Analyzing Changes in Product Content Performance for Colgate Products on the Digital Shelf

Below please find four reports containing data on the digital shelf metrics of Colgate products sold online at Retailers 2 and Retailer 3. The reports cover:
- *Q4 (October 1 - December 31)*
- *Q1 (January 1 - March 31)*

The primary metrics are **Total Score, Product Content Score, Assortment & Availability Score, Ratings & Reviews Score, Placement Score** (see the "Template of analysis" tab).

Reports on metrics (Q4 & Q1).

Task:

Your task is to analyze the changes in product content performance for specific EANs and categories between Q4 and Q1 and present your findings in a PowerPoint presentation. Your presentation should include visualized data points, readable and concise PowerPoint slides.

Approach:

1. Fill up the **Template of analysis**. *Remember, that you have 2 retailers and 2 periods.*
2. Calculate metrics of Product Content Score and Product Content Score (Change) for focused EANs.
3. Analyze the changes in product content score between Q4 and Q1. Identify any other data points or trends that you think are notable.
4. Use conditional formatting in the dashboard to highlight the results. *Remember, that you have 2 retailers and 2 periods.*
5. Create a formula that can accommodate the varying number of columns and rows across different sheets and call column names using column index due to a lack of consistency between sheets from different periods.

Note:

The main questions are which retailer shows the best performance and what is the dynamic between **Q4 and Q1** in terms of product content performance.
The presentation should be limited to a maximum of 10 slides, including the title slide and conclusion.