**Project Title: Bike Sales Report**

**Project Overview:**

This project involved creating a detailed and insightful analysis of bike sales data using Microsoft Excel. The primary objective was to interpret and visualize data to provide valuable business insights.

**Tools/Technologies**:

Microsoft Excel, Pivot Tables, Data Visualization (Charts)

**Skills Demonstrated:**

* Proficiency in Microsoft Excel for data analysis and visualization.
* Strong data organization and interpretation skills.
* Ability to create informative dashboards and interactive reports for stakeholders.

**Objectives:**

* To analyze bike sales data to identify key trends and performance indicators.
* To create visually appealing and informative dashboards that facilitate quick understanding of sales metrics.
* To provide actionable insights that can inform future business decisions.

**Key Features**

* **Data Import and Cleaning:**
  + Imported raw bike sales data and performed data cleaning to ensure accuracy.
  + Handled missing data and standardized formatting for consistency.
* **Data Analysis Using Excel Functions:**
  + Utilized functions such as VLOOKUP, INDEX-MATCH, and nested IF statements to segment data.
  + Applied PivotTables to aggregate data and filter sales metrics by region, education, marital status and other relevant dimensions.
* **Visualization and Dashboards:**
  + Created interactive charts (e.g., bar charts, line graphs, and pie charts) using Excel’s chart tools.
  + Developed dashboards with slicers and conditional formatting for an enhanced user experience.

**Conclusion:**

This project demonstrated proficiency in data analysis, visualization, and strategic insight generation using Microsoft Excel. The resulting report enabled stakeholders to make data-driven decisions, optimize inventory management, and improve marketing strategies.