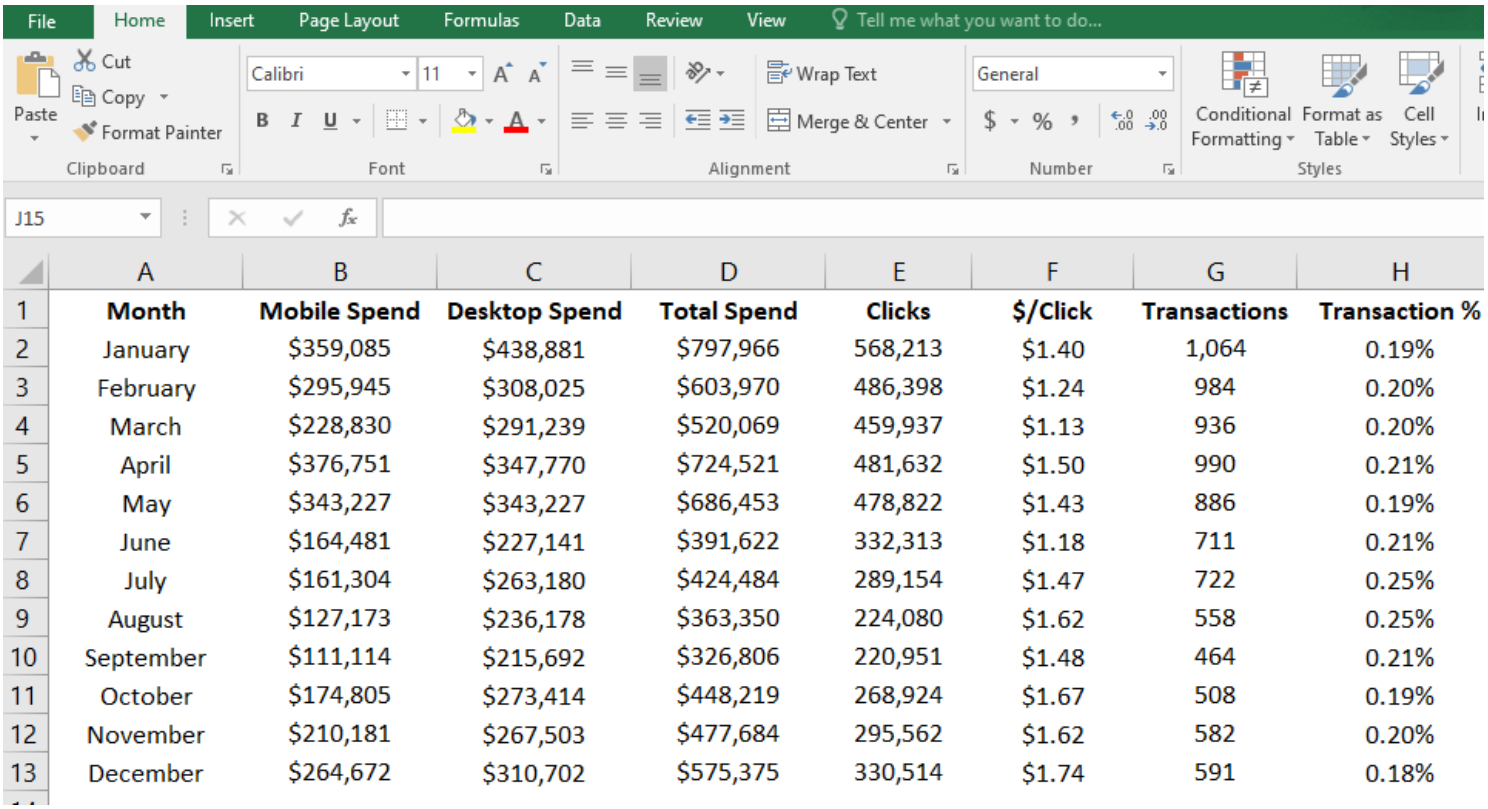
- ✓ Super Store is giving a lot of discounts on Binders, despite it already being one of their top selling products in all the customer segments across all regions.
- ✓ Super Store is spending too much of their discount budget on their stores in Central region.
- ✓ Stores especially in Southern region are comparatively lacking in discounts.
- ✓ Only one product was sold in 50.65% of the total orders.
- ✓ Delivery duration in Central region is comparatively slow. Average delivery in Central region takes 0.21 days more for Home Office consumers than overall delivery duration average for the same.

Suggestions

- ✓ Discounts should be reduced from Binders (Sub-category) or Office supplies (Category) in general, as they have decent enough sales.
- ✓ Discount budget should be disbursed to the stores in Southern region for sales spree to attract customer attention.
- ✓ In case of their online stores, investment shall be made on machine learning techniques so that people buying only one product from a category shall be recommended with other related products from that same category.
- ✓ In case of offline stores, Super Store shall invest in Planograms (Product Display).
- ✓ More information about how planograms leading to improved sales can be found in the referred link.
- ✓ Delivery duration should be reduced in the stores in Central region by introducing ship mode upgrades wherever it's possible.
- ✓ Decreased delivery duration may lead to increase in sales.

