



EXCEL ANALYSIS HUB



By Sowmya Ramineni



1

CALL CENTER DATA ANALYSIS

This project presents exploratory data analysis (EDA) using data from a call center, deriving insights and trends through pivot tables and various visualization techniques.

[Repository.](#)



Filters

Call Day

28

29

30

31

Caller State

Alabama

Alaska

Arizona

Arkansas

Call Channel

Call-Center

Chatbot

Email

Web

CALL CENTER DASHBOARD

October 2020

Data Source: Real World Fake Data

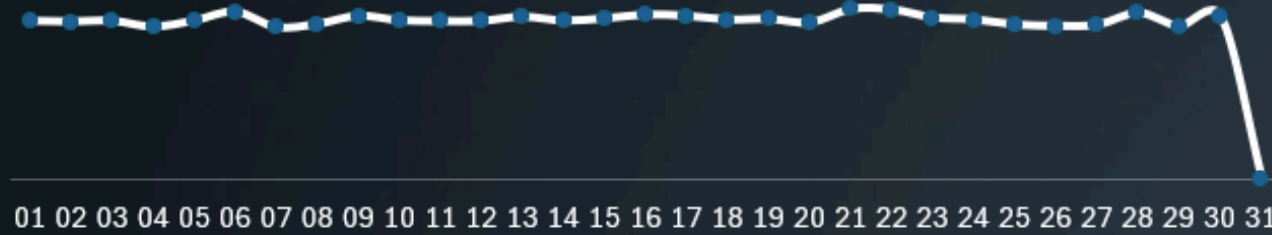
Total Number of Calls

32941

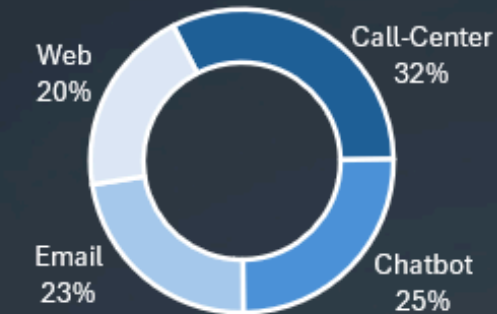
Average Call Duration (mins)

25.02

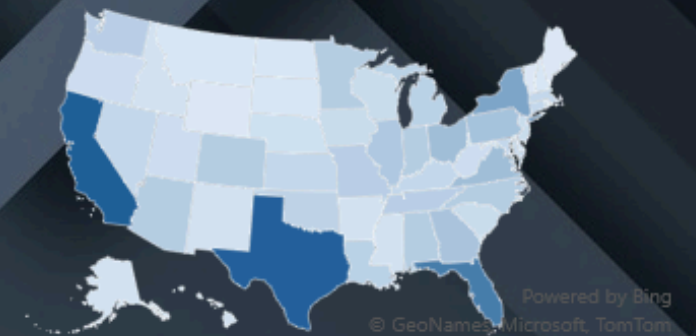
Calls Trend



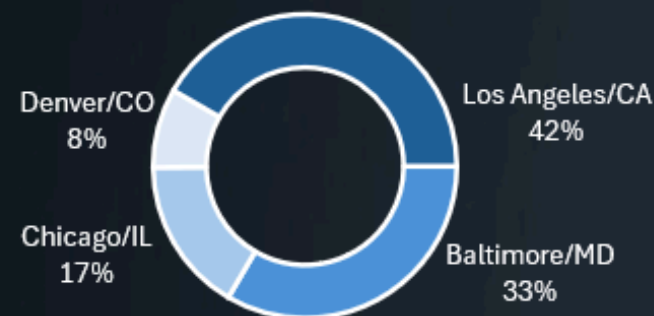
Call Channels



Caller Locations



Call Center Traffic



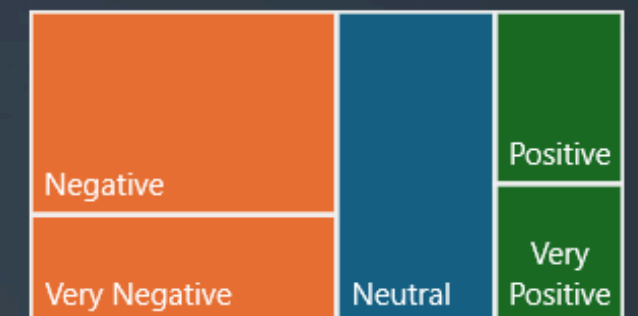
Call Reasons



Response Times



Caller Sentiments



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2

COFFEE SHOP SALES ANALYSIS

This project presents data analysis of sales data from a coffee shop in New York City, providing insights into customer behavior, sales patterns, and product popularity to optimize the shop's performance.

[Repository](#)



