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BSCS-C301

Practice Task # 3: Creating Dashboard in Excel

This practice task focuses on building a dynamic Excel dashboard to visualize retail performance and beverage brand trends between 2022 and 2023. It guides you through the process of analyzing large datasets to calculate key performance indicators (KPIs) like total sales, operating profit, and year-over-year variance. By the end of the exercise, you will have transformed raw data into an interactive visual report that highlights top-performing retailers and brands.

Retailer	Invoice Date	Region	State	City	Beverage Brand	Price per Unit	Units Sold	Total Sales	Operating Profit	Operating Margin
BevCo	01/01/2022	Northeast	New York	New York	Coca-Cola	\$0.50	12,000	\$6,000	\$3,000	50%
BevCo	02/01/2022	Northeast	New York	New York	Diet Coke	\$0.50	10,000	\$5,000	\$1,500	30%
BevCo	03/01/2022	Northeast	New York	New York	Sprite	\$0.40	10,000	\$4,000	\$1,400	35%
BevCo	04/01/2022	Northeast	New York	New York	Fanta	\$0.45	8,500	\$3,825	\$1,339	35%
BevCo	05/01/2022	Northeast	New York	New York	Powerade	\$0.60	9,000	\$5,400	\$1,620	30%
BevCo	06/01/2022	Northeast	New York	New York	Dasani Water	\$0.50	10,000	\$5,000	\$1,250	25%
BevCo	07/01/2022	Northeast	New York	New York	Coca-Cola	\$0.50	12,500	\$6,250	\$3,125	50%
BevCo	08/01/2022	Northeast	New York	New York	Diet Coke	\$0.50	9,000	\$4,500	\$1,350	30%
BevCo	09/01/2022	Northeast	New York	New York	Sprite	\$0.40	9,500	\$3,800	\$1,330	35%
BevCo	10/01/2022	Northeast	New York	New York	Fanta	\$0.45	8,250	\$3,713	\$1,299	35%
BevCo	11/01/2022	Northeast	New York	New York	Powerade	\$0.60	9,000	\$5,400	\$1,620	30%
BevCo	12/01/2022	Northeast	New York	New York	Dasani Water	\$0.50	10,000	\$5,000	\$1,250	25%
BevCo	01/02/2022	Northeast	New York	New York	Coca-Cola	\$0.50	12,200	\$6,100	\$3,050	50%
BevCo	02/02/2022	Northeast	New York	New York	Diet Coke	\$0.50	9,250	\$4,625	\$1,388	30%
BevCo	03/02/2022	Northeast	New York	New York	Sprite	\$0.40	9,500	\$3,800	\$1,330	35%
BevCo	04/02/2022	Northeast	New York	New York	Fanta	\$0.45	8,000	\$3,600	\$1,260	35%
BevCo	05/02/2022	Northeast	New York	New York	Powerade	\$0.60	8,500	\$5,100	\$1,530	30%
BevCo	06/02/2022	Northeast	New York	New York	Dasani Water	\$0.50	9,500	\$4,750	\$1,188	25%
BevCo	07/02/2022	Northeast	New York	New York	Coca-Cola	\$0.50	12,000	\$6,000	\$3,000	50%
BevCo	08/02/2022	Northeast	New York	New York	Diet Coke	\$0.50	9,000	\$4,500	\$1,350	30%
BevCo	09/02/2022	Northeast	New York	New York	Sprite	\$0.40	9,000	\$3,600	\$1,260	35%
BevCo	10/02/2022	Northeast	New York	New York	Fanta	\$0.45	8,250	\$3,713	\$1,299	35%
BevCo	11/02/2022	Northeast	New York	New York	Powerade	\$0.60	8,250	\$4,950	\$1,485	30%
BevCo	12/02/2022	Northeast	New York	New York	Dasani Water	\$0.50	9,500	\$4,750	\$1,188	25%
BevCo	01/03/2023	Northeast	New York	New York	Coca-Cola	\$0.60	12,200	\$7,320	\$3,660	50%
BevCo	02/03/2023	Northeast	New York	New York	Diet Coke	\$0.55	9,250	\$5,088	\$1,526	30%
BevCo	03/03/2023	Northeast	New York	New York	Sprite	\$0.50	9,000	\$4,500	\$1,575	35%
Amazon	10/02/2022	Northeast	New York	New York	Fanta	\$0.50	8,500	\$4,250	\$1,488	35%
Amazon	10/02/2022	Northeast	New York	New York	Powerade	\$0.60	8,750	\$5,250	\$1,575	30%

KPI's	Total Sales	Total Profit	Total Profit Margin	Average Profit Margin			
Sum of Total Sales	\$12,016,665	Sum of Units Sold	24,788,610	Average of Operating Margin	42.30%	Average of Operating Profit	\$489.48

Row Labels	2022	2023
BevCo	\$466,788	\$2,327,607
FizzyCo	\$161,210	\$2,262,827
West Soda	\$1,170,362	\$2,070,594
Target	\$9,250	\$1,341,995
Amazon	\$276,210	\$1,009,699
Walmart	\$339,913	\$580,211

Row Labels	2022	2023
Coca-Cola	\$499,102	\$2,268,975
Dasani Water	\$469,271	\$1,917,828
Diet Coke	\$423,759	\$1,633,959
Fanta	\$315,489	\$1,116,063
Powerade	\$349,534	\$1,302,529
Sprite	\$366,578	\$1,353,578



COCA COLA SALES DASHBOARD

Sales in USD

- Region
- Midwest
- Northeast
- South
- Southeast
- West

TOTAL SALES
\$12,016,665

TOTAL UNIT SOLD
24,788,610

AVERAGE OPERATING MARGIN
42.30%

AVERAGE OPERATING PROFIT
\$489.48

SALES BY BEVERAGE BRAND

BRAND	SALES 2022	SALES 2023	VARIANCE
Coca-Cola	\$499,102.00	\$2,268,974.90	\$1,769,872.90
Dasani Water	\$469,270.70	\$1,917,827.80	\$1,448,557.10
Diet Coke	\$423,758.70	\$1,633,959.30	\$1,210,200.60
Sprite	\$366,578.00	\$1,353,578.30	\$987,000.30
Powerade	\$349,533.90	\$1,302,529.30	\$952,995.40
Fanta	\$315,489.20	\$1,116,062.90	\$800,573.70
TOTALS	\$2,423,732.50	\$9,592,932.50	\$7,169,200.00

SALES BY RETAILER

RETAILERS	SALES 2022	SALES 2023	VARIANCE
FizzyCo	\$161,210.10	\$2,262,827.10	\$2,101,617.00
BevCo	\$466,788.00	\$2,327,606.50	\$1,860,818.50
Target	\$9,250.30	\$1,341,995.00	\$1,332,744.70
West Soda	\$1,170,361.60	\$2,070,594.20	\$900,232.60
Amazon	\$276,210.00	\$1,009,698.70	\$733,488.70
Walmart	\$339,912.50	\$580,211.00	\$240,298.50
TOTALS	\$2,423,732.50	\$9,592,932.50	\$7,169,200.00

SALES AND AVERAGE PROFIT COMPARISON FOR 2022-2023