Screenshots of the Project 1

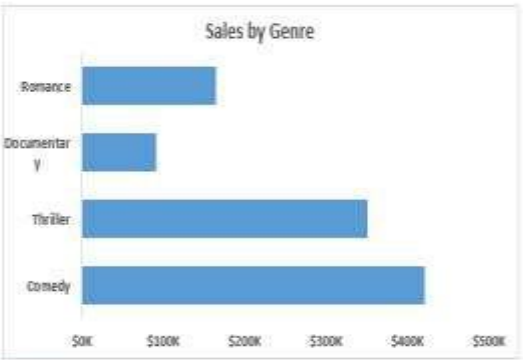
Customising Chart

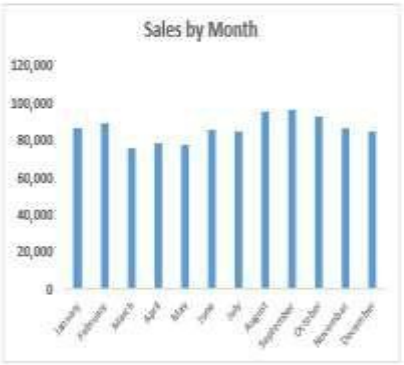


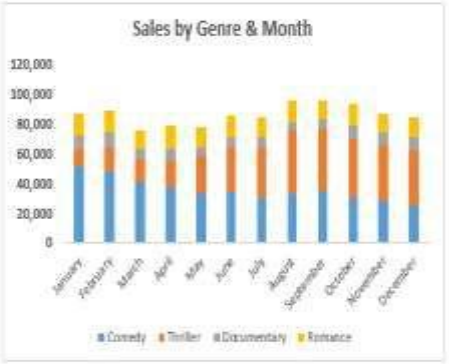
	A	B	C	D	E	F	G	H
1	Month	Mobile Spend	Desktop Spend	Total Spend	Clicks	$/Click	Transactions	Transaction %
2	January	$359,085	$438,881	$797,966	568,213	$1.40	1,064	0.19%
3	February	$295,945	$308,025	$603,970	486,398	$1.24	984	0.20%
4	March	$228,830	$291,239	$520,069	459,937	$1.13	936	0.20%
5	April	$376,751	$347,770	$724,521	481,632	$1.50	990	0.21%
6	May	$343,227	$343,227	$686,453	478,822	$1.43	886	0.19%
7	June	$164,481	$227,141	$391,622	332,313	$1.18	711	0.21%
8	July	$161,304	$263,180	$424,484	289,154	$1.47	722	0.25%
9	August	$127,173	$236,178	$363,350	224,080	$1.62	558	0.25%
10	September	$111,114	$215,692	$326,806	220,951	$1.48	464	0.21%
11	October	$174,805	$273,414	$448,219	268,924	$1.67	508	0.19%
12	November	$210,181	$267,503	$477,684	295,562	$1.62	582	0.20%
13	December	$264,672	$310,702	$575,375	330,514	$1.74	591	0.18%

Bar & Column Charts

Movie Genre	January	February	March	April	May	June	July	August	September	October	November	December	TOTAL
Comedy	49,832	47,232	40,002	37,283	32,910	33,829	30,102	32,111	34,921	30,293	28,392	24,192	421,099
Thriller	12,839	16,828	15,839	18,082	24,932	30,462	34,240	42,718	41,128	39,382	36,621	37,283	350,354
Documentary	9,118	9,907	7,257	7,838	6,372	5,992	5,773	5,993	6,302	8,103	9,100	9,278	91,033
Romance	14,381	14,651	11,969	14,602	13,046	14,411	13,871	14,184	13,033	14,625	12,196	13,081	164,050
TOTAL	86,170	88,618	75,067	77,805	77,260	84,694	83,986	95,006	95,384	92,403	86,309	83,834	







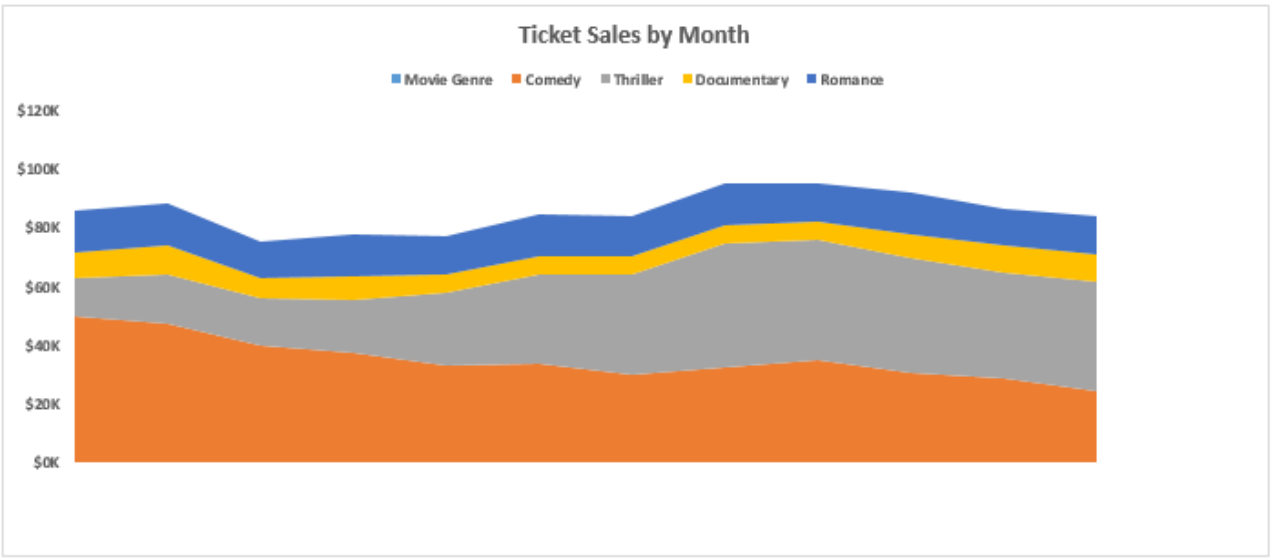
Line Charts

Date	Google	Amazon
6/4	$555	$437
6/5	$552	$431
6/8	$550	$427
6/9	$543	$424
6/10	$542	$425
6/11	$553	$431
6/12	$550	$433
6/15	$547	$430
6/16	$543	$424
6/17	$545	$427
6/18	$547	$428
6/19	$556	$440
6/22	$558	$435
6/23	$560	$436
6/24	$563	$446
6/25	$559	$441
6/26	$558	$440
6/29	$553	$439
6/30	$541	$430
7/1	$540	$434
7/2	$543	$437
7/6	$547	$438
7/7	$546	$436
7/8	$550	$437
7/9	$542	$430
7/10	$545	$434

Line Charts

X25

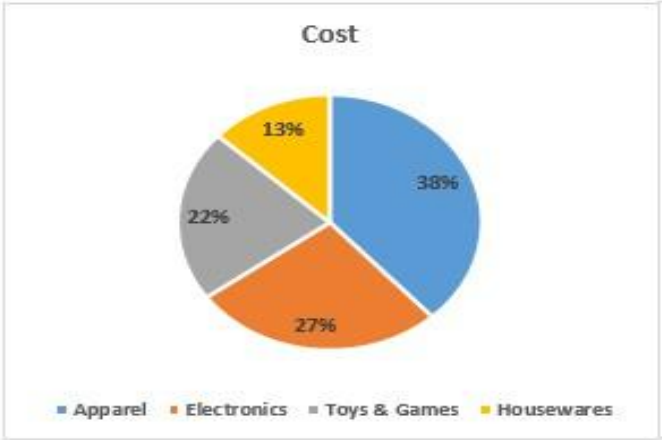
	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1		2015 Ticket Sales												
2	Movie Genre	January	February	March	April	May	June	July	August	ieptembe	October	November	December	TOTAL
3	Comedy	49,832	47,232	40,002	37,283	32,910	33,829	30,102	32,111	34,921	30,293	28,392	24,192	**421,099**
4	Thriller	12,839	16,828	15,839	18,082	24,932	30,462	34,240	42,718	41,128	39,382	36,621	37,283	**350,354**
5	Documentary	9,118	9,907	7,257	7,838	6,372	5,992	5,773	5,993	6,302	8,103	9,100	9,278	**91,033**
6	Romance	14,381	14,651	11,969	14,602	13,046	14,411	13,871	14,184	13,033	14,625	12,196	13,081	**164,050**
7	**TOTAL**	**86,170**	**88,618**	**75,067**	**77,805**	**77,260**	**84,694**	**83,986**	**95,006**	**95,384**	**92,403**	**86,309**	**83,834**	

