KPI Calculation Notes

# 1. Total Sales

Objective: Find the total revenue from all orders.  
Formula: =SUM(SalesColumn)  
Example: If the Sales values are in column E (E2:E500),  
 =SUM(E2:E500)  
Explanation: This formula adds up all sales values to give the total sales.

# 2. Total Profit

Objective: Find total profit (or loss).  
Formula: =SUM(ProfitColumn)  
Example: If profit values are in column F (F2:F500),  
 =SUM(F2:F500)  
Explanation: Sums up all profit values. If some entries are negative, they reduce the total.

# 3. Total Orders

Objective: Count the total number of unique orders.  
Formula: =COUNTA(OrderIDColumn)  
Example: =COUNTA(A2:A500)  
Explanation: Counts all order IDs in column A. (If an order appears multiple times, you can use COUNTUNIQUE(A2:A500) in Excel 365.)

# 4. Most Profitable Category

Objective: Identify which category (e.g., Furniture, Technology) earned the highest total profit.  
Steps:  
 1. Create a unique list of categories.  
 2. Use SUMIF for each category: =SUMIF(CategoryRange, "Furniture", ProfitRange).  
 3. Find the maximum profit using MAX.  
 4. Use INDEX-MATCH to return the category with that maximum profit: =INDEX(CategoryList, MATCH(MAX(ProfitByCategory), ProfitByCategory, 0)).  
Alternative: Use a Pivot Table (Category vs. Profit) and sort by profit.

# 5. Region with Highest Sales

Objective: Identify the region with maximum sales.  
Steps:  
 1. Create a pivot table:  
 - Rows = Region  
 - Values = Sum of Sales  
 2. Sort the Sum of Sales column from largest to smallest.  
 3. The top row is the region with highest sales.

# 6. KPI Summary Table

All the above KPIs are displayed in a table like this:  
  
| KPI | Value |  
|---------------------------|-----------------|  
| Total Sales | ₹ 2297200.86 |  
| Total Profit | ₹ 598659.5931 |  
| Total Orders | 9994 |  
| Most Profitable Category | Office Supplies |  
| Region with Highest Sales | West |