

Date	Name	Price	Quantity	Revenue
3/25	Cookie	\$1.00	20	\$20.00
3/27	Cookie	\$1.00	25	\$25.00
3/29	Cookie	\$1.00	22	\$22.00
3/31	Cookie	\$1.00	50	\$50.00
3/25	Cupcake	\$2.00	30	\$60.00
3/26	Cupcake	\$2.00	40	\$80.00
3/27	Cupcake	\$2.00	35	\$70.00
3/28	Cupcake	\$2.00	32	\$64.00
3/29	Cupcake	\$2.00	38	\$76.00
3/30	Cupcake	\$2.00	36	\$72.00
3/31	Cupcake	\$2.00	80	\$160.00
3/25	Muffin	\$3.00	12	\$36.00
3/27	Muffin	\$3.00	14	\$42.00
3/29	Muffin	\$3.00	13	\$39.00
3/31	Muffin	\$3.00	15	\$45.00
3/26	Pie	\$5.00	15	\$75.00
3/28	Pie	\$5.00	16	\$80.00
3/30	Pie	\$5.00	17	\$85.00
3/31	Pie	\$5.00	18	\$90.00

Date	Name	Quantity	Sales Goal 25+
3/25	Cookie	20	Below Sales Goal
3/27	Cookie	25	Meets Sales Goal
3/29	Cookie	22	Below Sales Goal
3/31	Cookie	50	Meets Sales Goal
3/25	Cupcake	30	Meets Sales Goal
3/26	Cupcake	40	Meets Sales Goal
3/27	Cupcake	35	Meets Sales Goal
3/28	Cupcake	32	Meets Sales Goal
3/29	Cupcake	38	Meets Sales Goal
3/30	Cupcake	36	Meets Sales Goal
3/31	Cupcake	80	Meets Sales Goal
3/25	Muffin	12	Below Sales Goal
3/27	Muffin	14	Below Sales Goal
3/29	Muffin	13	Below Sales Goal
3/31	Muffin	15	Below Sales Goal
3/26	Pie	15	Below Sales Goal
3/28	Pie	16	Below Sales Goal
3/30	Pie	17	Below Sales Goal
3/31	Pie	18	Below Sales Goal

This table utilizes the IF Function by comparing the quantity sold each day by the expectation, in this case being 25. The IF function allows us to specify the criteria and will label the data as "Below Sales Goal" or "Meets Sales Goal" if the data falls below 25. This function is still flexible and the criteria and labels can be changed.

This dataset contains information on the March sales data of a bakery.

The total revenue for each item can be seen here. By multiplying the quantity sold by the sales price. The items highlighted in green were the most sold.

Total March Sales	
Cookies Sold	117
Cupcakes Sold	291
Muffins Sold	54
Pies Sold	66

The total quantity for each item for the month of March are shown in this table. The items highlighted in green were the most sold.

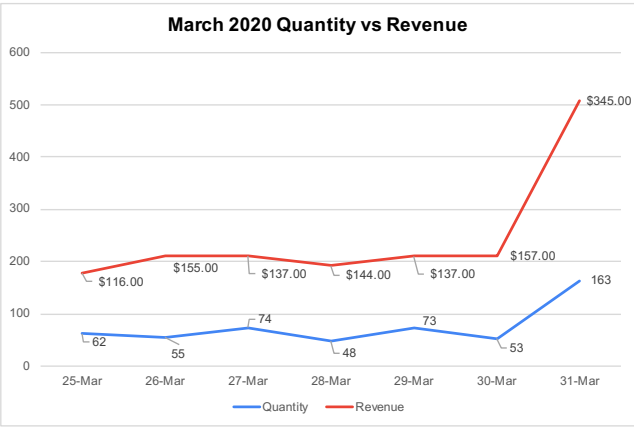
March Revenue	
Cookie Revenue	\$117.00
Cupcake Revenue	\$582.00
Muffin Revenue	\$162.00
Pie Revenue	\$330.00

Max Sales	Date
Cookie	
50	1/0/00
Cupcake	
80	1/0/00
Muffin	
15	3/31/23
Pie	
18	3/31/23

This table utilizes the MAXIFS and XLOOKUP function to find the highest quantity sold and what day. The items highlighted in yellow show the highest amount purchased along with the revenue.

Date	Quantity	Revenue
25-Mar	62	\$ 116.00
26-Mar	55	\$ 155.00
27-Mar	74	\$ 137.00
28-Mar	48	\$ 144.00
29-Mar	73	\$ 137.00
30-Mar	53	\$ 157.00
31-Mar	163	\$ 345.00

This table shows the total quantity and revenue for each day recorded.



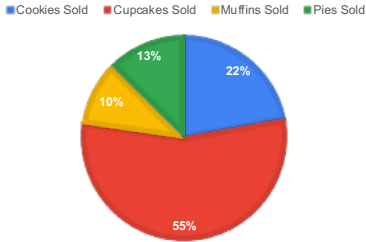
Key Insights:

- The end of the month proved to hold the highest sales
- Higher priced item led to a higher revenue compared to a higher quantity purchased

More questions:

- Could the increase in sales at the end of March relate to religious holidays such as Easter, Ramadan etc. ?
- Did the items purchased and revenue stay consistent after March?

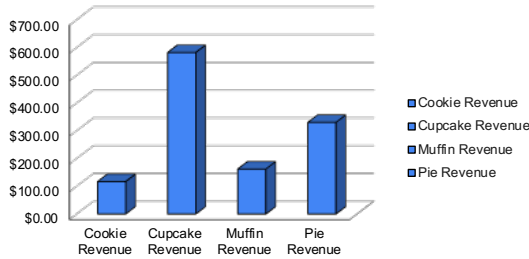
ITEMS SOLD MARCH 2020



Key Insights:

- Cupcakes made up the highest revenue in March.
- Although cookies were the second highest sold item they made the least revenue.
- Pies are priced higher than all other items but they made up the second most revenue

March 2020 Total Bakery Revenue



Next Steps:

Customer survey:

- Learn what customers enjoy about cupcakes.
- What item they most frequently buy.
- What item they never buy and why.
- What items do they wish to see on the menu.
- What are their purchases intended for.

Analyze previous sales:

- Take a look at sales for other months, are they higher or lower
- Take a look at March in past 2 years, have sales improved?
- Are there any spikes in any other months?
- Do spikes occur at the end of the month or when?