Business Analytics with Excel

Designing a Sales dashboard in Excel

Course-end Project 1

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Description

Use Excel to analyze the sales based on various product categories.

Description:

The dataset in file **E-Commerce Dashboard dataset.xlsx** contains sales data for different product categories. The following are the features in the dataset:

Order ID	Unique Order ID of a product
Order Date	Order Placement Date
Ship Date	Shipment Date of the placed order
Aging	Used to Create Histogram Bin
Ship Mode	Shipment mode of placed order
Product Category	Product Category
Product	Name of the Product
Sales	Sales Amount
Quantity	The amount or number of a material
Discount	A deduction from the usual cost of something
Profit	A financial advantage or benefit
Shipping Cost	The amount required to ship the placed order
Order Priority	Precedence of placed order
Customer ID	Unique Customer ID
Customer Name	Name of the Customer
City	Unique City Name
State	Unique State Name
Country	Unique Country Name
Region	Especially the part of a country
Months	The month of placing the order

The following project tasks are required to be performed in Excel:

- Use the saved Sample E-Commerce database
- Prepare a table of Sales and Profit month-wise in a working sheet
- Prepare the sales table region-wise in the working sheet
- Create User Control Combo box for Product Category
- Create a Column Chart of the month-wise table and region-wise table
- Link the table with a combo box
- Create a dashboard

Tools required: Microsoft Excel, Data Analysis Add-in

Expected Deliverables: Design a sales dashboard that analyzes the sales based on various product categories. The company wants to add user control for product categories so that users can select a category and can see the trend month-wise and product-wise accordingly.

In this project:

- I established a month-wise sales and profit table, a region-wise sales table, and a monthly category-wise sales table.
- Additionally, I created a monthly category-wise profit table and linked the month-wise sales and profit table with a custom box.
- I also linked the region-wise sales table with a custom box. Furthermore, I created a column chart for the aforementioned tables, as well as a histogram.
- Lastly, I calculated sales, quantity, and profit using the SUMIFS function.