Sales Dashboard Report

1. Project Overview

This project involves the creation of an interactive Sales Dashboard using Excel. The dashboard visualizes sales data across multiple dimensions including region, category, year, and shipping mode. It offers a comprehensive view of total sales, profit, average sales, and units sold. The dashboard is designed to facilitate quick insights for business decision-making.
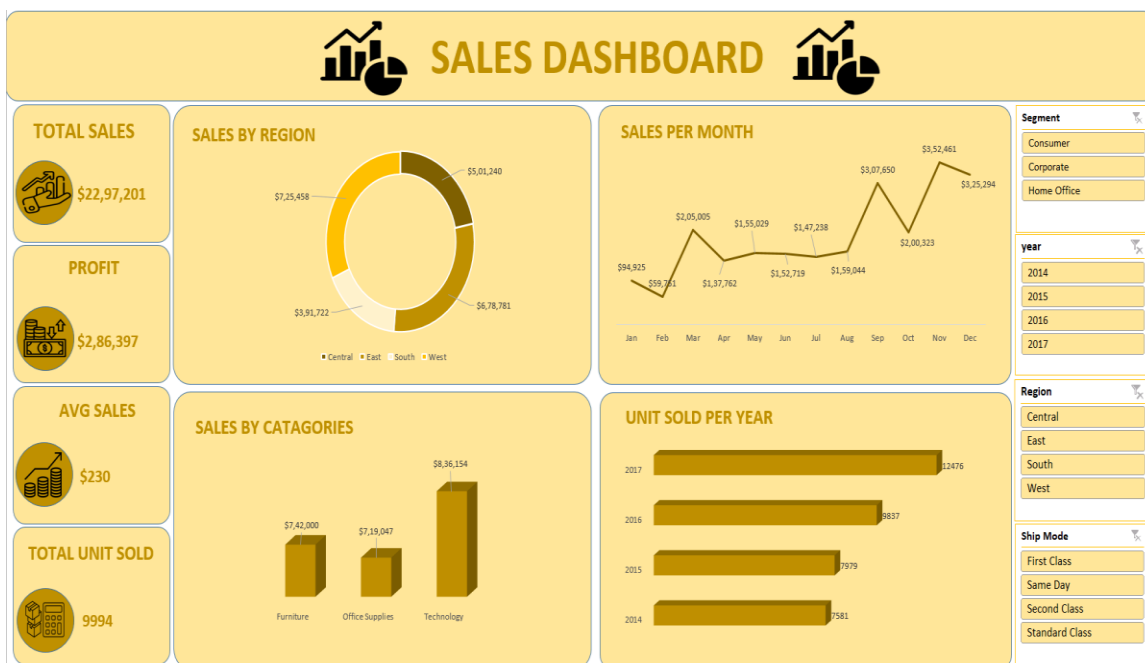
2. Key Metrics Summary

- Total Sales: $2,297,201
- Total Profit: $286,397
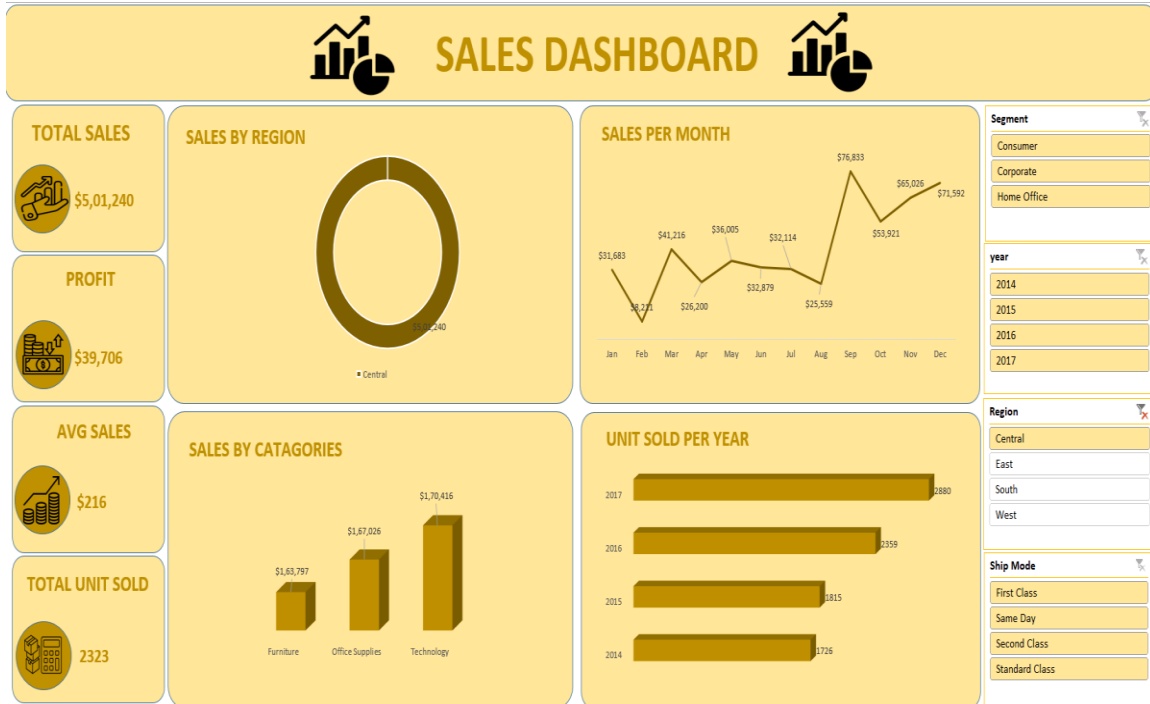- Average Sales: $230
- Total Units Sold: 9994

