**📆 Week 2 Summary – KPI Analysis & Excel Visualizations**

**✅ Objective**

To identify key performance indicators (KPIs) from the cleaned Superstore dataset and explore the data using Excel-based PivotTables, charts, slicers, and conditional formatting.

**📁 Files Created**

* /excel/week2\_kpi\_table.xlsx
* /excel/week2\_charts\_updated.xlsx
* /images/excel\_charts.png, excel\_slicers.png, excel\_formatting.png

**📊 Work Completed**

| **Task** | **Description** |
| --- | --- |
| ✅ KPI Table | Calculated total sales, profit, orders, top region & category |
| ✅ Pivot Table 1 – Sales by Month | Monthly breakdown of total sales |
| ✅ Pivot Table 2 – Profit by Category | Compared profitability across categories |
| ✅ Pivot Table 3 – Sales by Region | Regional distribution of sales |
| ✅ Slicers | Added slicers for Month and Region |
| ✅ Conditional Formatting | Highlighted top 5 profitable items (green) and loss-making products (red) |
| ✅ Charts | Created column chart (Monthly Sales) and pie chart (Sales by Region) |

**📈 Key KPIs Identified**

| **KPI** | **Value / Insight (Sample)** |
| --- | --- |
| Total Sales | ₹ 2297200.86 |
| Total Profit | ₹ 598659.5931 |
| Top Category | Technology |
| Top Region (by Sales) | West |
| Most Loss-Making Product | Tables |

**🧩 Tools Used**

* Microsoft Excel (PivotTables, slicers, charts, formatting)