

# Test- Analysis and Report

## A. [Excel Data Analysis] Operation Requirements

The attached data is the sales data and year-end inventory balance data for 2020.

### ☐ [Sales]Sheet:

1. Change column A to dd/mm/yyyy format
2. Add thousands of separators to columns F and G, do not keep decimal places, and align data to the right
3. Change column H to % percentage format, and keep one decimal place
4. Create a Table from the Range

### ☐ [Sales Analysis] Sheet:

1. Use the SUMIF function to fill in the total sales amount in cell B2
2. Use the SUMIF function to fill in the total sales amount in cell F2

### ☐ [Product]Sheet:

Use the VLOOKUP function to put the product type data into column D [Category] in the [Sales]Sheet.

### ☐ [Inventory]Sheet:

Fill in the total sales volume of the products in column C.

## B. [Word Report] Writing Requirements

### ☐ Setup STYLES in Word

Use STYLES to format the different parts of the document, with the following specific requirements:

1. **Title:** use Calibri font, size 22, 12 pt before paragraph, 3 points after paragraph, line spacing multiple 1.08
2. **Heading 1:** use Times New Roman font, size 15, 16 pt before paragraph, line spacing multiple 1.08
3. **Heading 2:** use Calibri font, size 12, 5 pt before and after paragraph, line spacing multiple 1.08
4. **Normal text:** use Calibri font, size 12, line spacing multiple 1.08

### ☐ Write Report

The report writing content includes:

1. **Title: self-defined**
2. **Section One: Overview**
  - 1) Total sales amount
  - 2) Total sales amount and gross margin by channel
  - 3) Total sales amount and gross margin by category
3. **Section Two: Channel and Product Analysis**
  - 1) Top 5 customers' sales volume and sales amount by channel (should include tables)
  - 2) Top 5 products' sales volume and sales amount by category (should include tables)
4. **Section Three: Insight & Suggestions**

Give some of your insight & suggestions

**PS:** Title use Title style, Section use Heading 1 style, body text use Norman style.

### C. [Working Report] Writing Requirements

Please prepare a report based on the following information to obtain your leader's approval.

**[Background]:** The company currently has a certain amount of slow-moving inventory products. The sales manager has proposed several strategies to alleviate the inventory backlog, such as low-price promotions, new market development, "trade-in for new," charitable donations, and employee benefits.

**[Writing Requirements]:**

1. The report title is to be self-generated.
2. Use the PREP (Point, Reason, Example, Point) structure to articulate your views.
3. Select at least two marketing strategies from the proposals, including detailed marketing plans such as discount amounts, buy-gift schemes, and provide a budget plan. Finally, seek a decision from superiors.

## D. [Outlook] Writing Requirements

Please draft an "invitation letter" based on the following information to be sent to clients via email.

**[Background]: CIG Motors will hold the launch event for the NEW-GS8 on July 20th, 2024, at 17:00 PM at the EKO HOTEL.**

The content of the report should include:

1. Email subject
2. The main text includes the introduction of the background and significance of the activity, details of the activity, invitation and confirmation, etc.
3. At the end of this mail, please include the contact information of the person responsible for the CIG Motors event
4. The expression should be professional, with clear and concise email content, paying attention to layout and format
5. Attachments (if any) should provide additional information or documents.

**The activity materials are as follows:**



GAC MOTOR's flagship luxury seven-seat SUV, the New- GS8, stood out from the competition and won the “Most Fascinating SUV Award” for its dominant appearance and high-tech, high-performance driving experience.