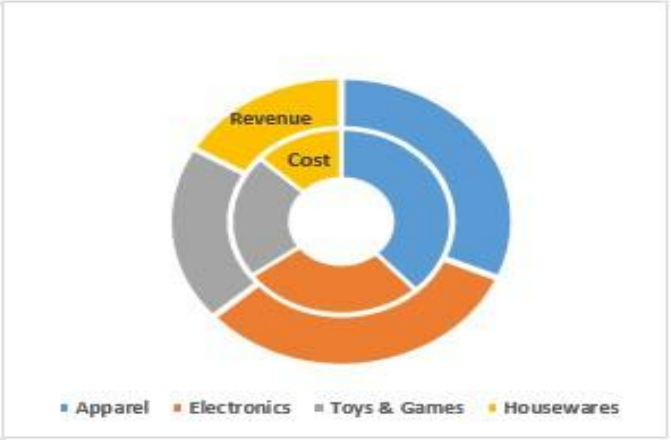


Pie & Donut Charts

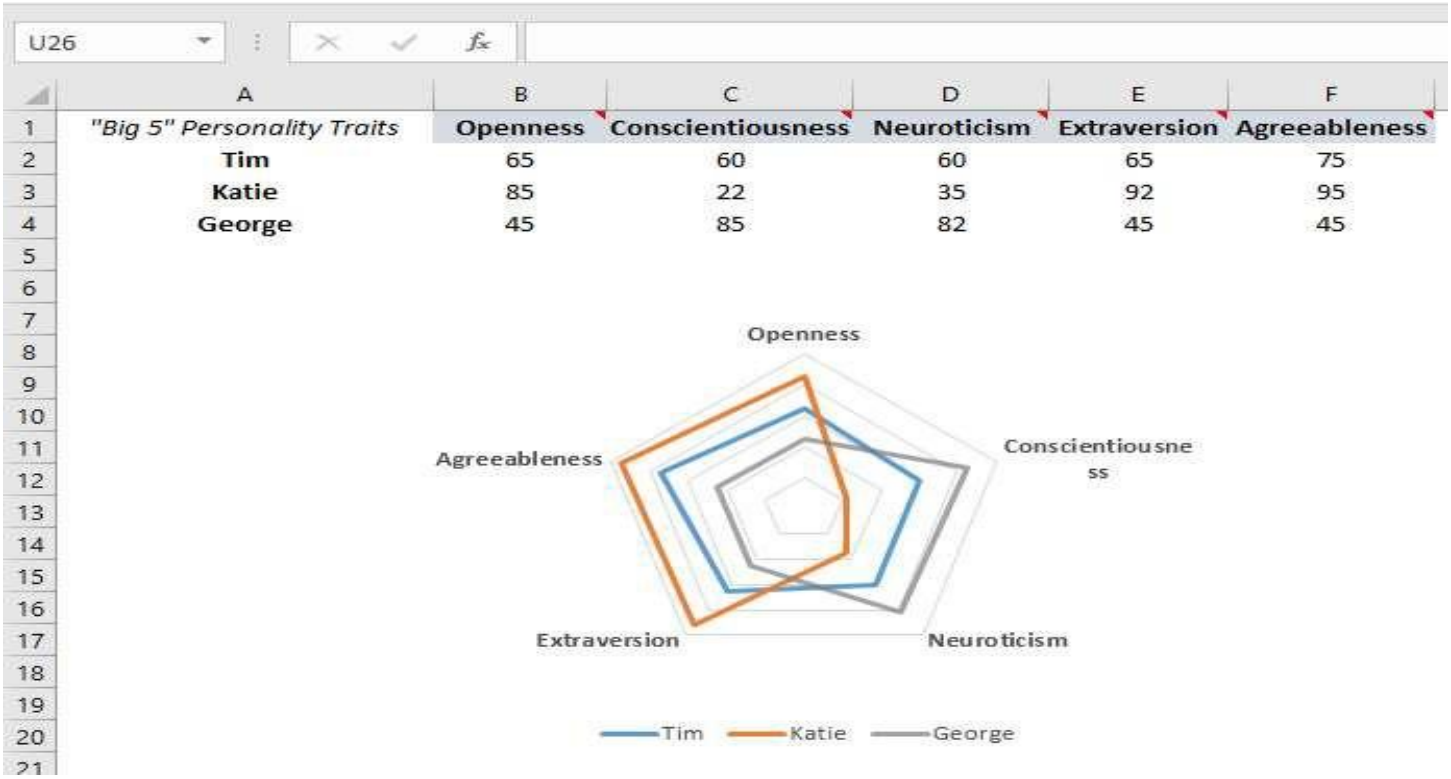
X18

	A	B	C	D	E	F
1	Category	Cost	Revenue	Rev Gap	Rev Target	% to Target
2	Apparel	$35,000	$118,000	$72,000	$190,000	62%
3	Electronics	$24,500	$120,000	$10,000	$130,000	92%
4	Toys & Games	$20,000	$75,000	$150,000	$225,000	33%
5	Housewares	$12,000	$62,000	$38,000	$100,000	62%



