

Retail Sales Excel Beginner Tasks Solutions

Part A – Basic Business Analysis

Task 1 – Total Sales

1. Go to the Sales Amount column.
2. Use the formula:
3. `=SUM([Sales_Amount_Range])`
4. This will give you the overall total sales.

Task 2 – Average Transaction Value

1. Go to the Sales Amount column.
2. Use the formula:
3. `=AVERAGE([Sales_Amount_Range])`
4. This shows the average amount spent per transaction.

Task 3 – Best-Selling Product

1. Use the SUMIF function to add sales for each product. Example:
2. `=SUMIF([Product_Range], "Product A", [Sales_Amount_Range])`
3. Repeat for all products.
4. Compare results to find the highest.

Task 4 – Sales by Region

1. Use the SUMIF function. Example:
2. `=SUMIF([Region_Range], "North", [Sales_Amount_Range])`
3. Repeat for each region.
4. Compare which region has the highest sales.

Task 5 – Top 5 Customers

1. Use SUMIF with customer names:
2. =SUMIF([Customer_Range], "Customer A", [Sales_Amount_Range])
3. Do this for all customers.
4. Sort the totals and identify the top 5.

Part B – Conditional Aggregate Functions

Task 6 – SUMIF (Single Condition)

Find total sales for Product A:

=SUMIF([Product_Range], "Product A", [Sales_Amount_Range])

Task 7 – SUMIFS (Multiple Conditions)

Find total sales in the North region during January:

=SUMIFS([Sales_Amount_Range], [Region_Range], "North", [Month_Range], "January")

Task 8 – COUNTIF (One Condition)

Count transactions greater than £500:

=COUNTIF([Sales_Amount_Range], ">500")

Task 9 – COUNTIFS (Multiple Conditions)

Count transactions above £500 in the South region:

=COUNTIFS([Sales_Amount_Range], ">500", [Region_Range], "South")

Task 10 – AVERAGEIF (One Condition)

Find average sales for Product B:

=AVERAGEIF([Product_Range], "Product B", [Sales_Amount_Range])

Task 11 – AVERAGEIFS (Multiple Conditions)

Find average sales in the North region handled by Salesperson X:

```
=AVERAGEIFS( [Sales_Amount_Range], [Region_Range], "North", [Salesperson_Range],  
"Salesperson X" )
```