(Excel)

Q1 → Profit Contribution

↳ which market had the least percentage contribution to total sales.

     Row → Market

     Values → SUM of sales

          ↳ Convert/show value as % of Total

| Option ② → South |

Q2 → Product type Profit →

     ↳ In the year 2012, determine which product type had the highest percentage contribution to total sales ?

     Rows → Product Type

     Values → SUM of Sales

     Filters → Date & Select 2012

| option ② → espresso |

Q3 → Store id

     ↳ Select the store id with highest sales value.

     Row → store Id   , Value → Sales

     Sort by desc → Sales

| option ④ → 702 |

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(4) → store id Profit
↳ find store id which generated highest
profit.

Row → store id , value → Profit
→ sort by desc profit

Option (3) → 813

(5) → Total expenses
↳ Determine store id with highest
total expense
Note: Total expense = Cogs + marketing + other expense

(S-1) → create a new column name
↳ Total expense = cogs + marketing + other expense

(S-2) → create Pivot Table
Row → store id
value → Total expense
sort by desc ↑

Option ① → 702

(6) → P.T.O

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⑥ → Profit Margin

☆ ↳ Determine the profit margin for years 2012 & 2013

Note: Profit Margin = (Profit / Sales) * 100

(S-1) → Create this Column

(S-2) → Pivot Table
Row → Date → Remove Quater, Days, Month
Value → Profit & Sales

| Option ② → 2012 → 26635 Now Divide
| 2013 → 36071 both by

Do this in → SUM(Profit) * 100
Pivot Table   SUM(Sales)

⑦ → Compare CoGS
↳ compare the CoGS of various product in 2012 & 2013 & select the statement are True?

Row → Product
Column → Year(Date)
Values → sum of Cogs

Option ② → Cogs of Darjeeling didn't change from 2012 to 2013

Option ④ → Cogs of Mint stayed the same from 2012 to 2013 Spiral

(8) → Marketing Cost
  ↳ Determine the cost of marketing for central market under small market size 8
      Row → Market
      Value → marketing
      Filter → Market size → Select small market

  | option 2 → 4,424 |

(9) → Major & Minor market sales
  ↳ find state with highest sales in major and minor market respectively.

      Row → Market size, State

      Value → Sum of sales

      Sort by desc ↗

  | Option 1 → Major Market → California |
  | Minor Market → Nevada |