
Birds Shop Sales Analysis Dashboard

Greeting

Hello! Meet me I'm **Adnan**, a data analytics enthusiast.

In the year **2025**, I started chatting with **AI / ChatGPT** for different analysis ideas and techniques.

Finally, I got an idea and created a **real-world dataset with AI** for my own data analysis practice.

About the Dataset

This dataset is about **Birds Shop Sales** and covers **two years** from **1-Jan-2023** to **28-Dec-2024**.

There are **12 sheets (Jan to Dec)** and each sheet includes monthly sales information with the following columns:

- Date
- Sales Person
- Zone
- Product Category
- Product Name
- Customer Name
- Product Quantity
- Unit Price
- Amount

Each sheet follows the same format and is ready for analysis.

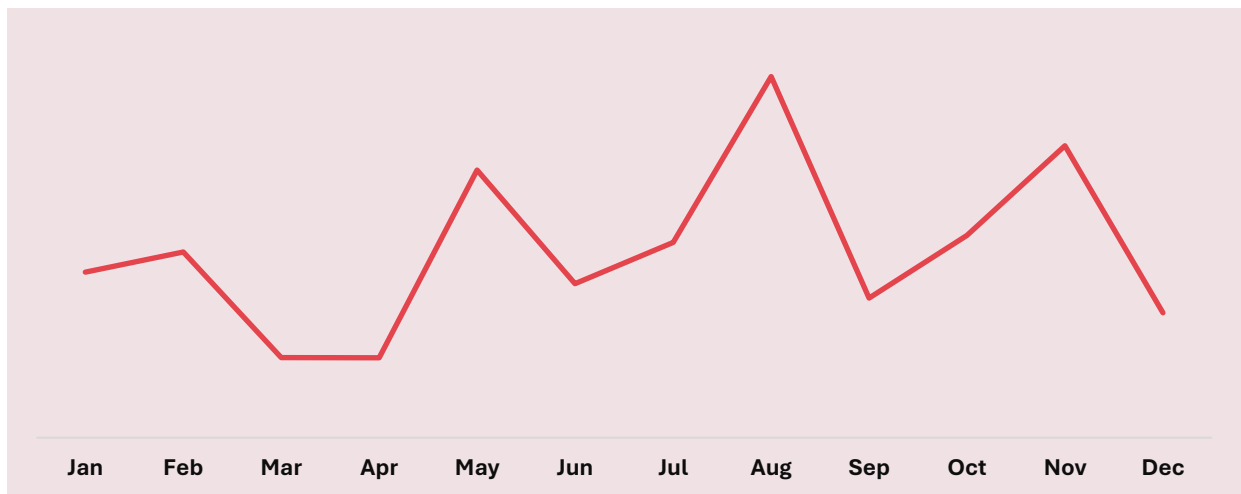
Business Questions / KPIs

- What are the total sales?

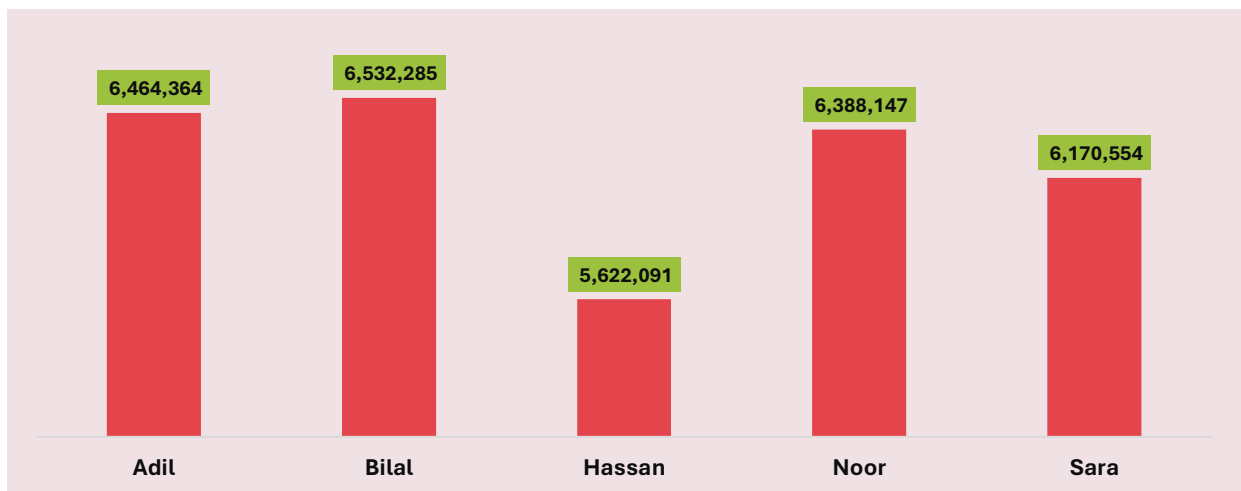
- What is the total quantity sold?
- How many transactions are covered?
- Which month has the **maximum** and **minimum** sales?