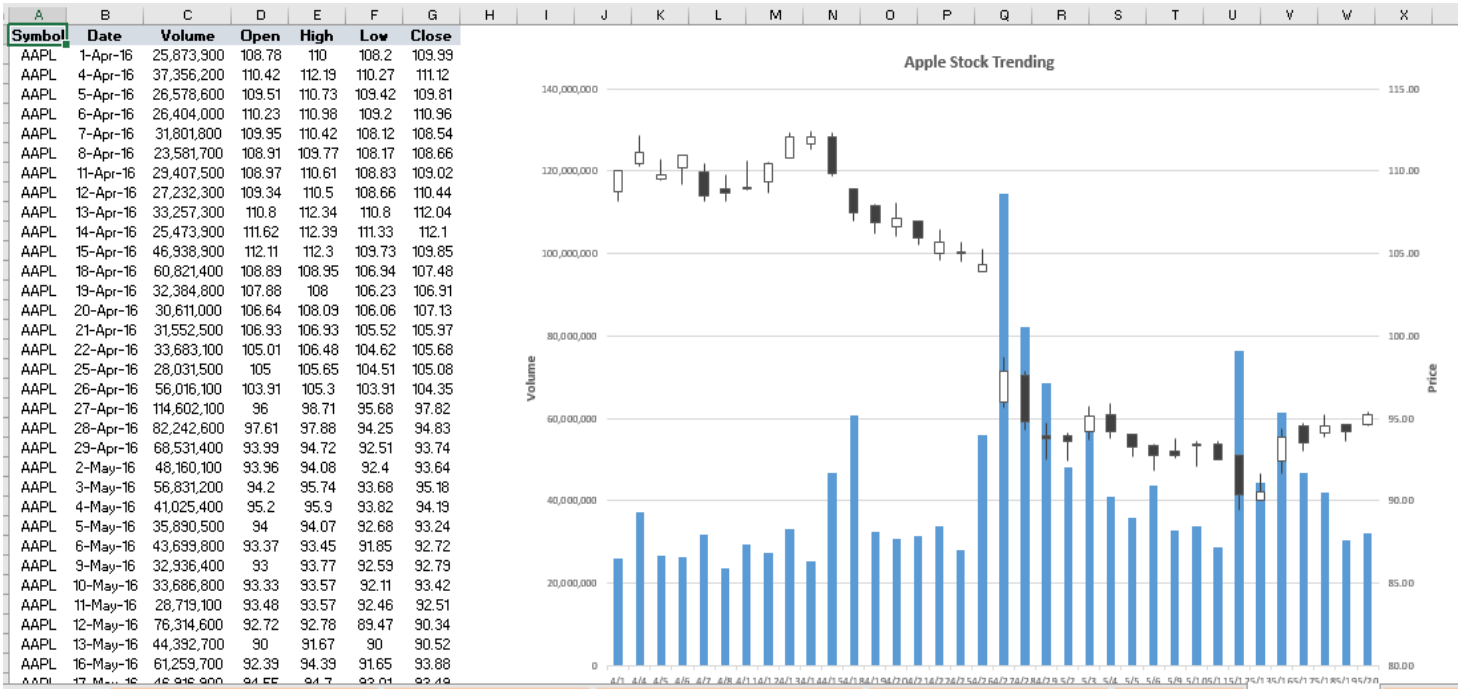


Radar Charts



"Big 5" Personality Traits	Openness	Conscientiousness	Neuroticism	Extraversion	Agreeableness
Tim	65	60	60	65	75
Katie	85	22	35	92	95
George	45	85	82	45	45

Stock Charts



Symbol	Date	Volume	Open	High	Low	Close
AAPL	1-Apr-16	25,873,900	108.78	110	108.2	109.99
AAPL	4-Apr-16	37,356,200	110.42	112.19	110.27	111.12
AAPL	5-Apr-16	26,578,600	109.51	110.73	109.42	109.81
AAPL	6-Apr-16	26,404,000	110.23	110.98	109.2	110.96
AAPL	7-Apr-16	31,801,800	109.95	110.42	108.12	108.54
AAPL	8-Apr-16	23,581,700	108.91	109.77	108.17	108.66
AAPL	11-Apr-16	29,407,500	108.97	110.61	108.83	109.02
AAPL	12-Apr-16	27,232,300	109.34	110.5	108.66	110.44
AAPL	13-Apr-16	33,257,300	110.8	112.34	110.8	112.04
AAPL	14-Apr-16	25,473,900	111.62	112.39	111.33	112.1
AAPL	15-Apr-16	46,938,900	112.11	112.3	109.73	109.85
AAPL	18-Apr-16	60,821,400	108.89	108.95	106.94	107.48
AAPL	19-Apr-16	32,384,800	107.88	108	106.23	106.91
AAPL	20-Apr-16	30,611,000	106.64	108.09	106.06	107.13
AAPL	21-Apr-16	31,552,500	106.93	106.93	105.52	105.97
AAPL	22-Apr-16	33,683,100	105.01	106.48	104.62	105.68
AAPL	25-Apr-16	28,031,500	105	105.65	104.51	105.08
AAPL	26-Apr-16	56,016,100	103.91	105.3	103.91	104.35
AAPL	27-Apr-16	114,602,100	96	98.71	95.68	97.82
AAPL	28-Apr-16	82,242,600	97.61	97.88	94.25	94.83
AAPL	29-Apr-16	68,531,400	93.99	94.72	92.51	93.74
AAPL	2-May-16	48,160,100	93.96	94.08	92.4	93.64
AAPL	3-May-16	56,831,200	94.2	95.74	93.68	95.18
AAPL	4-May-16	41,025,400	95.2	95.9	93.82	94.19
AAPL	5-May-16	35,890,500	94	94.07	92.68	93.24
AAPL	6-May-16	43,699,800	93.37	93.45	91.85	92.72
AAPL	9-May-16	32,936,400	93	93.77	92.59	92.79
AAPL	10-May-16	33,686,800	93.33	93.57	92.11	93.42
AAPL	11-May-16	28,719,100	93.48	93.57	92.46	92.51
AAPL	12-May-16	76,314,600	92.72	92.78	89.47	90.34
AAPL	13-May-16	44,392,700	90	91.67	90	90.52
AAPL	16-May-16	61,253,700	92.39	94.39	91.65	93.88