COFFEE SHOP SALES DASHBOARD

Total Sales Revenue

\$698,812.33

Total Footfall

149116

Average Bill Per Person

4.69

Average Order Quantity Per Person

1.44

Month

January

February

March

April

May

June

Day

Sunday

Monday

Tuesday

Wednesday

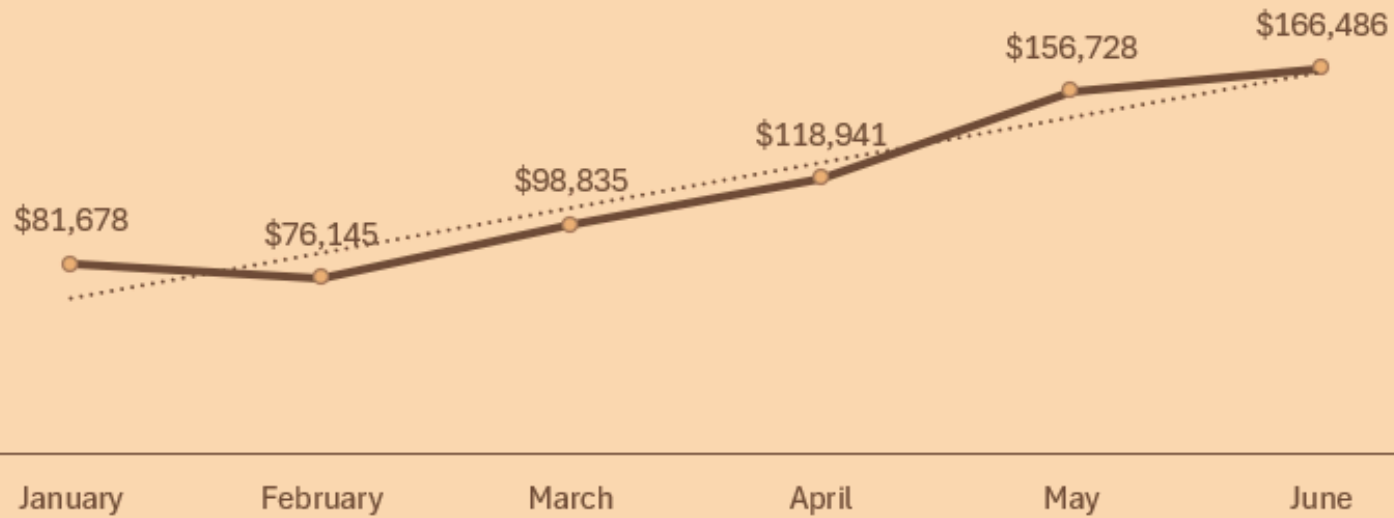
Thursday

Friday

Saturday

Clear

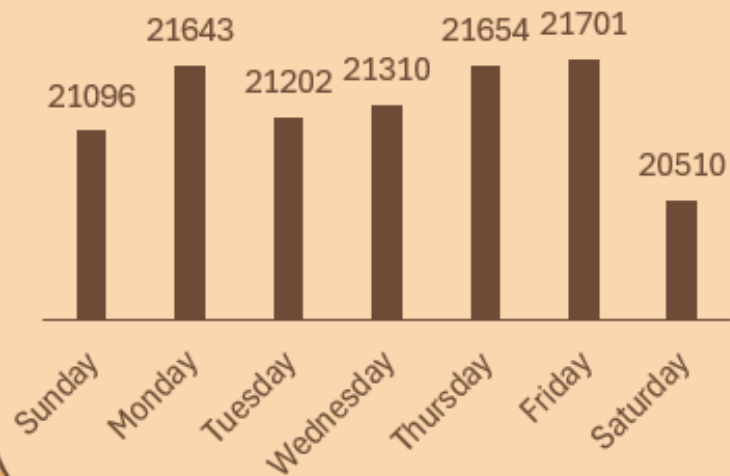
Total Revenue Per Month



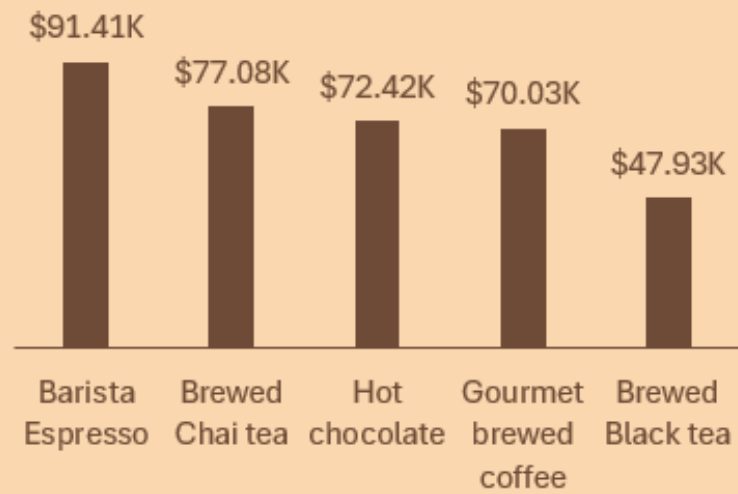
Quantity Ordered (Hourly)



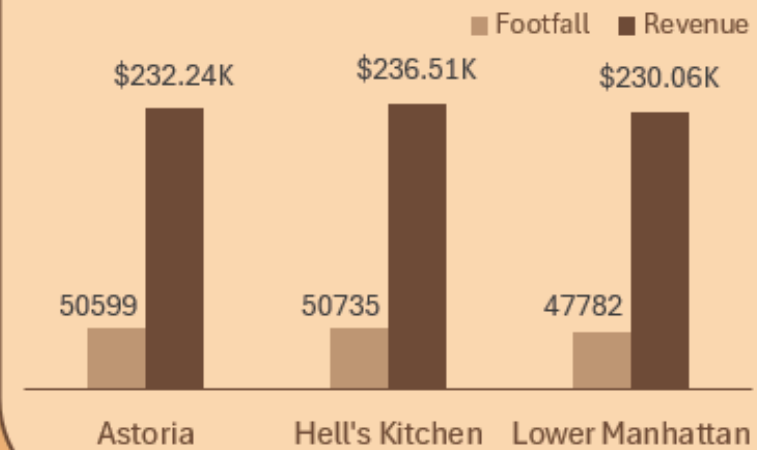
Quantity Ordered (Daily)



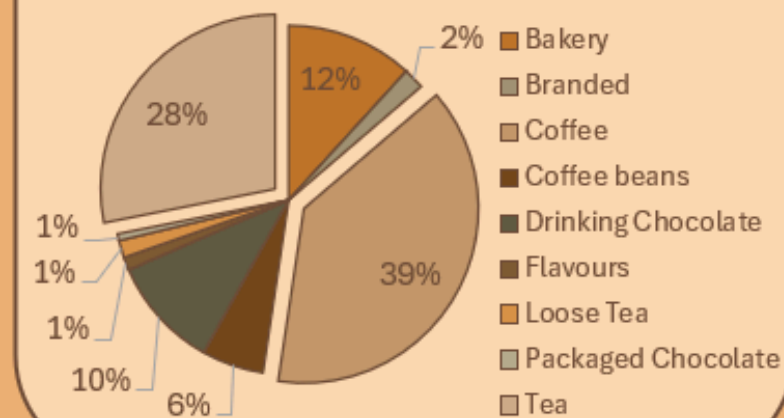
Top 5 Bestselling Products



Footfall And Revenue Across Store Locations



Sales Distribution By Product Category



3

ADVENTURE WORKS SALES ANALYSIS

This project presents comprehensive data analysis of Adventure Works' sales data, identifying top-performing products and target demographics to boost sales and enhance inventory management for optimized operations.

[Video](#)

[Repository](#)

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Adventure Works Sales Analysis

