



Excel Technical Delivery Task - WIDL Avocado Sales Analysis

Introduction

You have just applied for a role as a Data Analyst at WIDL, a large supermarket chain that works across multiple countries. As part of the hiring process, they have sent you the below task to complete.

You will see that the task is quite open-ended, requiring you to apply the skills you have learned in Excel to the problem they describe. There is no perfect right conclusive answer here, instead you should aim to display the following:

- **You understand the problem, and what you are required to deliver:** Spend some time making sure you fully understand what is being asked. There are many different ways of approaching the problem, but whichever approach you take, you need to be covering what is being asked.
- **You have strong understanding of key Excel concepts:** Apply as many Excel tools and functions as possible in completing your task. Have a look through the material you have learned, and try and cover off as many different elements of Excel as possible.
- **You are confident handling data:** Often these tasks contain large datasets, sometimes designed to confuse you a little. Often the data is simpler than it appears, and your skills are more than enough, so don't be thrown off if it looks strange at first!
- **You can explain your decisions:** It is important to have clear reasons why you have made decisions when submitting work for interview. There will be a short Canvas quiz after the exercise to guide your learning on this.

The Task

Hello from WIDL! We're so pleased you're applying for a role in the data team. As part of your application we request that you complete the following task. Please spend no more than 4 hours completing this. You will have the opportunity to talk through your approach to the task in more detail in your scheduled interview next week.

The attached csv file contains data relating to weekly avocado sales in our American stores. You have been asked to present some data in Excel to see if there are any patterns or trends in the data. In particular, your manager has asked the following questions:

- Are there any macro trends over time relating to avocados across all regions?
- Which regions had the highest demand for avocados in 2018?
- Is there a difference in demand for conventional vs organic avocados?
- If the price of avocados is higher, how does this impact demand?

You may present the data however you wish, but it must be presented in Excel. You can provide as many charts and diagrams as you feel is appropriate to answer your manager's questions. Best of luck!

Marking Criteria

You'll be asked to upload a link to your completed Excel task through Canvas, as well as complete a short quiz to assess your thinking about the task. You will also be peer reviewing each other's work. A few select people will also be asked to present their finished task to the group.

The marking criteria for the task will fall into the following competencies:

- Understanding the Problem
- Excel Technical Knowledge
- Visual Presentation
- Data Handling
- Reasoned Decisions