

- What are the top 10 products based on StrengthFactor?

*The top 10 products with highest strength factors have non available sold flag and sold count. This indicates that either these products have never been sold or the data related to sold flag and sold count is missing.*

- How does sorting by PriceReg reveal trends in pricing and sales?

*No the sorting of PriceReg has no impact on revealing trends in pricing and sales.*

- How do different MarketingType strategies affect the SoldCount?

*From the given Data, it can be observed that Marketing Type D has 18273 sold count whereas the Marketing Type S has 6221 sold count which indicates that Marketing Type D has more better approach towards attracting the target audience as compared t that of Marketing Type S.*

- What trends can you observe when analyzing sales across different ReleaseYear?

**Increase in Sales:** *There is a noticeable upward trend in total sales, particularly in the years 1998, 1999, and 2000, indicating growing popularity and demand for the products.*

**Fluctuation in Average Prices:** *The average price has varied, with significant increases in certain years (e.g., 1998 to 1999) suggesting adjustments in pricing strategies or product improvements.*

**Peak Sales in 2001:** *The year 2001 shows the highest total sales, which may correlate with successful product releases or marketing strategies during that period.*

- How do sales vary by marketing strategy and release year?

*The sales have been fluctuated a lot between year 1969 to 1998. However there has been a lot of increase in the number of sales in 2000 and early 2010s. The maximum number of sales happened in year 2012.*

- Does the chart reveal any marketing strategies that outperform others over time?

*From year 1968 onwards till 2018, Marketing Type D has outperformed the Marketing Type S since D had more number of sold count each year as compared to that of S.*

- What is the total sales volume for products released after 2010?

7794

- What is the average price of products that were sold (SoldFlag = 1)?

113.3249

- What does the Treemap reveal about the distribution of sales across marketing types?

*The number of products sold from given sales inventory using Marketing Type D strategy is 75% whereas the number of products sold using Marketing Type S is 25%.*

- How many products have a LowNetPrice below 20, and do they share any other characteristics?

*The number of products which have a LowNetPrice below 20 is 58709, among which most of products have high strength factors. However the range of different strength factors have been seen throughout all the products with the LowNetPrice below 20.*

- What is the regular price of SKU 1737127?

*44.99*

- How do the INDEX and MATCH functions work together to efficiently find the LowUserPrice of a product using SKU\_number?

*For a large dataset, INDEX and MATCH functions have been efficiently in producing results related to LowUserPrice efficiently as VLOOKUP was producing same results but was getting hanged as I was dealing with large dataset.*

- How can macros speed up repetitive tasks like filtering and sorting?

*Once the macros is created, it can used in different workbooks making it easier for the user to perform tasks like filtering and sorting using shortcut keys.*