Time Series

P&C Details

Clear Filter

Order Quantity

631.92 K

0.0%

Total COGS

\$180.80 M

0.0%

Total Revenue

\$307.09

0.0%

Total Profit

\$126.29

0.0%

Profit Margin %

41.1%

0.0%

Transactions

60.40 K

0.0%

Transactions

Revenue

Profit

67.1% of the total Profit came from the highlighted years
31,572,644

Average Profit

13.40 M

28.18 M

42.55 M

42.16 M

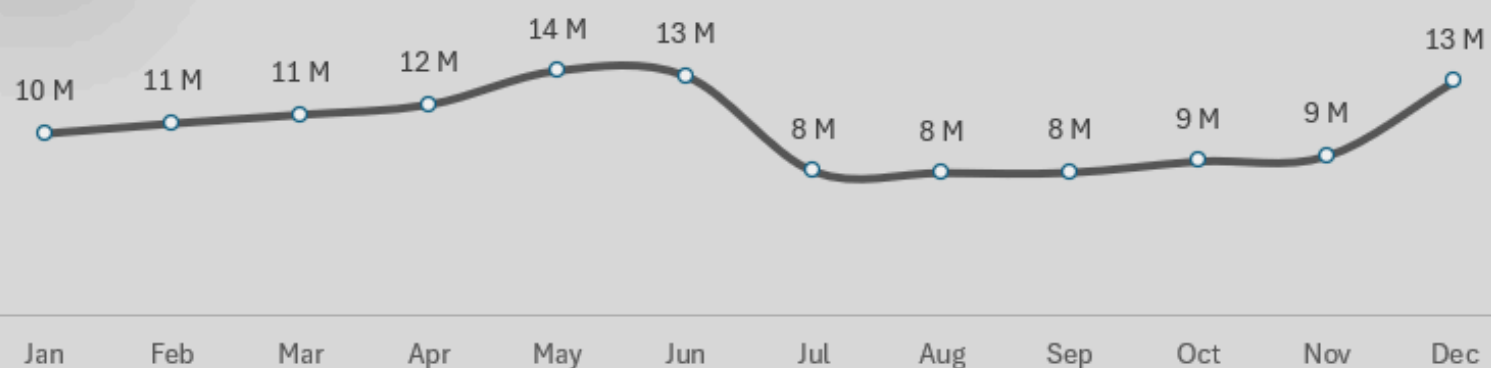
2005

2006

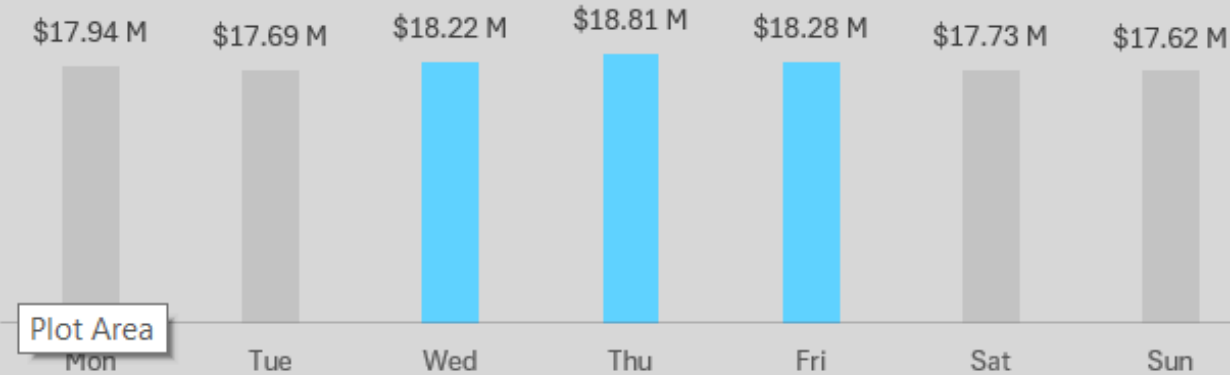
2007

2008

May, Jun & Dec collectively accounted for 31.9% of the total Profit

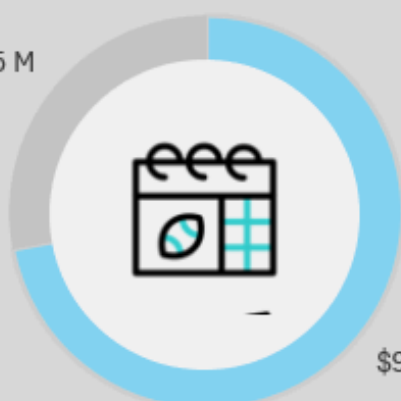


43.8% of the total Profit came from the highlighted weekdays



Jan	Feb	Mar
Apr	May	Jun
Jul	Aug	Sep
Oct	Nov	Dec

\$35.35 M



WEEKDAYS make up 72.0% of the total Profit

\$90.94 M

Weekday Weekend

Quarterly Profit Performance

Quarter 1

\$32.30 M

26%

Quarter 2

\$39.02 M

31%

Quarter 3

\$24.19 M

19%

Quarter 4

\$30.78 M

24%

Australia

Canada

France

Germany

United Kingdom

United States

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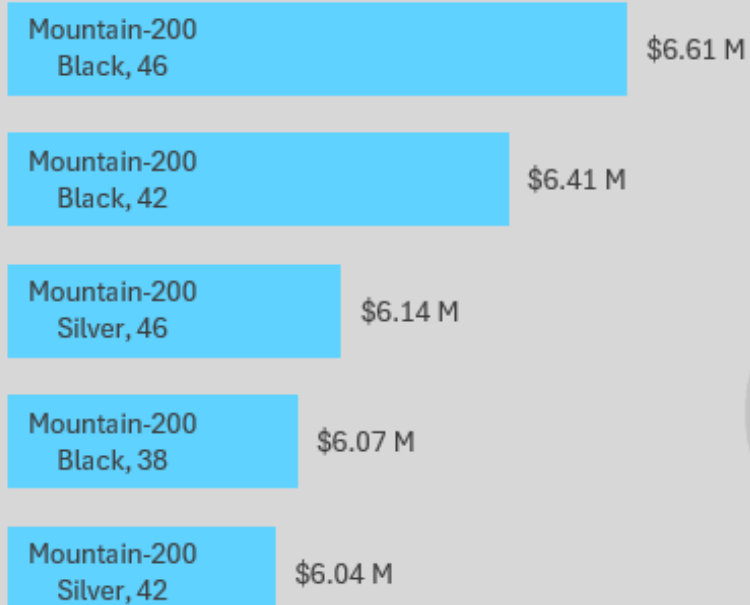
Adventure Works Sales Analysis

Time Series

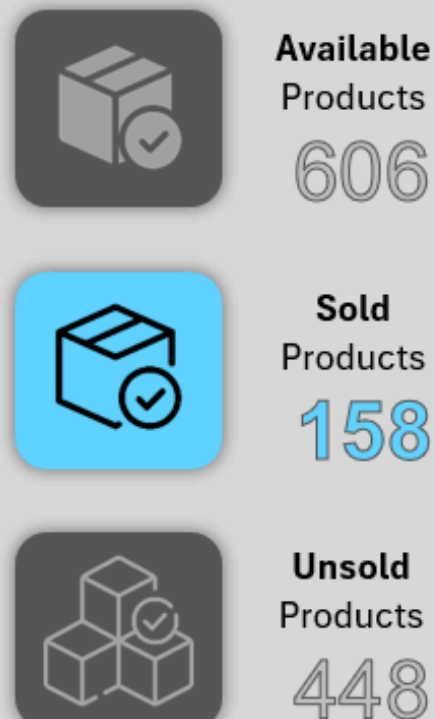
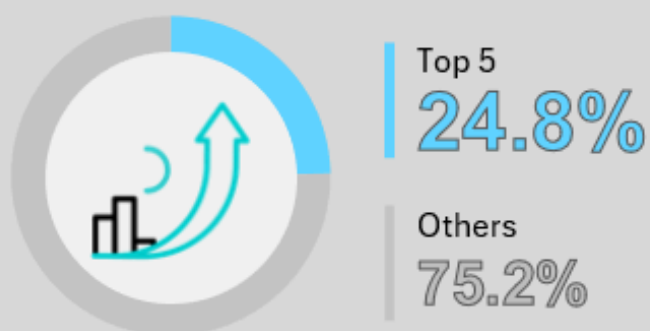
P&C Details

