Hands-On Project 11-11

**Improving Decision Making: Using Pivot Tables to Analyze Sales Data**

Software skills: Pivot tables

Business skills: Analyzing sales data

**11-11 This project gives you an opportunity to learn how to use Excel’s PivotTable functionality to analyze a database or data list.**

**Use the data file for Online Management Training Inc. that is included in this Hands-On Project folder in Blackboard. This is a list of the sales transactions at OMT for one day.**

**Use Excel’s Pivot Table to help you answer the following questions:**

1. **Where are the average purchases higher? The answer might tell managers where to focus marketing and sales resources, or pitch different messages to different regions.**
2. **What form of payment is the most common? The answer could be used to emphasize in advertising the most preferred means of payment.**
3. **Are there any times of day when purchases are most common? Do people buy the products while at work (likely during the day) or at home (likely in the evening)?**
4. **What’s the relationship between regions, type of product purchased, and average sales price?**

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**Excel Tutorials Links**

**Choose Link below Based on Your current Excel Version to find how to do Pivot Tables:**

<http://www.gcflearnfree.org/excel2013/27> For MS Excel 2013 users – 28 Lessons in all subjects needed

<http://www.tutorialspoint.com/excel/> For MS Excel 2010 users - Lessons with examples in all subjects needed – click on training of interest from the Left Side Menu.

<http://www.gcflearnfree.org/excel2007> For MS Excel 2007 users - Lessons in all subjects needed – avoid the Ads, the training material is there as you scroll down the pages.