

Sales Performance Analytics Dashboard Report

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Tools Used: Excel (Pivot Tables, Charts, Slicers), CSV Data

EXECUTIVE SUMMARY

This report analyses **2022–2023 sales data** (100+ transactions) to identify trends, profitability drivers, and regional performance. Key findings include:

- **15% YoY sales growth**, driven by Electronics and Online channels.
- **East region** has the highest profit margin (36.4%).
- **Top 3 Products:** Furniture , Electronics , Clothing.

Methodology

Data Sources

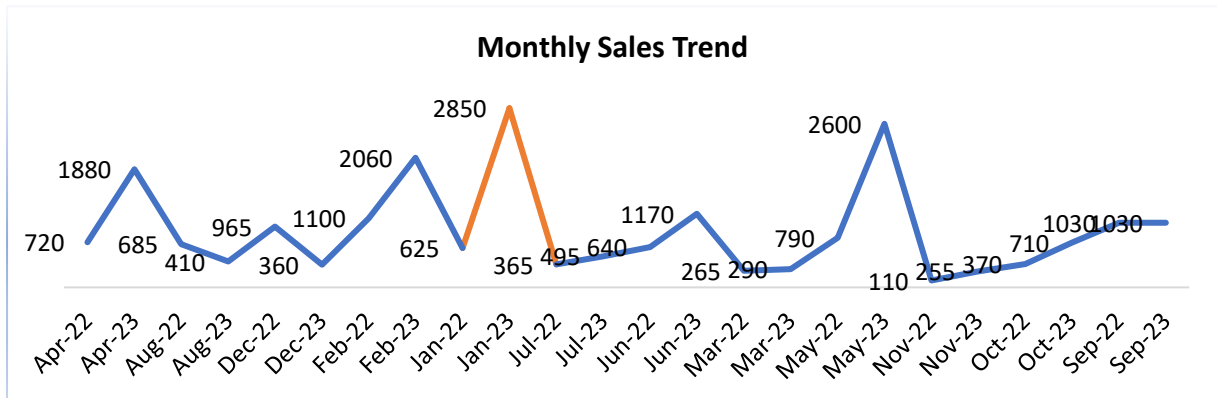
- Raw Data: Sales_Data.csv (100+ rows).
- Timeframe: January 2022 – December 2023.

Steps

1. **Data Cleaning:** Removed duplicates, formatted dates, and validated profit margins.
2. **Analysis:** Used Pivot Tables, SUMIFS, AVERAGEIFS, and CORREL for trends.
3. **Visualization:** Built an interactive dashboard with slicers for Region, Product, and Year.

Key Findings

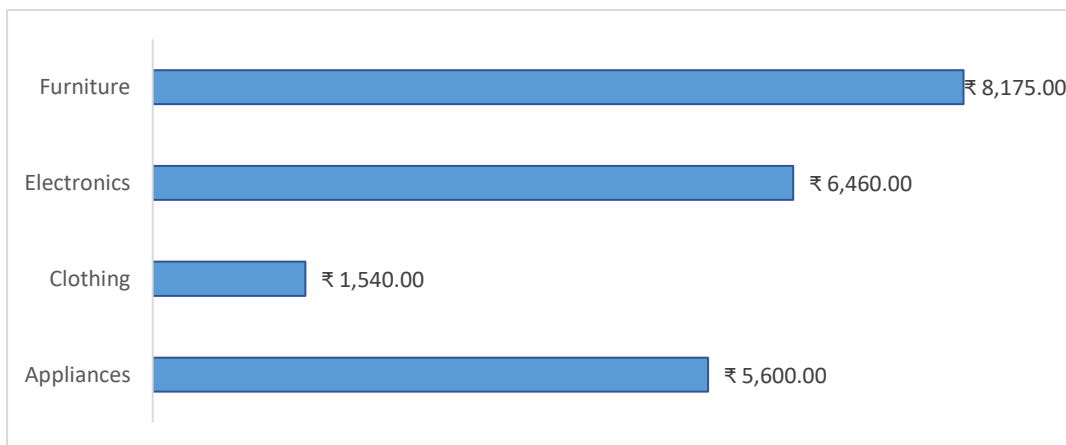
A. Sales Trends Over Time



Insight:

- Sales peaked in **January 2023** (\$2850) due to holiday demand.
- Lowest sales in **November 2022** (\$110).

