Here’s your **end-to-end case study project** for a retail home appliance store.

**🧾 Project Brief:**

**Client Name:** ExcelMart Home Appliances  
**Scenario:**  
ExcelMart operates five branches across Nigeria, selling various home appliances. They want you to conduct a **5-year product sales performance analysis** using Excel, covering revenue trends, category growth, branch performance, and salesperson effectiveness. Your insights will help optimize inventory, promotions, and staffing.

**Business Questions to Answer:**

1. What is the sales trend over the years across all branches?
2. Which product categories and brands perform best?
3. Which branch contributes the most to revenue?
4. Which salesperson has the best sales performance?
5. What is the revenue per unit and profitability by product type?

**📊 Metrics to Analyze in Excel**

| **Focus Area** | **Metrics / KPIs** |
| --- | --- |
| Sales Overview | Total Sales, Units Sold, Avg Unit Price |
| Time Series | Monthly/Quarterly/Yearly Sales Trends |
| Product Insight | Sales by Category, Brand, Model, Revenue/Unit |
| Regional Insight | Sales by Branch, Branch Growth YOY |
| Sales Team Insight | Sales per Salesperson, Units Sold, Avg Ticket Size |
| Price Impact | Correlation between price and sales volume |
| Inventory Risk | Identify low sellers (units < 3) over 6 months |

**📁 Data Fields in Your Dataset**

* Date: Sales date (2019–2024)
* Branch: 5 locations (Lagos, Abuja, PH, Kano, Enugu)
* Category: 8 types of home appliances
* Brand: 4 fictional brands
* Model: Random product model IDs
* Units\_Sold: 1–9 units
* Unit\_Price: ₦30,000 to ₦500,000
* Salesperson: 6 names
* Total\_Sales: Calculated column

**📈 Suggested Excel Analysis & Dashboard Elements**

**1. Sales Trend Sheet**

* Pivot table: Date (Year & Month) vs Total\_Sales
* Line chart: Monthly sales trends

**2. Category & Brand Analysis**

* Pivot table: Category vs Total\_Sales, Units\_Sold, Avg Unit Price
* Column chart or heat map
* Use slicers to filter by year or branch

**3. Branch Performance**

* Table showing each branch’s contribution to total revenue
* Pie chart or stacked bar

**4. Top Products**

* Sort models by revenue
* Highlight top 10 performing models

**5. Salesperson Leaderboard**

* Table: Salesperson vs Total\_Sales, Units Sold, Avg Sale per Transaction
* KPI card visuals or bar charts

**🧾 Presentation Deck (4–6 slides)**

1. **Objective & Dataset Summary**
2. **Key Sales Trends & Findings**
3. **Top Categories/Branches/Salespeople**
4. **Recommendations**
   * Promote top-selling brands
   * Phase out low-sellers
   * Train low-performing branches or reps

**📢 Visibility Plan**

* **Post Title:** “📊 5-Year Sales Performance Analysis for a Nigerian Appliance Retailer in Excel”
* **What to Share:**
  + Screenshots of dashboard
  + Summary of insights
  + GitHub link with Excel file + report deck
  + Short reflection: “Here’s how I tackled this real-world case study using just Excel…”

I’ve created the dataset with 550 rows of clean, realistic data. Would you like me to export it and share the Excel file with you now?