**"Excel Project: Sample Store Data Analysis & Transformation"**

**Objective:**

Analyze the "Sample Store" dataset to derive actionable insights, clean any anomalies, and showcase the ability to transform data using advanced Excel functions.

**Project Overview:**

This project aims to take the "Sample Store" dataset and put it through a series of transformations and analyses to present actionable insights. It is divided into multiple stages to ensure a step-by-step approach and incremental learning.

**Sales:**

* Order related data: Row ID, Order ID, Order Priority, Order Date, Delivery Date, Ship Mode, etc.
* Customer related data: Customer ID, Customer Name, Customer Segment, etc.
* Product related data: Product Category, Product Sub-Category, Product Container, etc.
* Transaction related data: Unit Price, Quantity, Discount, Sales, etc.

**Sub-Category:**

* Category: The products are categorized into Office supplies, Technology and Furniture.
* Product Sub-Category: Different sub-categories of products ordered.
* Region: The states are categorized into Central, East, South, West regions.

**Source:**

* Product Sub-Category: Different sub-categories of products ordered.
* Region wise data: Central, East, South, West

### **Stage 1: Sales Data sheet:**

* Calculate how many unique products were ordered in the dataset along with the unique customers.
* Find out the date range of all the orders.
* Display the count of unique regions and segments present.
* Add a new column “Days” after the Delivery date column to find the number of days taken to deliver the product after the order is placed.
* Calculate the top most sales value
* Display the total profit obtained for overall sales.
* Count the total number of orders placed.
* Analyze the product column and find total number of ‘Scissors’ sold.
* Find the total profit coming from ‘High’ priority orders in Corporate segment only.
* Show how many orders were delivered on the same day the order was placed.
* Which specific region has the most profit?
* Is there seasonality in sales, and if so, during which months are sales the highest?
* Separate the month in text format from Order date and display it in AA column(Month).
* Separate the month in numeric format from Order date and display it in AB column(Month Number).
* Find the quarter based on Month Number(AB) column and display it in AC column(Qtr).

**Reports and Visualization:**

* Create a report to find the profit based on Region and Ship Mode(use row label and column label).

Create column chart for this report and find which region and ship mode has more sales

Answer cell: Sales Data (AG3 cell) (Sales value)

* Create a report to find the total sales, average sales, highest sales value and total profit based on all the States from East region only.
* Create a line chart of sales by order date month and product category.
* Based on customer segments, find out which segment is the most valuable one.

Answer cell: Sales Data (AH4 cell) (Segment)

* Create a report and find which city has the highest profit in technologies category in Central region.

Answer cell: Sales Data (AI5 cell) (City name)

### **Stage 2: Sub-Category Sales sheet:**

* Use proper function to find sales amount and display it in ‘Sales Amount’ column based on given data in ‘Source’ sheet
* Using conditional formatting highlight ‘Highest’ sales amount row in green color and ‘Lowest’ sales amount row in red color
* In Status column, display "Low” if the Sales value < 50000 and display "Average" if the Sales >= 50000 and Sales < 125000 and display "High" if the Sales >= 125000
* Use proper function to find the Top 5 Sales amount in "Top 5 Sales" table and display it in J6 to J10 cells

Answer cell: Sub-Category Sales (J6 to J10 cells)

* Display the average sales based on region and category in the “Average Sales by Region” table in J14 to L17 cells

Answer cell:Sub-Category Sales (J14 to L17 cells)