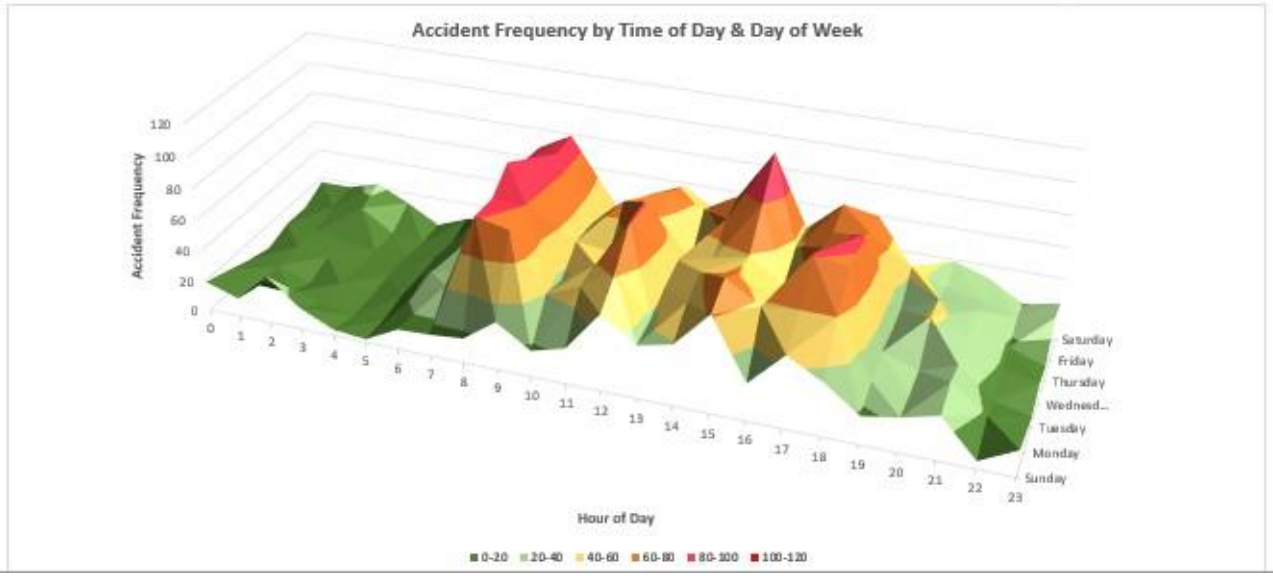
Heat Map Charts

T16

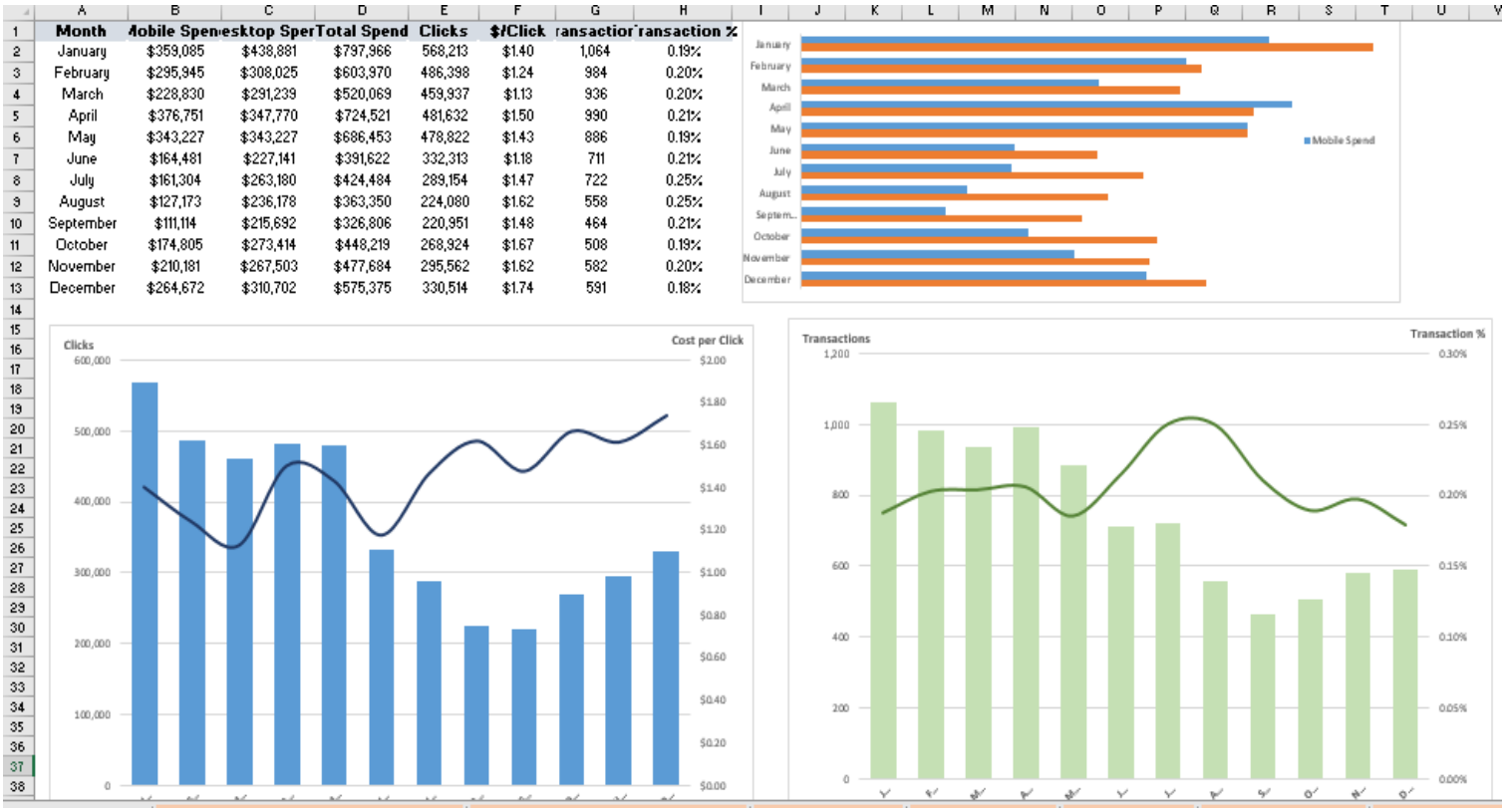
	Average High Temperature (F)											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Anchorage												
Boston												
Chicago												
New York City												
Denver												
Dallas												
Phoenix												
Miami												
Sydney												
Auckland												

Surface Maps

	Car Accidents in Cambridge, MA (2010-2013), by Day of Week and Hour of Day																							
	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Sunday	19	12	31	14	4	2	13	14	16	31	17	23	49	34	39	62	24	46	34	18	22	28	5	17
Monday	14	8	7	4	0	2	22	33	81	76	40	49	62	37	52	71	58	60	60	25	21	34	18	11
Tuesday	9	9	1	5	0	5	25	31	80	80	36	50	81	44	58	61	50	81	77	29	22	30	12	7
Wednesday	5	10	7	3	2	5	20	43	92	85	49	46	82	49	54	59	45	73	84	28	42	34	18	14
Thursday	10	9	6	3	2	6	21	35	82	90	48	67	61	36	67	80	57	70	73	29	40	37	18	10
Friday	10	14	17	3	0	4	25	46	80	91	44	57	66	58	70	101	57	76	72	44	35	30	24	28
Saturday	17	17	23	13	1	9	13	14	31	38	35	49	58	46	39	64	32	31	50	24	39	32	19	24