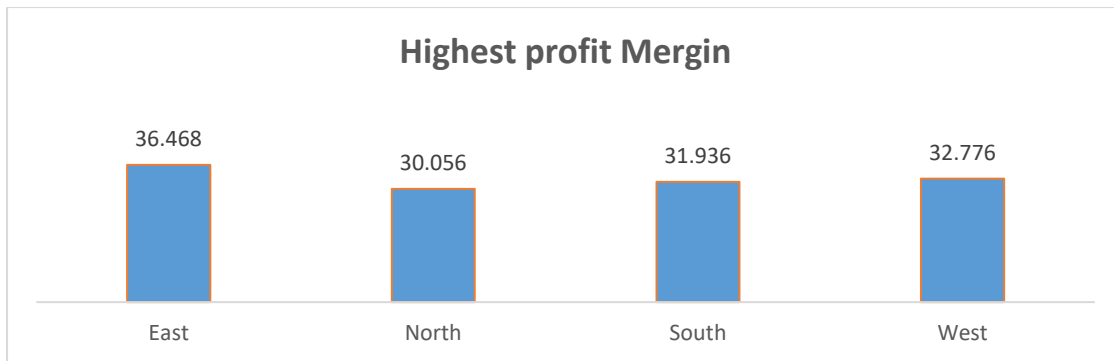
B. Product Category Performance



Insight:

- Furniture** contributed **34% of total sales**, driven by high-ticket items like Bar stool.
- Clothing** had the lowest sales but higher margins (37.0% avg).

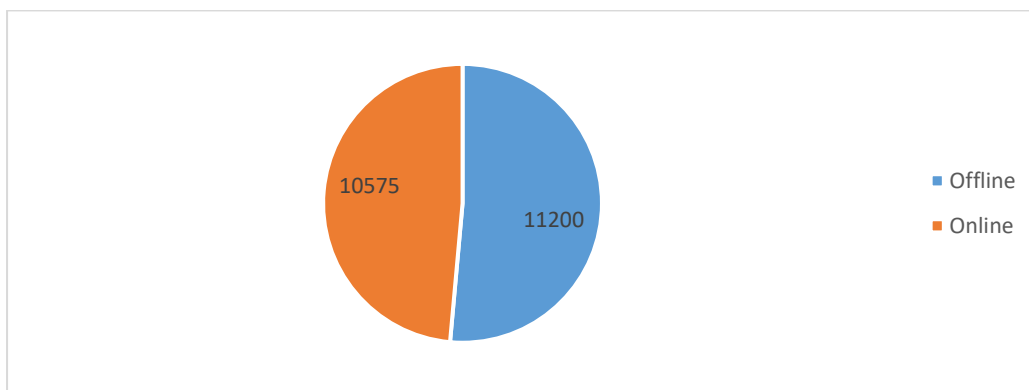
C. Regional Profit Margins



Insight:

- **East** region leads with **36% profit margin** due to efficient logistics.
- **North** has the lowest margins (30%) due to higher return rates.

D. Online vs. Offline Sales



Insight:

- **Offline sales** dominate (51% of total revenue).
- Online channels have lower margins but attract bulk furniture purchases.

Recommendations:

1. Boost Electronics & Online Growth:

- Increase digital ad spend for Electronics by 20%.
- Launch online-exclusive bundles (e.g., "Laptop + Accessories Discount").