Clear Filter

Top 5 Profitable Products



Profit Share of the Top 5 Products vs Others



Product Pricing Types

Price Above \$150



Expensive 95.4%

Profit \$120.52 M

Price Below \$150



Affordable 4.6%

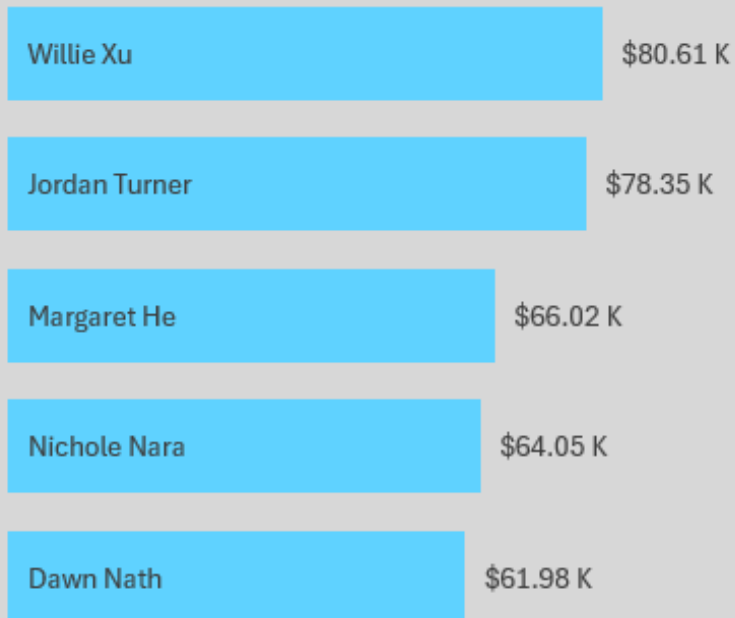
Profit \$5.77 M

2005 2006 2007 2008

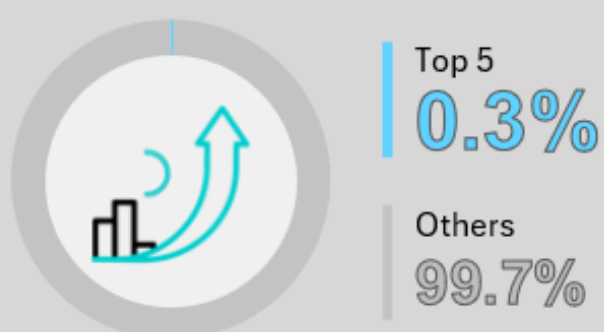
Jan Feb Mar
Apr May Jun
Jul Aug Sep
Oct Nov Dec

Australia Canada
France Germany
United Kingdom United States

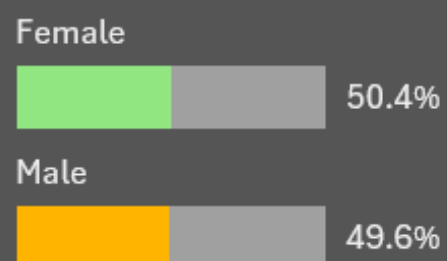
Top 5 Customers



Profit Share of the Top 5 Customers vs Others

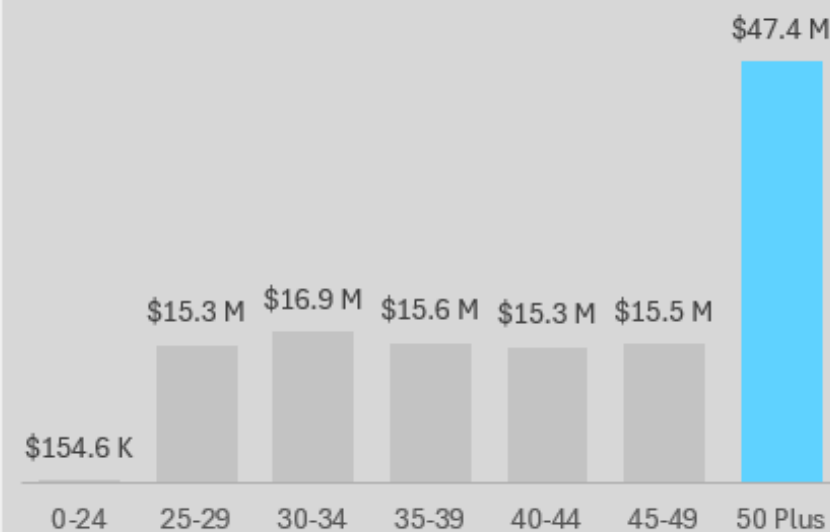


Profit by Gender



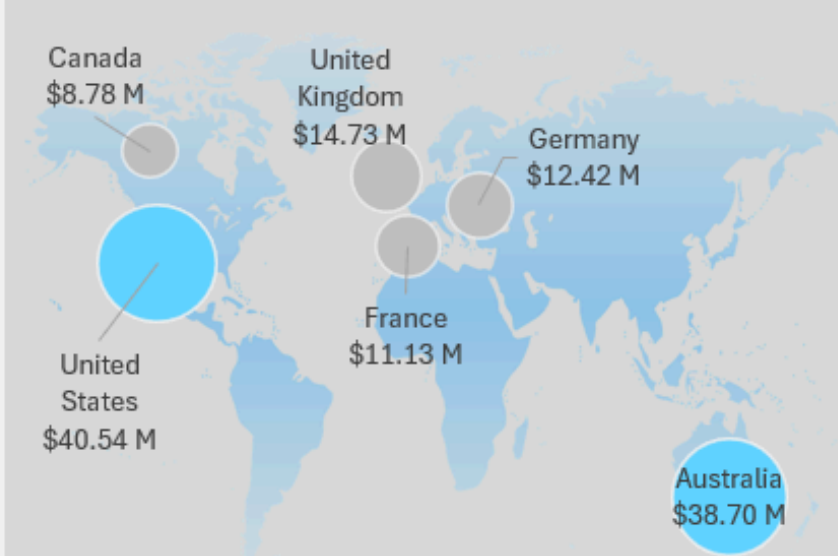
The 50 Plus age group contributed to

37.6% of the Profit



United States & Australia contributed to

62.7% of the Profit



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BUS TRANSPORTATION DATA ANALYSIS

This project presents the analysis of transactional data from December 2023 to January 2024 for a bus company, focusing on utilization rates, busiest routes, and peak hours to streamline operations and enhance passenger experience.

