Functions in Excel & Pivot Table Analysis

Project Overview

This project demonstrates the application of core Excel functions and data Analysis techniques to transform a raw data into a structured, insightful report. The workflow involves data cleaning, conditional calculations, and multi-dimensional analysis using Pivot Tables to understand customer behavior and regional sales performance.

Excel Skills & Functions Demonstrated

1. Advanced Data Retrieval

- **VLOOKUP/XLOOKUP:** Used to populate the "Customer Name" and "Tax Status" columns in the Raw Data sheet by fetching records from reference tables.
- **Data Integration:** Successfully linked multiple sheets (Product Category, Customer Store ID) to create a unified database.

2. Conditional Math & Logic

- **IF Statements:** Implemented logic to calculate tax amounts; applying a **10% tax for PKP** status and **0% for PTKP**.
- **SUMIF/SUMIFS:** Aggregated "Total Quantity of Boxes" and "Total Weight" based on specific customer codes and area criteria.
- **Discount Logic:** Applied a **7% discount** for orders exceeding **Rp. 7,000,000**, demonstrating proficiency in nested logic and financial modeling.

3. Data Summarization with Pivot Tables

- **Regional Performance:** Generated summaries of the "Total Quantity of Box purchased in each Area," identifying top regions like **Pekanbaru**.
- **Customer Insights:** Analyzed total product purchases per store, highlighting high-volume clients such as **Hartono Sidoarjo**.
- **Product Categorization:** Grouped sales by categories (e.g., Kitchen Appliances, Beauty, Garment Care) to identify high-performing product lines.

Key Insights from the Analysis

- **Volume Leaders:** Large-scale customers like **Hartono Sidoarjo** and **Mutiara Super Kitchen** are major contributors to total box quantity.
- **Tax Distribution:** A significant portion of the customer base operates under the **PTKP (non-taxable)** status, impacting the net total amount calculations.
- **Regional Peaks:** The **Pekanbaru** area shows a high concentration of product sales compared to other regions like Denpasar or Jambi.

Conclusion

This project showcases my ability to use advanced formulas and data summarization techniques to process raw business data and drawing out insights that improves business decisions .