

Task #1: Clean and Format the Data

Objective: Remove unusable rows, identify missing values, and standardize formatting.

Result: Cleaned 3 column headings, 1 cell, and changed column headings "Old/New" to "Age" and "Area_Store" to "Region" for functionality. There were 12 missing values in column F and 1 in column D. All 13 missing values have been flagged in red for reference. Formatting has been standardized.

Task #2: Build a Pivot Table

Objective: Summarize total sales by store and region.

Result: *Reference "Sales by Store (Pivot)" and "Sales by Region (Pivot)"*

Successfully created tables showing the sales by store and region for the dataset. The highest selling stores were 44, 86, and 33, while the highest selling regions were 3000, 2000, and 2400.

Task #3: Create Visuals

Objective: Make quick, readable charts to highlight findings.

Result: *Reference "Sales Visuals Dashboard"*

Created a visuals dashboard to display results in a digestible fashion.

Task #4: Report Summary

Objective: Write a brief summary of key findings.

Result:

- Store Number 44 collected just over 27% of total revenue, the highest among all stores.
- The highest producing region was Region 3000. The 3 stores in the region averaged \$61,212,667 in revenue.
- The top 5 selling stores consisted of 2 Extra locations (35, 46), 0 Express locations, and 3 Hyper locations (44, 86, 33).
- The top 3 revenue-creating stores were all Owned, Hyper locations.