[Repository.](#)



Bus Transportation

Total Passengers

6,587

Average Passengers per Trip

33

Busiest Route

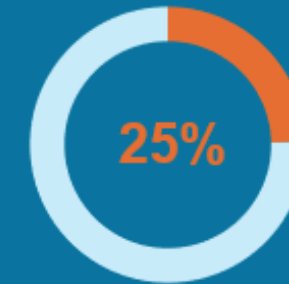
East-West Express

Quietest Route

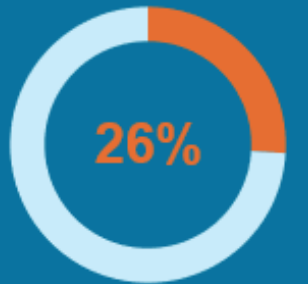
South Line



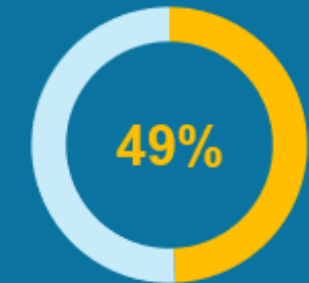
Bus Utilization Rate



Under Utilized
19 buses

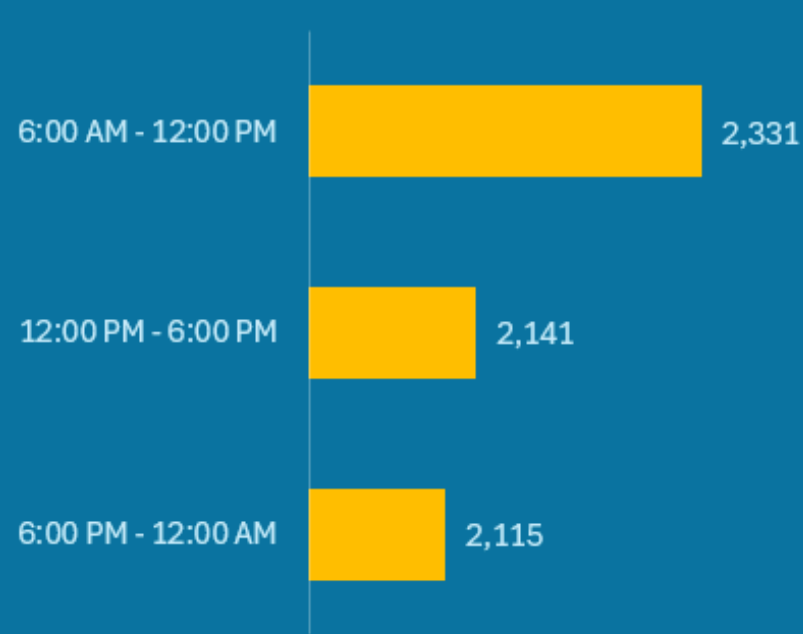


Over Utilized
20 buses



Well Utilized
38 buses

Bus Utilization by Time (Total Passengers by Time)



Peak Hour of Operation
8:57:00 PM

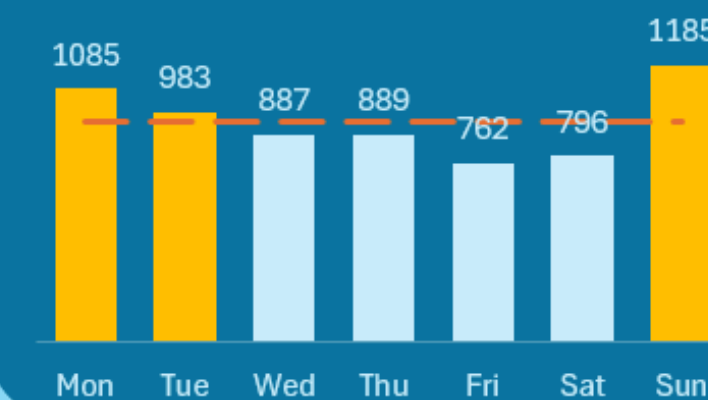
Quiet Hour of Operation
7:50:00 PM

Total Passengers (Monthly Distribution)

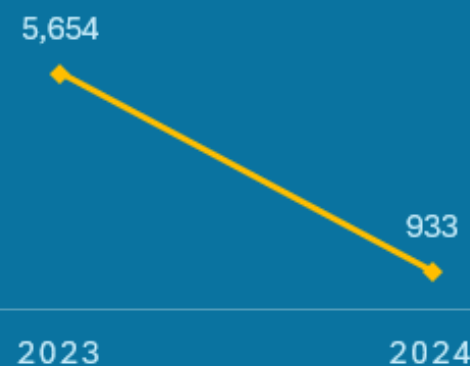


Total Passengers (Weekly Distribution)

Note: Highlighted weekdays exceed the 941-passenger average and account for 49.39% of total passengers



Total Passengers (Yearly Distribution)



YoY Change
-83.50%

YoY change suggests room for improvement

Passenger Distribution: AM vs PM



35.39% of total passengers



64.61% of total passengers

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KIX BUSINESS SALES ANALYSIS

This project presents analysis of customer demographics, spending patterns, and profitability trends for the beverage company Kix, aiming to optimize operations and enhance financial performance.

[Video](#)

[Repository.](#)

