Excel Review – Sales Data Analysis

Snapshot

Assignment: 50 points
Due: Sunday, 11:59 PM ET

Scenario:
You have been hired as a Data Analyst for Abercrombie and Fitch's marketing department. You are tasked with evaluating sales changes over time for the fall, spring, and summer advertising campaigns using data from 2011-2017. You will use Excel features such as formulas, functions, graphs, and Pivot Tables.

Instructions:

1. Download the Excel file from the Assignment page and rename it as "AF-Sales-Your Name.xlsx".
2. Complete the table by calculating Total Units Sold, Largest # of Units Sold, and Smallest # of Units Sold for Women's Clothing, Women's Shoes, Men's Clothing, and Men's Shoes. Use the example provided for Women's Clothing sales metrics.
3. Calculate average sales for Men and Women product categories for each season and determine the trend. Fill in the cell ranges as specified.
4. Create a graph to compare sales revenue over time by creating a line graph for Spring sales revenues for the four product categories.
5. Use the VLOOKUP function to determine sales rank for Men's and Women's Average Sales.
6. Create a Pivot Table to determine seasonal sales performance.

Questions and Answers:

Question #1: Which product category performed best in terms of (a) total units sold, (b) largest # of units sold, and (c) smallest # of units sold?

Answer: (a) Women's Clothing
(b) Men's Shoes
(c) Men's Clothing

Question #2: Which product category performed best in terms of gross profit?

Answer:
Women's Clothing

Question #3: Will the sales be better in 2018 than 2011?

Answer:
Based on the trends observed from 2011 to 2017, we predict that sales in 2018 will be worse than in

2011 due to the consistent decrease in sales performance over the years for all and each product category.

Question #4: Which product category is likely to perform best in 2018?

Answer:
According to time trend graph, the Women's Clothing is likely to perform best in 2018, given its sales trend over the previous years is at the top of the graph or highest line.

Question #5: Compare Men vs. Women's Average Sales Rank. Which performed better?

Answer:
Using COUNTIF function, there were 20 seasons of Exceptional average sales rank for Women's products compared to 7 seasons of Exceptional average rank for Men's products. Therefore, Women's Average Sales Rank performed better than Men's.

Question #6: How many seasons did Men's Average Sales Rank achieve "Exceptional"? Use the COUNTIF function to calculate this number.

Answer:
Men's Average Sales Rank achieved "Exceptional" in 7 seasons.

Question #7: Which season had the highest sales in terms of (a) overall sales and (b) average sales?

Answer:
(a) Spring had the highest overall or total sales.
(b) Spring had the highest average sales.

Question #8: Which year had the highest seasonal variation in total sales? (Hint: you will need to remove Quarter from Columns and change the field value)

Answer:
Using Standard Deviation or Variance of Season Total per year, 2011 had the highest seasonal variation in total sales.