Retail Sales Excel Beginner Tasks

Part A – Basic Business Analysis

1. **Total Sales** – Calculate the total sales across the dataset.

2. **Average Transaction Value** – Find the average sales amount per transaction.

3. **Best-Selling Product** – Identify which product generated the highest total sales.

4. **Sales by Region** – Calculate the total sales for each region.

5. **Top 5 Customers** – Identify the five customers who spent the most.

Part B – Conditional Aggregate Functions

6. **SUMIF – Single Condition**
   Find the total sales for **Product A**.

7. **SUMIFS – Multiple Conditions**
   Find the total sales in the **North region during January**.

8. **COUNTIF – One Condition**
   Count how many transactions were **greater than £500**.

9. **COUNTIFS – Multiple Conditions**
   Count the number of transactions **above £500 in the South region**.

10. **AVERAGEIF – One Condition**
    Find the average sales value for **Product B**.

11. **AVERAGEIFS – Multiple Conditions**
    Find the average sales in the **North region handled by Salesperson X**.