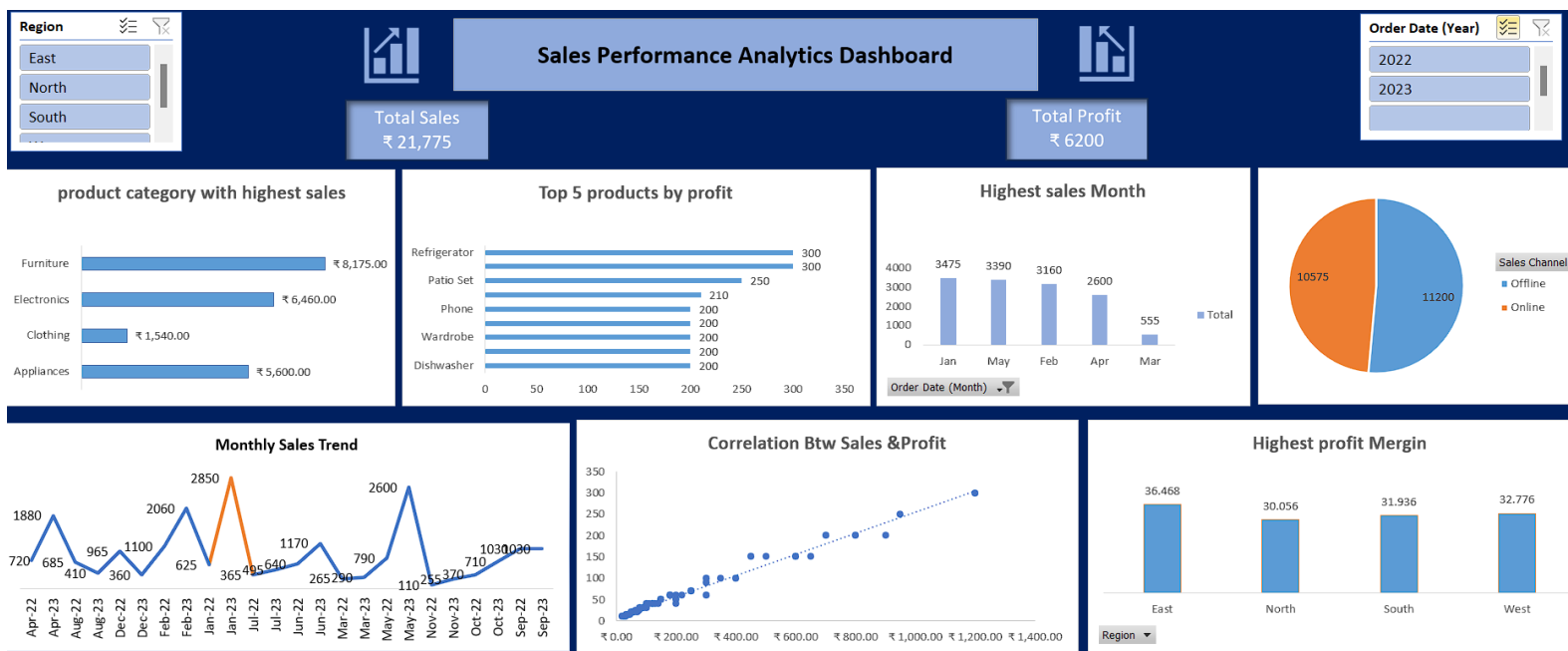
2. Leverage Regional Strengths:

- Expand inventory in the **East region** (36.4% margin leader).

- Audit North region returns to cut costs and improve margins.
- Optimize Product Mix:**
 - Promote **Furniture bundles** (e.g., *"Bar Stool + Desk Combo"*).
 - Highlight high-margin Clothing (37% avg.) via flash sales.
 - Seasonal Strategy:**
 - Pre-book January 2024 inventory for holiday demand peaks.
 - Offer *"November Recovery Discounts"* to boost low sales periods.
 - Channel-Specific Actions:**
 - Train offline staff to upsell Furniture bundles.
 - Improve online UX with 3D product previews for Furniture.
 - Supplier & Logistics:**
 - Renegotiate supplier terms for low-margin categories (e.g., Clothing).
 - Open a warehouse in the East to sustain logistics efficiency.

DASHBOARD PREVIEW:

Interactive Features: Slicers for Region, Product Category, and Year.



Technical Skills Demonstrated

- **Excel Advanced Functions:** SUMIFS, AVERAGEIFS, CORREL.
- **Data Visualization:** Line charts, bar charts, scatter plots.
- **Dashboard Tools:** Pivot Tables, Slicers, Dynamic Charts.