Charts and Visualizations

Monthly Trend:



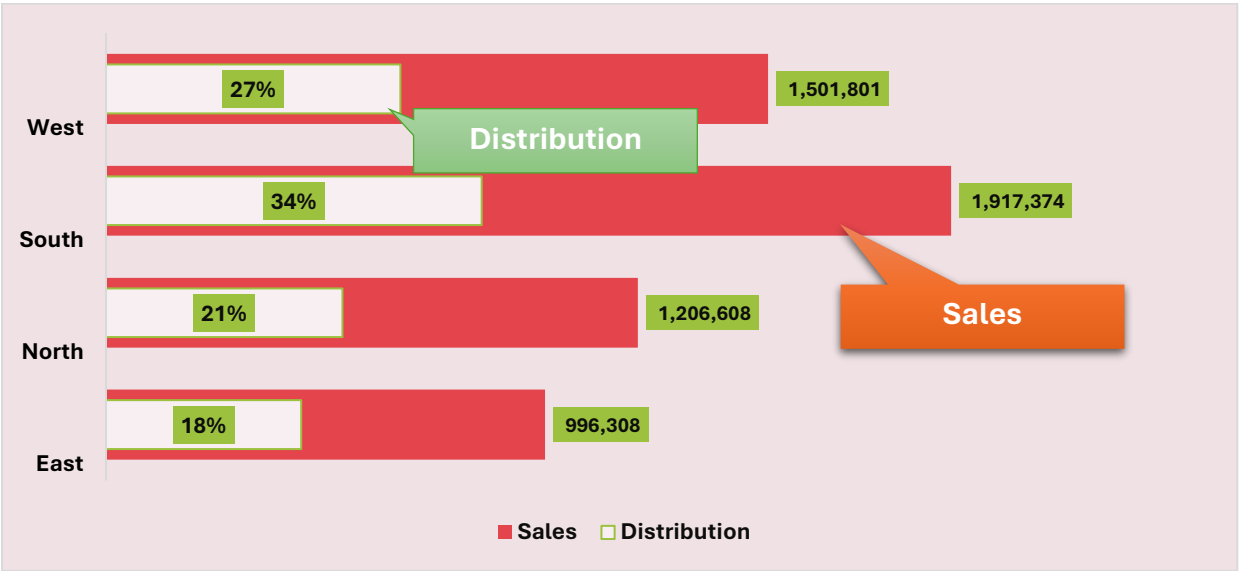
Sales by Salesperson:



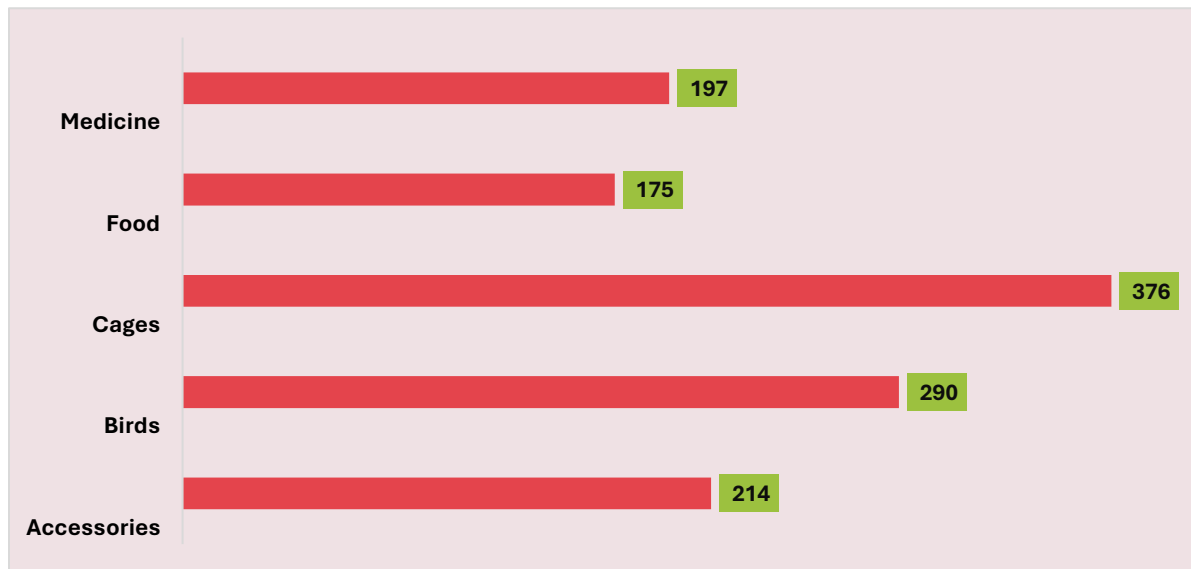
Product Quantity by Customer:



Region-wise Sales and Distribution (%):



Quantity Sold by Product Category:



Analysis Process

I combined all sheets into one master table for **automation** using **Power Query (ETL process)**.

Then, I performed **data cleaning** removing duplicates, filtering unnecessary rows, and preparing clean data for analysis.

After the cleaning step, I loaded the data into Excel and started creating **visualizations and KPIs** using Pivot Tables and Charts.

- Created **9 Pivot Tables** in total:
 - **5** for KPIs: Total Sales, Total Quantity, Total Transactions, Max Sales, and Min Sales.
 - **4** for charts and visual insights.

Tools Used

- **Microsoft Excel 365**
 - **Power Query** for ETL and automation
 - **Pivot Tables & Charts** for analysis and dashboard
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What I Learned

- How to use Excel for data preparation and analysis in a simple way.
 - How to clean and append multiple workbooks into one dataset.
 - How to use Power Query efficiently for automation.
 - How to design and manage dashboards using Pivot Charts.
 - How to optimize charts for clarity and better storytelling.
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Conclusion

This dashboard project helped me understand how to analyze sales data effectively using Excel.

It also improved my productivity in Excel and taught me how to transform data into insights for better business decisions.

The goal of every business is to take **real, job-ready insights** from data to make **future decisions**,

Thank you for visiting this repository!

Adnan Ullah