3. Dashboard Visuals

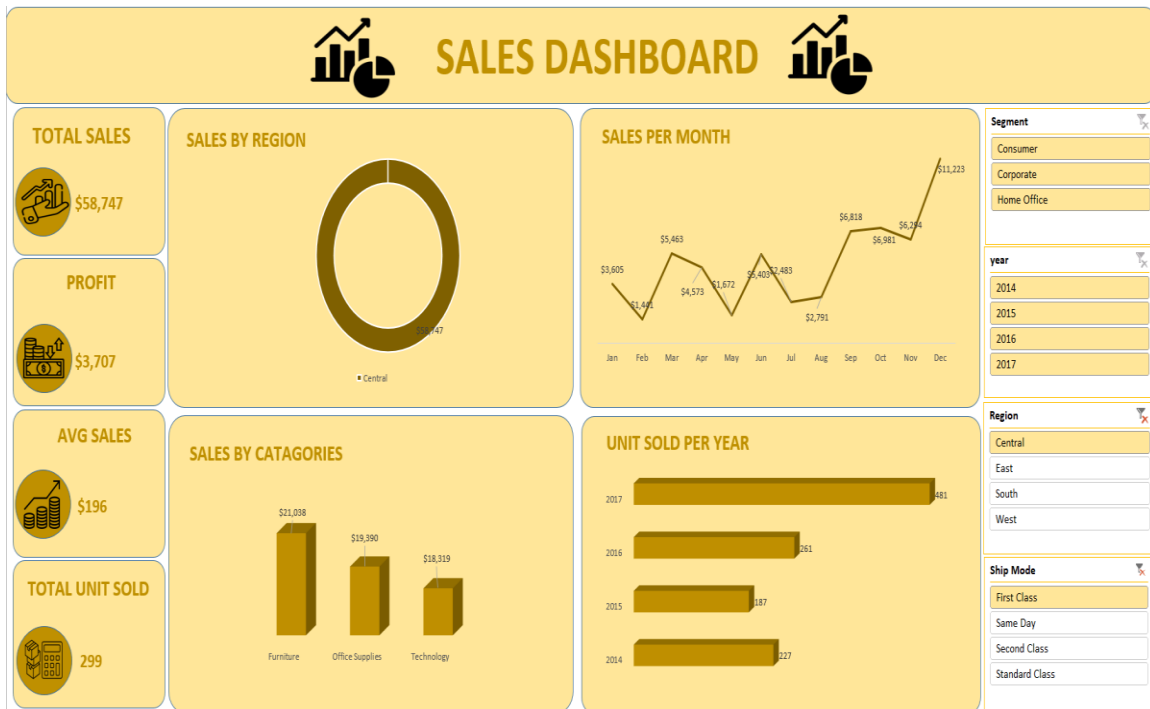Below are screenshots of the developed Sales Dashboards based on various filters and segments.

1-Full Sales Dashboard Overview

2-Sales Dashboard - Central Region

SALES DASHBOARD

TOTAL SALES
$5,01,240

PROFIT
$39,706

AVG SALES
$216

TOTAL UNIT SOLD
2323

SALES BY REGION
- Central

SALES BY CATAGORIES
- Furniture: $1,63,797
- Office Supplies: $1,67,026
- Technology: $1,70,416

SALES PER MONTH
- Jan: $31,683
- Feb: $8,271
- Mar: $41,216
- Apr: $26,200
- May: $36,005
- Jun: $32,879
- Jul: $32,114
- Aug: $25,559
- Sep: $76,833
- Oct: $53,921
- Nov: $65,026
- Dec: $71,592

UNIT SOLD PER YEAR
- 2017: 2880
- 2016: 2359
- 2015: 1815
- 2014: 1726

Segment
- Consumer
- Corporate
- Home Office

year
- 2014
- 2015
- 2016
- 2017

Region
- Central
- East
- South
- West

Ship Mode
- First Class
- Same Day
- Second Class
- Standard Class

3-Sales Dashboard – By Central Region and First Class Ship mode

SALES DASHBOARD

TOTAL SALES
$58,747

PROFIT
$3,707

AVG SALES
$196

TOTAL UNIT SOLD
299

SALES BY REGION
- Central

SALES BY CATAGORIES
- Furniture: $21,038
- Office Supplies: $19,390
- Technology: $18,319

SALES PER MONTH
- Jan: $3,605
- Feb: $1,441
- Mar: $5,463
- Apr: $4,573
- May: $1,672
- Jun: $5,403
- Jul: $2,483
- Aug: $2,791
- Sep: $6,818
- Oct: $6,981
- Nov: $6,264
- Dec: $11,223

UNIT SOLD PER YEAR
- 2017: 481
- 2016: 261
- 2015: 187
- 2014: 227

Segment
- Consumer
- Corporate
- Home Office

year
- 2014
- 2015
- 2016
- 2017

Region
- Central
- East
- South
- West

Ship Mode
- First Class
- Same Day
- Second Class
- Standard Class

4. Insights Derived

- The West region contributes the highest sales among all regions.
- Technology is the highest-selling category followed by Furniture and Office Supplies.
- The year 2017 observed the maximum unit sales.
- December shows a peak in monthly sales, indicating possible seasonal demand.

5. Tools Used

The dashboard was built using Microsoft Excel. Skills used:

- Pivot Tables
- Pivot Charts
- Slicers for interactive filters
- Data Visualization techniques

6. How to Use

Users can interact with the dashboard by applying filters on segments, years, regions, and ship modes to analyze sales performance based on specific criteria.