**Overview**

This dashboard is part of the **Blossom Academy Capstone Project**, designed to visualize key insights from the Fruitly Group Ltd dataset in 2016. It includes interactive charts and pivot tables to analyze the data effectively.

**Data Sources**

The dashboard is built using data from the **Data** and **Table** sheets, which contain columns namely Order ID, Product, Category, Amount, Date and Country and have been processed using:

* One-dimensional and Two-dimensional Pivot Tables
* Charts and Visualizations

**Objectives**

* To identify key performance indicators and areas for improvement.
* To provide a clear and interactive visual representation of the dataset.
* To analyze revenue trends and patterns for better decision-making.

**Performance Indicators**

* Key performance indicators were Revenue, Average Monthly Revenue, Number of countries and the total number of fruits and vegetables sold.

## Actionable Insights

* The United States was the highest revenue generating country while New Zealand was the lowest.
* Between Fruits and Vegetables, Fruits had the highest percentage, indicating that fruits were sold more than vegetables.
* Across both categories, banana generated the highest revenue, while mango was sold the least.
* In 2016, the highest revenue was made in May.

## Recommendations

* Focus on improving low-performing countries such as New Zealand by conducting marketing campaigns.
* For the Vegetable category, the company should consider providing discounts from time to time to encourage customers.
* Generally, more research needs to be conducted into why sales dipped in certain months.

**Features**

* **Key Metrics Display**: Provides an at-a-glance summary of important figures.
* **Pivot Tables**: Enables data breakdown across multiple dimensions.
* **Charts & Graphs**: Offers a visual representation of trends and insights.

**How to Use**

1. Open the Excel file and navigate to the **"My Dashboard"** sheet.
2. Interact with filters, slicers, and charts to explore different perspectives.
3. Use pivot tables to drill down into specific data segments.

**Customization**

* Modify the source data in the **Data** sheet to update the dashboard.
* Adjust pivot table fields to explore new insights.
* Customize chart styles and colors for enhanced presentation.