

Capstone 1

# Creating Interactive Dashboards and Data Storytelling with Excel





## Background

- Holidays and price markdown usually sees an increase in the sales of the goods. To What effect?
- What other factors may drive the sales?



# The Challenge

Given a limited history, model the data to

- See how holidays impacted the bottom line
- How much markdown increases the movement and the increase of the bottom line.
- Any recommendations regarding holidays and markdown in relation to stores and departments
- Manpower and logistic decision







# Conclusion

Base on the data set collected from 45 stores over the from 2010 to end of 2012,

- 1) Holiday sales do generate more sales
- 2) Markdowns thin the bottom line. Current trend may indicate consumers are used to markdown.
- 3) The sales of the volume from the stores does not show growth. Test new items or new platform to reach out to greater audience.
- 4) Sales trend coincide with the unemployment index



# Where the data?

The data set is obtained from Kaggle and supplementary data set is from bankhoildays.us

<http://www.bankholidaydates.us/UnitedStates/2011.aspx>

<https://www.kaggle.com/manjeetsingh/retaildataset>





**Thank you!**