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# STORE SALES INSIGHTS

## EXCEL CONDITIONAL FORMATTING PROJECT DESCRIPTION

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### **Project Objective:**

- Collected raw data from **Kaggle**.
- Designed an eye catching **Conditional Formatting Table** for analysis.
- Focused on key performance indicators (KPIs):
  - Orders Count by Month for each Product Category
  - Sparklines indicating trends for each Month
  - Rank by Average Revenue of each Product Category
- Showcased how these KPIs influence store sales.

### **Functions used:**










Following functions were employed while building this dashboard;

UNIQUE  
COUNTIF  
AVERAGEIF  
RANK

In addition to these functions **Conditional Cell Formatting** was also used.

# Orders Placed in Each Month By Product Category:

Conditional formatting indicates that December was the month with most amount of orders placed due to Christmas and New Year’s Eve while February had the least amount of orders due to it being the shortest month.

Orders Placed in Each Month By Product Category													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Sparklines
Beauty	2,645	2,420	2,672	2,545	2,607	2,423	2,597	2,685	2,491	2,619	2,494	2,589	
Books	2,751	2,429	2,683	2,556	2,541	2,601	2,686	2,615	2,526	2,603	2,599	2,738	
Toys	2,533	2,390	2,593	2,531	2,637	2,546	2,652	2,626	2,579	2,654	2,528	2,655	
Clothing	2,488	2,397	2,619	2,515	2,657	2,499	2,782	2,650	2,511	2,686	2,465	2,645	
Electronics	2,671	2,382	2,618	2,504	2,637	2,585	2,616	2,610	2,563	2,569	2,506	2,725	
Sports	2,588	2,454	2,662	2,458	2,690	2,516	2,581	2,721	2,575	2,635	2,552	2,635	
Grocery	2,572	2,329	2,559	2,503	2,585	2,602	2,674	2,725	2,524	2,604	2,419	2,706	
Home & Kitchen	2,650	2,381	2,663	2,594	2,645	2,558	2,620	2,642	2,506	2,646	2,570	2,603	
Total	20,898	19,182	21,069	20,206	20,999	20,330	21,208	21,274	20,275	21,016	20,133	21,296	

Insight:Conditional formatting indicates that December was the month with most amount of orders placed while February had the least amount of orders.

**Rank by Average Revenue:**

Conditional formatting implies that Toys and Home & Kitchen were the most profitable categories while Beauty was the least based on Average Revenue Ranking.

Rank by Average Revenue				
Product Category	Orders Count	Average Revenue	Rank	
Beauty	30,787	\$ 1,248	★	8
Books	31,328	\$ 1,251	★	5
Toys	30,924	\$ 1,256	☆	1
Clothing	30,914	\$ 1,252	☆	3
Electronics	30,986	\$ 1,250	★	4
Sports	31,067	\$ 1,254	☆	2
Grocery	30,802	\$ 1,250	☆	2
Home & Kitchen	31,078	\$ 1,255	☆	1
Insight: Toys and Home & Kitchen were the most profitable categories while Beauty was the least based on Average Revenue Ranking.				



For Collaboration, feedback or suggestions feel free to email me at [shahidabbas2104514@gmail.com](mailto:shahidabbas2104514@gmail.com)