Combo Charts



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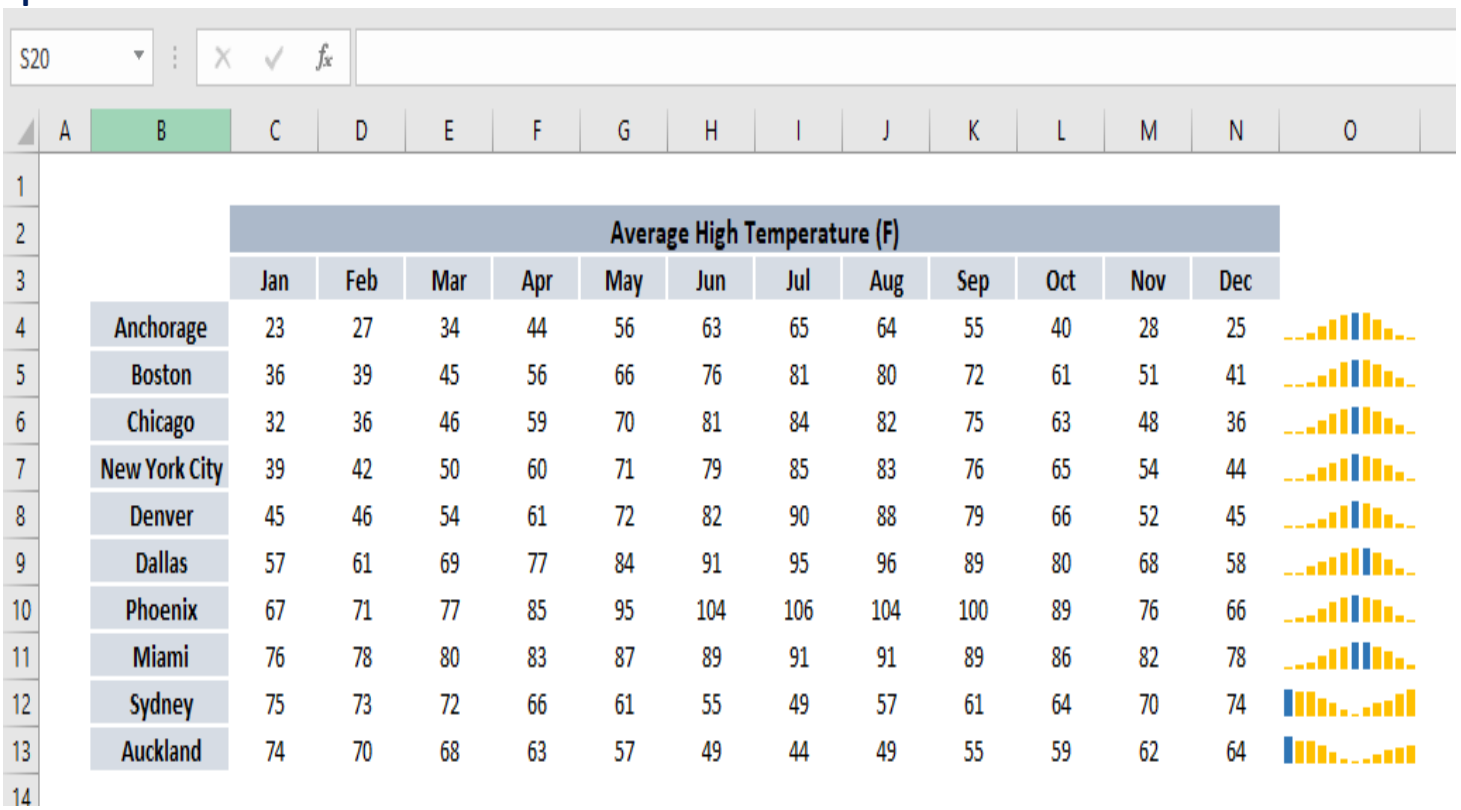
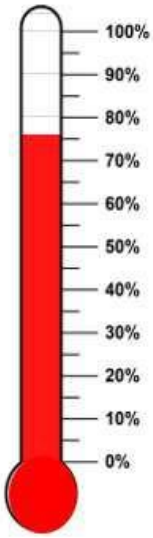
Spark Lines



	Average High Temperature (F)											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Anchorage	23	27	34	44	56	63	65	64	55	40	28	25
Boston	36	39	45	56	66	76	81	80	72	61	51	41
Chicago	32	36	46	59	70	81	84	82	75	63	48	36
New York City	39	42	50	60	71	79	85	83	76	65	54	44
Denver	45	46	54	61	72	82	90	88	79	66	52	45
Dallas	57	61	69	77	84	91	95	96	89	80	68	58
Phoenix	67	71	77	85	95	104	106	104	100	89	76	66
Miami	76	78	80	83	87	89	91	91	89	86	82	78
Sydney	75	73	72	66	61	55	49	57	61	64	70	74
Auckland	74	70	68	63	57	49	44	49	55	59	62	64

