**📊 Interactive Excel Sales Dashboard**

This project features the design and development of a **fully interactive Excel dashboard** built for analyzing sales performance across multiple dimensions. The goal was to turn raw transactional data into a compelling visual story that supports decision-making and insight generation.

**Dataset Overview**

The dataset contains detailed order-level information, including:

* Order ID, Dates, Ship Mode
* Customer & Segment Details
* Product Hierarchy (Category, Sub-Category, Product Name)
* Region, City, State
* Metrics: **Sales**, **Profit**, **Quantity**, **Discount**

**Key Project Components**

* **Excel Workbook** with:
  + Cleaned **source data**
  + A visual **dashboard wireframe** (design layout plan)
  + All required **pivot tables**
  + The final **interactive dashboard**
* **Dashboard Features**:
  + KPI cards for Sales & Profit (with YoY growth)
  + Pivot tables sliced by Category, Segment, Region, Ship Mode, and Sub-Category
  + Comparison tables with YoY metrics and conditional formatting
  + Two dynamic charts showing sales & profit trends by time and geography
  + Custom shapes, icons, and color palettes to enhance clarity and usability

**Skills Demonstrated**

* Excel Data Analysis using **Pivot Tables & Slicers**
* Dashboard planning with **wireframing**
* **Data storytelling** using visuals and layout techniques
* Creative use of **shapes, formatting, and design**
* KPI logic for business performance comparison

**Conclusion**

This project replicates a real-world business scenario where a data analyst is expected to turn complex data into an executive-ready report using Excel. It highlights not only my analytical thinking but also my design sense and ability to communicate insights effectively—skills that are critical in any data-driven role.