**Sales\_data\_excel\_dashboard**

The ABC company Sales Analysis Excel Project is a practical exploration of sales data analysis using Microsoft Excel. This project showcases how Excel can be a powerful tool for data cleaning, preprocessing, visualization, and dashboard creation, all within a familiar spreadsheet environment.

**Dataset info**

1. **Order Date:** The date when the order was placed.
2. **Customer Name**: The name of the customer who placed the order. 3
3. **State**: The state where the customer is located or where the order was shipped. 4
4. **Category**: The broad category of the product (e.g., Electronics, Furniture, Office Supplies).
5. **Sub-Category**: A more specific classification within the category (e.g., Phones under Electronics, Chairs under Furniture).
6. **Product Name**: The name of the product that was sold.
7. **Sales**: The total sales amount for the order or product.
8. **Quantity**: The number of units sold.
9. **Profit:** The profit made from the sales.

**Project Overview**

* **Data Cleaning and Preprocessing:** The dataset underwent thorough cleaning and preprocessing within Excel to ensure data quality and consistency.
* **Pivot Tables and Charts:** Utilizing Excel's pivot tables and charting features, we've created visualizations to uncover trends and insights related to different aspects of the dataset.
* **Sales Analysis Dashboard:** The project culminates in a visual dashboard created entirely within Excel. This interactive dashboard provides an overview of the sales data and allows users to explore key metrics and trends.

**Enhanced Data Visualization**

To enhance our analysis, we introduced new columns:

I have created two new columns from the existing order date column to analyze monthly and yearly sales insights.

* Month: The month when the order was placed.
* Year: The year when the order was placed

## **Business Insights**

Our analysis yielded valuable business insights:

* Customer Count by Year: You can compare customer counts across different years, making it easy to see which years had higher or lower customer engagement.
* Sales by State: Explored the distribution of sales across different State.
* Top 5 Customers: Identified the top five customers based on their purchasing behavior.