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Time Frame

Store

Profit View

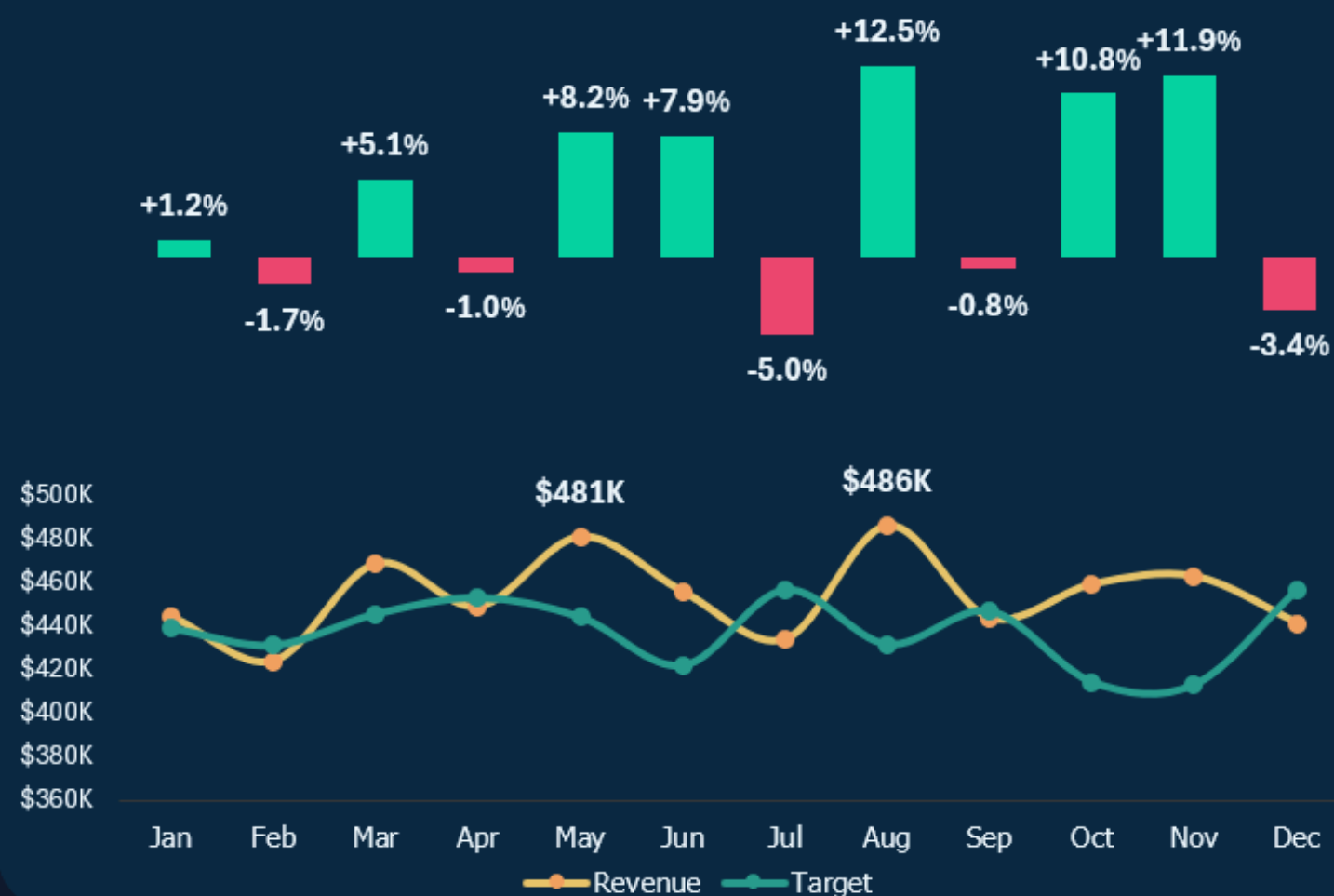
Open Filter

Total Revenue
\$5.4M

Total Target
\$5.3M

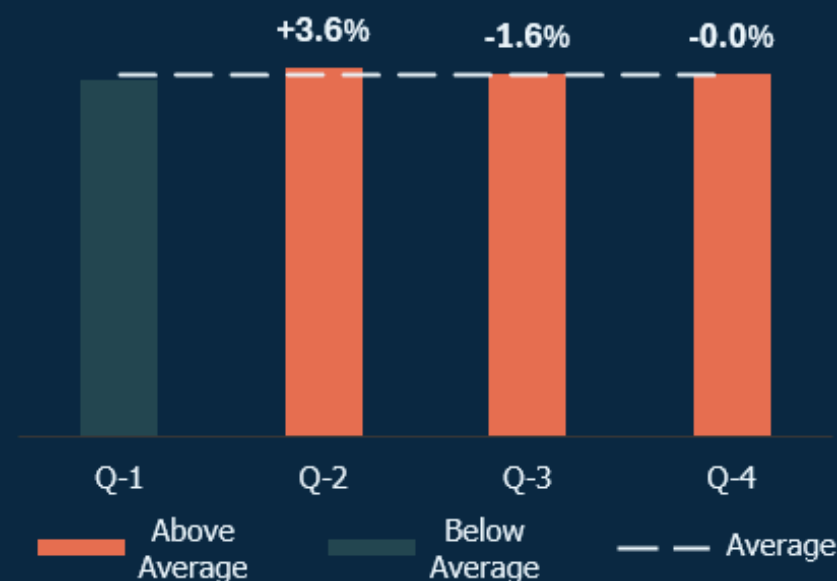
Variance %
▲ +3.7%

Revenue vs Target by Month



Revenue by Quarter (% change)

The dotted line indicates an average revenue of \$1.4M



Weekday Revenue

\$3.9M

71%

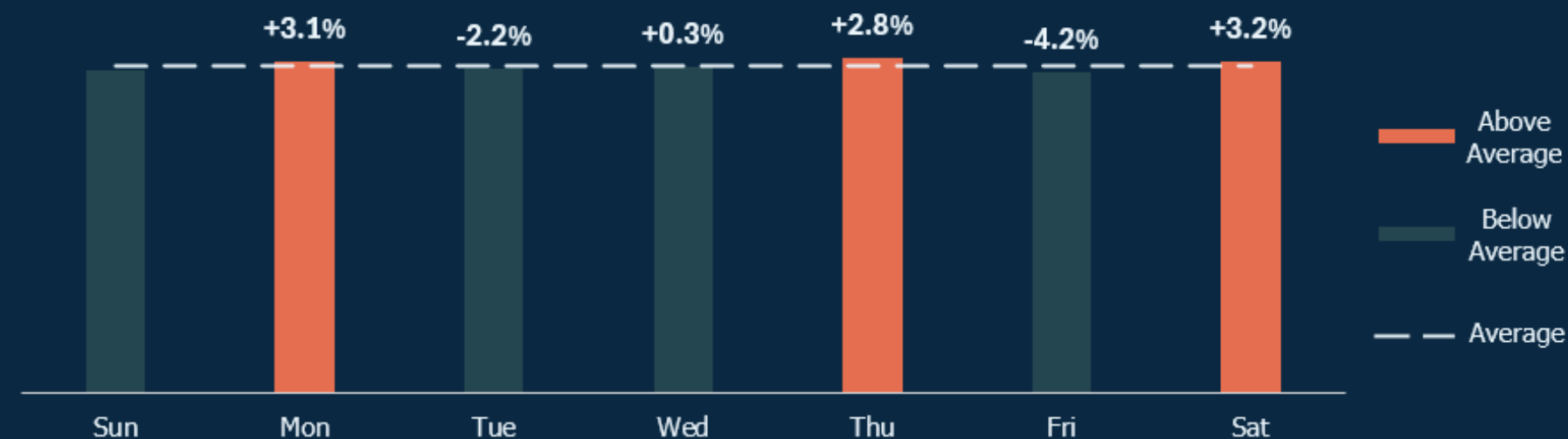
Weekend Revenue

\$1.6M

29%

Revenue by Day of Week (% change)

