

Vrinda Store Annual Report - Excel Dashboard Project

1. Data Import & Cleaning

Imported data into Excel and cleaned Gender and Quantity columns for consistency and accuracy.

2. Data Transformation

Added a column to categorize age using the formula `=IF(E2>=50,"Senior",IF(E2>=30,"Adult","Teenager"))` and extracted Month from Date using `=TEXT(G2,"mmm")`.

3. Pivot Table for Monthly Summary

Created a Pivot Table with Order ID and Amount in Values and Month in Rows to analyze monthly order trends.

4. Combo Chart Visualization

Inserted a Combo Chart from the Pivot Table to visually represent monthly sales and order volume.

5. Chart Formatting

Formatted chart axis values using 0.00,,"M" for better readability (e.g., 23.45M instead of 23000000).

6. Dashboard Layout

Created a new sheet named 'Vrinda Store Annual Report', added the combo chart, merged and styled heading row with orange background and white text.

7. Gender-Based Analysis

Created a new sheet 'Men vs Women', used Pivot Table with Gender in Rows and Amount in Values, and visualized the data with a Pie Chart.

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8. State-Wise Sales Analysis

Added a Pivot Table with States in Rows and Amount in Values, visualized it using a Bar Chart, and formatted numbers using 0.00,, "M".

9. Channel Analysis

Created Pivot Table with Channels in Rows and Order ID in Values, inserted a Pie Chart to show sales distribution by channel, and added it to the dashboard.

10. Adding Slicers for Interactivity

Inserted slicers for Month, Category, and Channel, and connected them to all Pivot Tables using Report Connections for interactivity.

11. Recommendation

Target women aged from 30 to 49 in Maharashtra, Karnataka, and Uttar Pradesh through ads, coupons, and offers on Amazon, Flipkart, and Myntra.