

5 Excel projects for Strong Resume ✓

1. Marketing Campaign Effectiveness Evaluation: [Dataset Link](#)

Problem Statement:

- Gather data from marketing campaigns including impressions, clicks, conversions, etc.
- Calculate campaign metrics such as click-through rates, conversion rates, and return on investment (ROI) using Excel formulas.
- Segment the audience based on demographics or behavior to analyze campaign performance for different groups.
- Visualize the results through charts and graphs to identify successful campaigns and areas for optimization.

2. Customer Segmentation and Profiling: [Dataset Link](#)

Problem Statement:

- Collect customer data including demographics, purchase history, and behavioral data.
- Apply segmentation techniques in Excel to categorize customers into different groups based on factors like age, location, purchasing habits, etc.
- Analyze each segment's characteristics and preferences using descriptive statistics and visualizations.
- Develop customer profiles highlighting key attributes and preferences of each segment.

3. Inventory Optimization and Forecasting: [Dataset Link](#)

Problem Statement:

- Gather historical inventory data including stock levels, sales, and replenishment cycles.
- Utilize Excel's forecasting functions to predict future demand for different products.
- Optimize inventory levels by setting reorder points and safety stock levels based on demand forecasts and service level targets.
- Create visualizations to monitor inventory performance and identify trends or anomalies.

4. Sales Performance Analysis Dashboard: [Dataset Link](#)

Problem Statement:

- Gather sales data from different sources (e.g., CRM systems, Excel exports).
- Create a dashboard in Excel to visualize sales performance metrics such as revenue trends, product sales distribution, sales by region, etc.
- Utilize pivot tables, charts, and slicers for interactive analysis.

- Implement conditional formatting to highlight areas of interest, such as top-performing products or underperforming regions.

5. Employee Performance Analysis: [Dataset link](#)

Problem Statement:

- Collect employee performance data such as sales targets, customer satisfaction scores, and productivity metrics.
- Calculate key performance indicators (KPIs) such as sales conversion rates, average handling time, etc., using Excel formulas.
- Compare individual performance against targets and benchmarks through dashboards and charts.
- Identify top performers and areas for improvement based on the analysis.

Data Analytics Portfolio Project for Resume: [Click here](#)