MEKKO Retail Inc. is a global retail chain with multiple departments ranging from

Books to Automotive. With its vast presence in different countries, it serves

customers daily.

As the company expands, it's becoming increasingly challenging for the

management to keep regular track of customer demographics, preferences, and

other vital details that can help in improving sales and customer satisfaction. The

raw data makes it difficult to draw insights and make strategic decisions, leading to

missed opportunities.

An interactive dashboard in Excel is a game-changer. By summarizing and visualizing the data, the

management can easily spot trends, understand customer preferences based on demographics, and make

informed decisions.