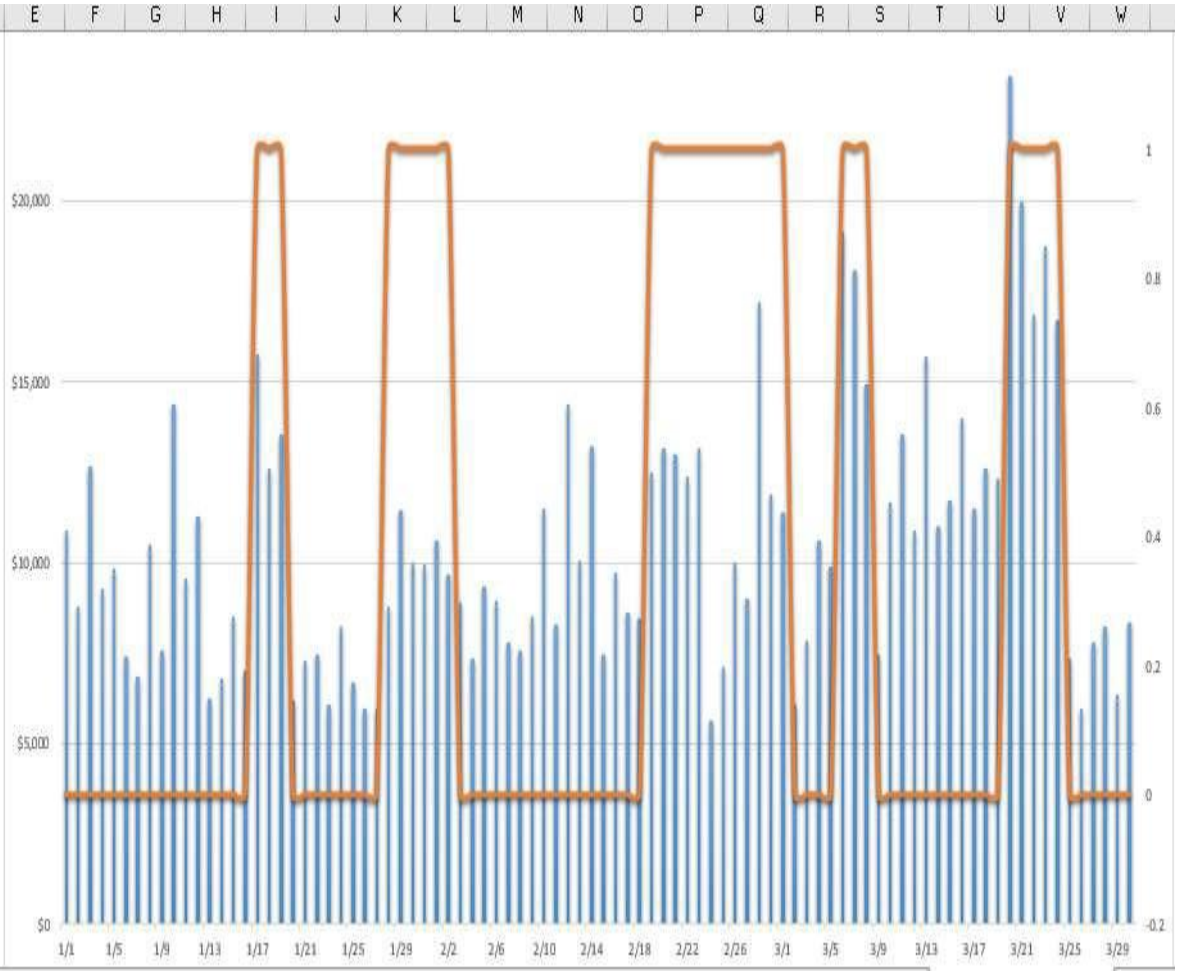
Image Overlay Charts

$ Raised	Goal	$ Remaining	% to Goal
$7,600	$10,000	$2,400	76%



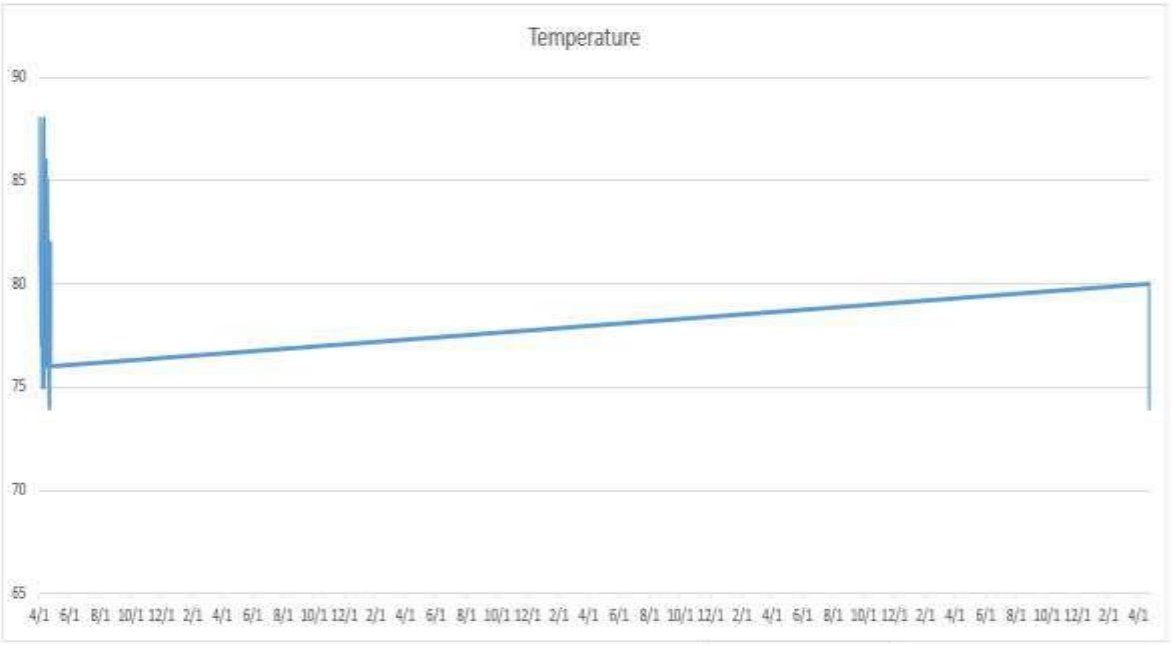
Binary Date Range chart

1/2	$8,772	0
1/3	$12,651	0
1/4	$9,273	0
1/5	$9,823	0
1/6	$7,387	0
1/7	$6,862	0
1/8	$10,477	0
1/9	$7,546	0
1/10	$14,395	0
1/11	$9,548	0
1/12	$11,279	0
1/13	$6,253	0
1/14	$6,819	0
1/15	$8,519	0
1/16	$6,992	0
1/17	$15,777	1
1/18	$12,595	1
1/19	$13,534	1
1/20	$6,202	0
1/21	$7,277	0
1/22	$7,485	0
1/23	$6,076	0
1/24	$8,231	0
1/25	$6,659	0
1/26	$5,948	0
1/27	$5,974	0
1/28	$8,781	1
1/29	$11,449	1
1/30	$10,014	1
1/31	$9,972	1
2/1	$10,632	1



