

sales_dash – Excel Sales Dashboard

Excel dashboard project analysing sales trends and KPIs. Built using Excel pivot tables, conditional formatting, and interactive charts.

Objective

To track and visualize key sales metrics such as revenue, units sold, and top-performing regions and products.

Tools Used

- Microsoft Excel
- Pivot Tables & Charts
- Slicers
- Conditional Formatting

Key Insights

- Average income per purchase is higher for **males**, especially those who purchased a bike.
- **Middle-aged customers** are the most likely to buy bikes across all regions.
- Bike purchases **drop sharply** for commute distances over 10 miles.

Files

- `Sales Performance Dashboard-Excel Data Analytics.xlsx`
- `sales_dashboard.png`