The dotted line indicates an average revenue of \$778.1K

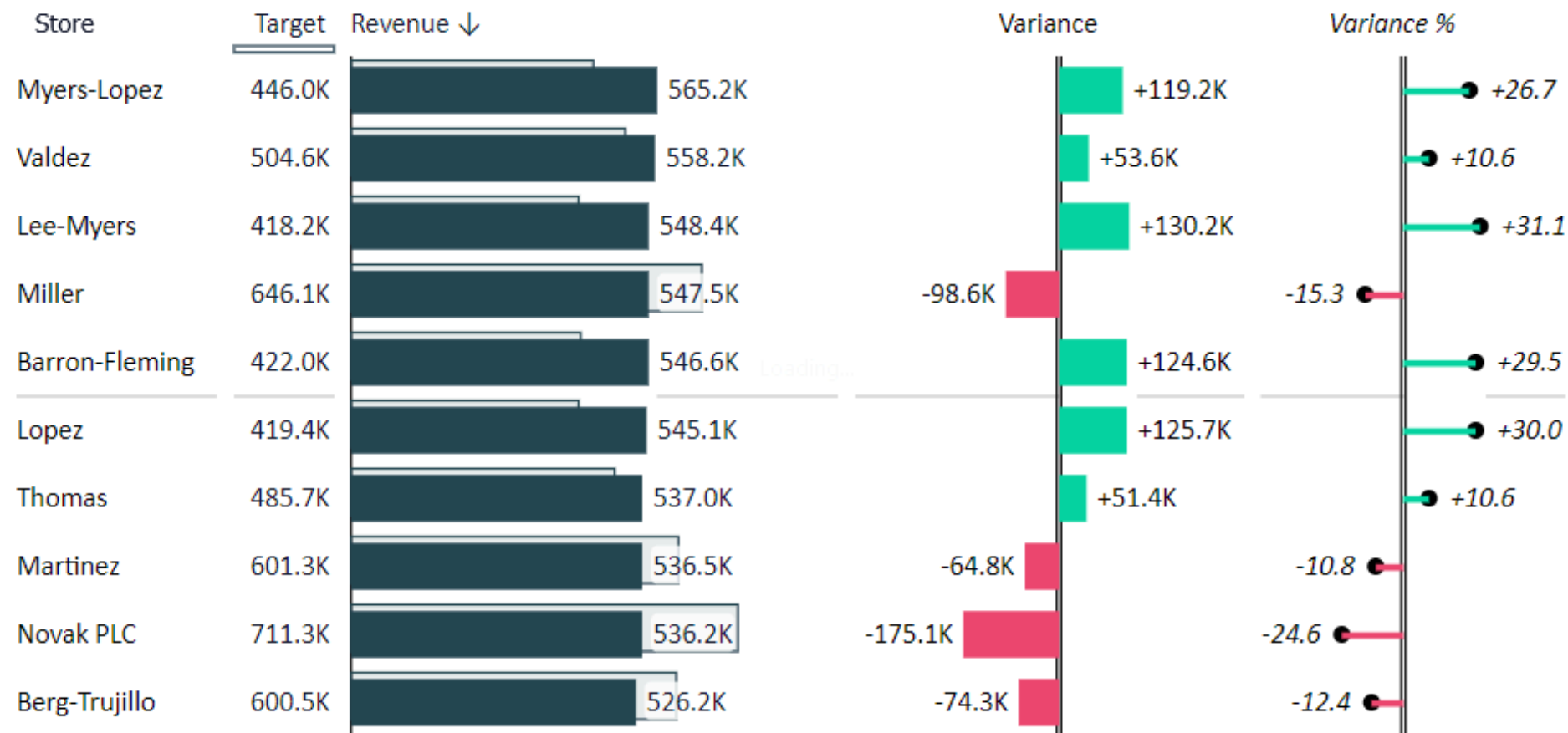


Time Frame

Store

Profit View

Revenue vs Target by Store



Month

Jan	Feb	Mar
Apr	May	Jun
Jul	Aug	Sep
Oct	Nov	Dec

\$5.4M

Total Revenue

Total Target

\$5.3M

▲ +3.7%

Variance %

KIX BUSINESS

Time Frame

Store

Profit View

Open Filter

COGS
\$3M

Total Revenue
\$5M

Profit Margin
\$2M

% Profit Margin
42.2%

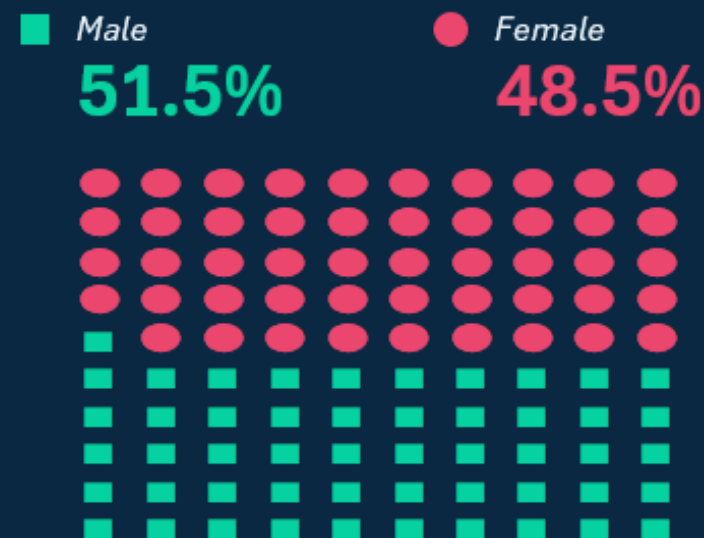
Product Analysis

Quantity Sold
100

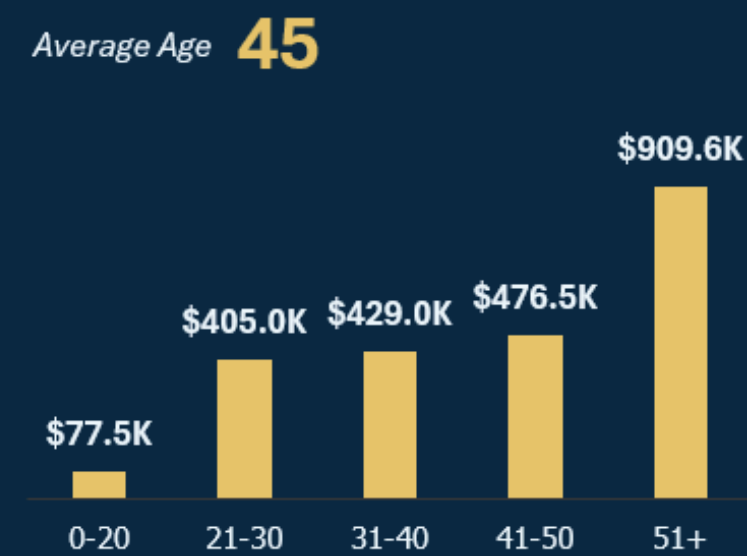
Return Rate
8.03%

Refund Rate
8.05%

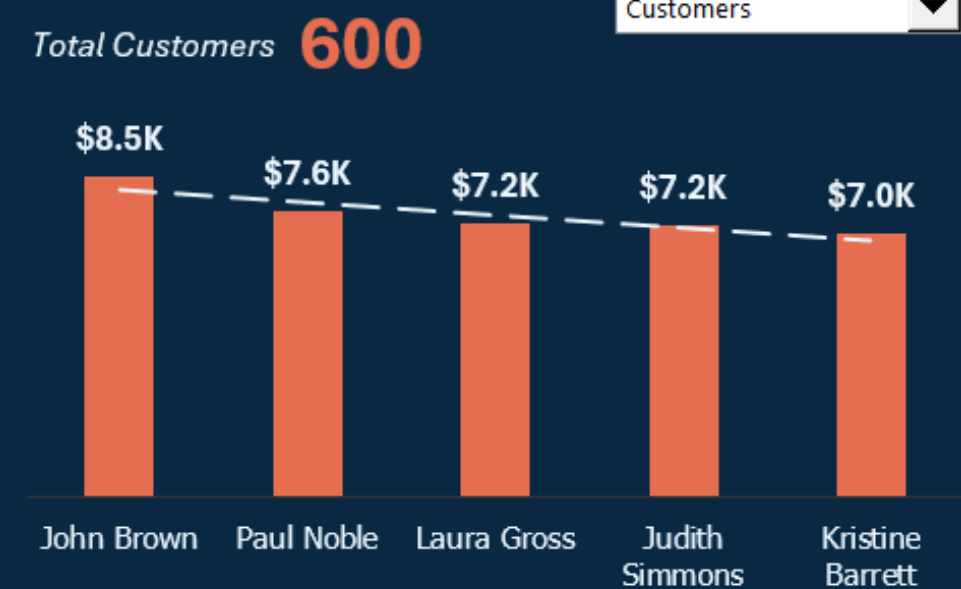
Profit by Gender



Profit by Customer Age



Most Profitable Customers



Most Profitable Products

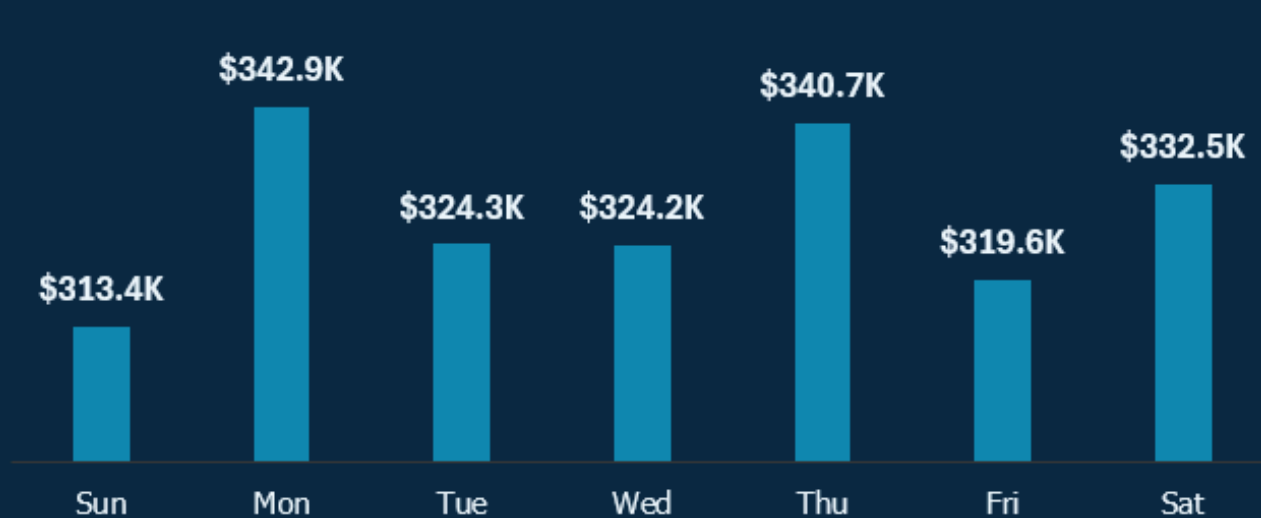
Profit Quantity



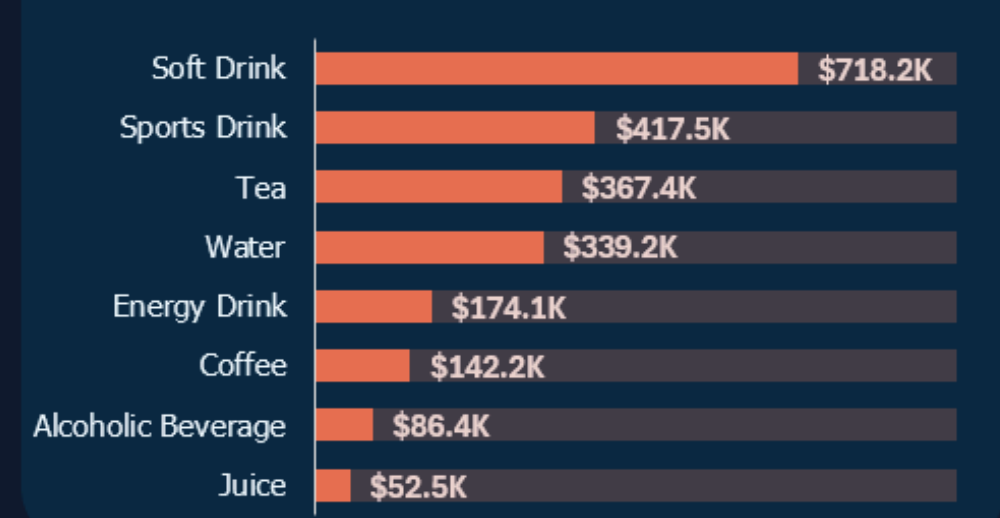
Profit Trend (MoM Growth Rate)



Profit by Day



Profit by Product Category



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Thank You...