Automatic Update chart

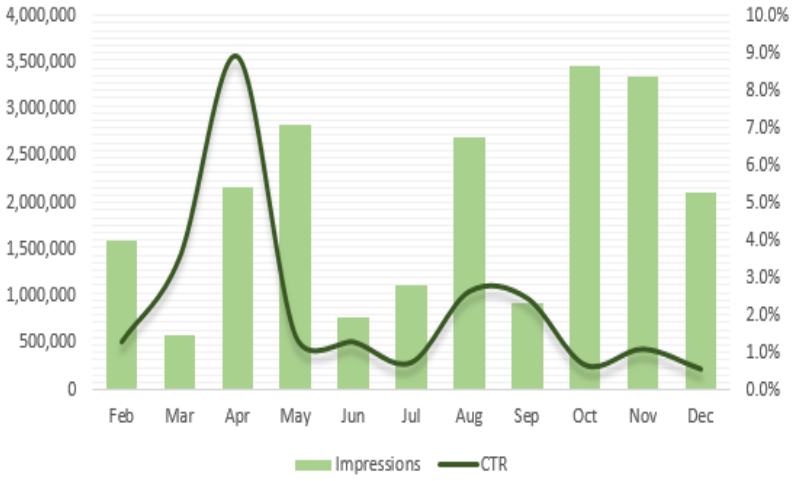
Date	Temperature
4/1	88
4/2	88
4/3	81
4/4	82
4/5	77
4/6	80
4/7	75
4/8	77
4/9	75
4/10	80
4/11	88
4/12	79
4/13	85
4/14	84
4/15	86
4/16	76
4/17	77
4/18	85
4/19	80
4/20	76
4/21	74
4/22	79



Scroll & Zoom Chart

D18 =IF(D17+D16<=12,D16,12-D17)

Month	Impressions	Clicks	CTR
Jan	1,696,583	26,183	1.5%
Feb	1,585,079	20,024	1.3%
Mar	584,486	20,564	3.5%
Apr	2,157,640	192,000	8.9%
May	2,839,283	40,629	1.4%
Jun	782,039	9,872	1.3%
Jul	1,123,923	8,006	0.7%
Aug	2,707,191	70,705	2.6%
Sep	928,323	22,617	2.4%
Oct	3,454,456	22,334	0.6%
Nov	3,345,678	35,771	1.1%
Dec	2,102,932	11,245	0.5%

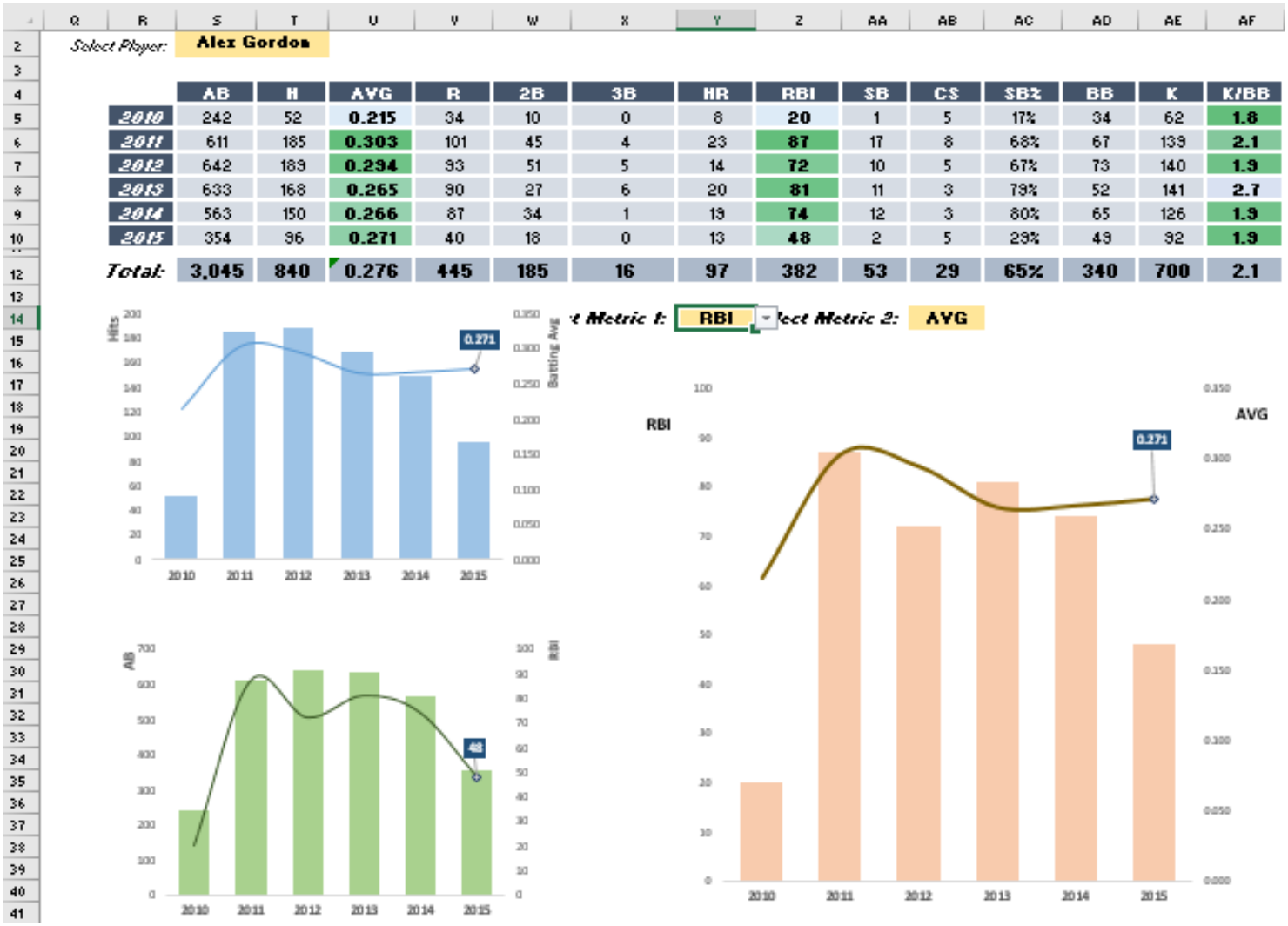


Scroll index:	1
Zoom index:	11
Max scroll:	1

Scroll:

Zoom:

Dynamic Dash Board



Select Player: Alex Gordon

	AB	H	AVG	R	2B	3B	HR	RBI	SB	CS	SB%	BB	K	K/BB
2010	242	52	0.215	34	10	0	8	20	1	5	17%	34	62	1.8
2011	611	185	0.303	101	45	4	23	87	17	8	68%	67	139	2.1
2012	642	189	0.294	93	51	5	14	72	10	5	67%	73	140	1.9
2013	633	168	0.265	90	27	6	20	81	11	3	79%	52	141	2.7
2014	563	150	0.266	87	34	1	19	74	12	3	80%	65	126	1.9
2015	354	96	0.271	40	18	0	13	48	2	5	29%	49	92	1.9
Total:	3,045	840	0.276	445	185	16	97	382	53	29	65%	340	700	2.1

Select Metric 1: RBI Select Metric 2: AVG