

# **Business Analytics with Excel Certification Training**

Course-End Project Problem Statement

# Course-End Project

## Designing a Sales Dashboard in Excel

### Overview

In this project, participants will put the full spectrum of Excel concepts to practice, from data preparation to visualization. The focus is on studying the business performance of an E-commerce store with the help of an interactive Excel dashboard. Participants will use Excel to analyze the sales based on various product categories.

### Instructions

- Review the learning materials in BA with Excel
- Carefully read the situation, tasks, actions, and result sections to grasp the assignment fully
- Complete and submit your assignment via the Learning Management System (LMS)
- Follow the provided guidelines closely, ensuring your report includes all required analyses and interpretations

### Situation

You are working as a data analyst for an E-commerce company with a vast network of customers around the world. The management has provided you with a dataset containing sales data for the past years, and they are looking for actionable insights to improve business performance.

### Task

Your task is to create an interactive dashboard in Excel that provides a comprehensive view of the sales data, allowing stakeholders to make informed decisions.

### Input Dataset

The dataset in file **E-Commerce Dashboard dataset.xlsx** contains sales data for different product categories. The following are the features in the dataset:

<b>Order ID</b>	Unique order ID of a product
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<b>Order Date</b>	Order placement date
<b>Ship Date</b>	Shipment date of the placed order
<b>Aging</b>	Used to create a histogram bin
<b>Ship Mode</b>	Shipment mode of the placed order
<b>Product Category</b>	Product category
<b>Product</b>	Name of the product
<b>Sales</b>	Sales amount
<b>Quantity</b>	The amount or number of a material
<b>Discount</b>	A deduction from the usual cost of something
<b>Profit</b>	A financial advantage or benefit
<b>Shipping Cost</b>	The amount required to ship the placed order
<b>Order Priority</b>	Precedence of the placed order
<b>Customer ID</b>	Unique customer ID
<b>Customer Name</b>	Name of the customer
<b>City</b>	Unique city name
<b>State</b>	Unique state name
<b>Country</b>	Unique country name
<b>Region</b>	The part of a country
<b>Months</b>	The month of placing the order

## Action

- Use the saved sample E-Commerce database
- Prepare a table of **Sales** and **Profit** month-wise in a working sheet
- Prepare the **Sales** table region-wise in the working sheet
- Create a user control combo box for the **Product Category**
- Create a column chart of the month-wise table and region-wise table
- Link the table with a combo box.
- Create a dashboard using all the visualizations created for the project

**Tools required:** Microsoft Excel, Data Analysis Add-in.

## Result

Design a sales dashboard that analyzes sales based on various product categories. The company wants to add user control for product category so that users can select a category and see the trend month-wise and product-wise accordingly.