**Project Documentation: International Sales Report Dashboard**

**Data Sources**

* **Dataset Reference**: E-commerce dataset from Kaggle.
* **Files Used**:
  + *International\_Sales.xlsx* (main dataset with sales transactions and attributes).

**Data Preparation & Cleaning Steps**

**Initial Cleaning in Power Query**

* Removed blank rows by filtering across all key columns.
* Deleted rows where critical fields (e.g., Date, Month, Customer, Quantity, Amount) were missing.
* Retained rows where only some non-key fields were blank (to preserve valid partial data).
* Removed duplicate records.
* Trimmed unnecessary spaces.
* Corrected and validated data types across all columns.

**Data Integrity Checks**

* Ensured that rows with valid Customer information but missing secondary values were preserved.
* Confirmed all numeric fields (Units, Gross Amount) were consistently formatted for aggregation.
* Checked unique values for each column to ensure consistency; unified inconsistent naming variations into one standard format.

**Dashboard Development**

**KPI Cards**

* Total Sales → Sum of Gross Amount.
* Total Units Sold → Sum of Quantity.
* Average Order Value (AOV) → Total Sales ÷ Total Orders.
* Average Selling Price (ASP) → Total Sales ÷ Total Units.
* Top Customer Revenue → Highest sales amount among all customers.

👉 KPIs were displayed as dynamic cards, with values linked using Paste Special as Link so they update automatically when the dataset refreshes.

**Chart Components**

**Monthly Sales Trend (Line Chart)**

* Rows: Date (grouped by Year & Month).
* Values: Sum of Gross Amount.
* Visualized as a line chart to highlight monthly sales patterns over time.

**Top 10 Sales by Size (Bar Chart)**

* Rows: Size.
* Values: Sum of Gross Amount.
* Filtered to Top 10 values only.

**Top 10 Sales by Customer (Bar Chart)**

* Rows: Customer Name.
* Values: Sum of Gross Amount.
* Filtered to Top 10 customers by revenue.

**Top 10 Sales by Style (Bar Chart)**

* Rows: Style.
* Values: Sum of Gross Amount.
* Filtered to Top 10 styles.

**Customer Concentration (Bar Chart)**

* Calculated % of total sales from Top 5 customers.
* Created an “Others” category = Total Sales − Top 5 Sales.
* Displayed Top 5 vs Others as stacked bar chart to highlight concentration risk.

**Final Dashboard Layout**

* **KPI Cards Section**: Displaying total sales, units, AOV, ASP, and top customer revenue.
* **Charts Section**:
  + Monthly Sales Trend (line chart).
  + Top 10 by Size, Customer, Style (bar charts).
  + Customer Concentration (stacked bar chart for Top 5 vs Others).
* **Dynamic Features**: All KPI cards and values connected via Paste Link for live updates when refreshing data.

**Project Overview**

This project demonstrates how to clean raw sales data and transform it into a business-ready dashboard in Excel. Using Power Query for cleaning and PivotTables for calculations, the report provides actionable insights into overall performance, key customers, and product trends.

The dashboard highlights:

* Top KPIs like revenue, units, AOV, ASP, and top customers.
* Monthly sales performance through trend analysis.
* Top contributors (by size, customer, and style).
* Customer concentration to evaluate dependency on major clients.