

# Sales Performance Dashboard

## Beginner Project | Excel & Tableau

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### Project Goal

Analyze sales trends, top products, and regional performance to generate actionable business insights.

### Tools Used

Excel – Data cleaning, key metrics, pivot tables

Tableau – Dashboard visualization

GitHub – Project showcase

### Dataset Overview

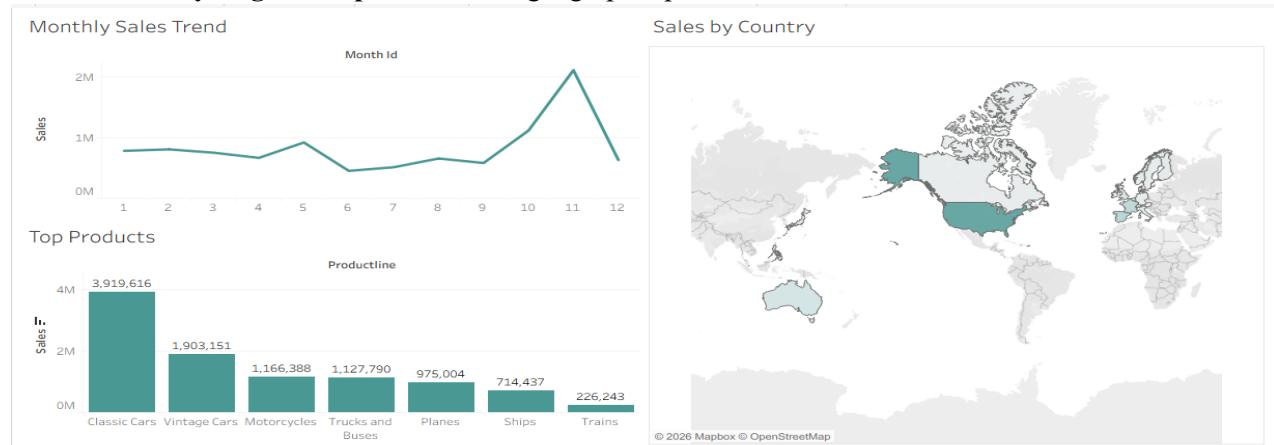
- Kaggle – Sample Sales Data (2,000+ orders)
- Columns: ORDERNUMBER, QUANTITYORDERED, PRICEEACH, ORDERLINENUMBER, SALES, ORDERDATE, STATUS, QTR\_ID, MONTH\_ID, YEAR\_ID, PRODUCTLINE, MSRP, PRODUCTCODE, CUSTOMERNAME, PHONE, ADDRESSLINE1, ADDRESSLINE2, CITY, STATE, POSTALCODE, COUNTRY, TERRITORY, CONTACTLASTNAME, CONTACTFIRSTNAME, DEALSIZE

### Key Metrics (Excel)

Metric	Value
Total Sales	10032628.85
Average Order Value	3553.89
Total Orders	2823

### Dashboard & Analysis (Tableau)

- **Monthly Sales Trend** – Highlights seasonal peaks (November highest)
- **Top Products** – Shows best-selling items (Classic Cars highest)
- **Sales by Region Map** – Visualizes geographic performance



### Key Insights

- Classic Cars generated the **highest revenue**
- Sales **peak in November**
- North America contributes the **largest share of sales**
- Top 10 products drive **majority of revenue**

### Skills Demonstrated

Data cleaning, Excel formulas & pivot tables, Tableau dashboard design, business insights, storytelling.