

Project Overview

The objective of this project was to analyze retail sales data and create a comprehensive Excel dashboard. The dashboard provides valuable insights into sales performance by subcategory, product manager, and overall sales trends. Advanced Excel functions, pivot tables, and data transformation techniques were employed to convert raw data into actionable insights.

Objectives

- To analyze retail sales data and identify key trends and patterns.
- To present sales data in a visually appealing and easy-to-understand format.
- To enable data-driven decision-making for stakeholders.

Tools and Techniques Used

- **Microsoft Excel:** For data analysis, pivot tables, and dashboard creation.
- **Advanced Excel Functions:** Utilized for data cleaning, transformation, and calculation.
- **Pivot Tables:** Employed to summarize and aggregate data for various categories.
- **Data Visualization:** Created charts and graphs to represent data visually.

Methodology

1. **Data Collection:** Raw sales data was collected and imported into Excel.
2. **Data Cleaning and Transformation:**
 - Applied advanced Excel functions to clean and prepare the data.
 - Transformed raw data into a structured format suitable for analysis.
3. **Pivot Table Creation:**
 - Created pivot tables to summarize sales data by subcategory and product manager.
 - Aggregated sales data to analyze total sales and trends over time.
4. **Dashboard Design:**
 - Designed an Excel dashboard to display key metrics and visualizations.
 - Included bar charts, line charts, and pie charts to present data insights.

Key Insights

Retail Rise in Excel

- **Sales by Subcategory:** The highest sales were recorded in the Phones, Chairs, and Storage subcategories.
- **Sales by Product Manager:** James Marz and Michele Cruz were the top-performing product managers in terms of sales.
- **Total Sales Distribution:** Technology accounted for 37% of total sales, followed by Furniture at 32% and Office Supplies at 31%.
- **Sales Trend:** A noticeable upward trend in sales was observed over the analyzed period, with periodic fluctuations.

Dashboard Features

The Retail Rise Dashboard includes the following visualizations:

- **Sales by Subcategory:** A bar chart depicting sales figures for various product subcategories.
- **Sales by Product Manager:** A bar chart illustrating the sales performance of individual product managers.
- **Total Sales Distribution:** A pie chart showing the distribution of total sales across different categories.
- **Sales Trend:** A line chart representing the sales trend over time.

Conclusion

The "Retail Rise in Excel" project successfully transformed raw retail sales data into a meaningful and actionable dashboard. The insights derived from the dashboard can assist stakeholders in making informed decisions to drive business growth and improve sales strategies.

Project Output:

