**Course-End Project 1: Designing a Sales Dashboard in Excel**

**Project Overview**  
This project involved designing a dynamic sales dashboard in Excel to analyse sales performance based on various product categories. The dataset provided contained detailed information about orders, including sales, profit, shipping costs, discounts, and customer details. The goal was to create an interactive dashboard that allows users to select a product category and view trends month-wise and region-wise.

**Steps Taken**

1. **Data Preparation**

* Cleaned the dataset to ensure accuracy and consistency.
* Extracted the "Month" from the Order Date column for time-based analysis.
* Created calculated fields where necessary, such as profit margin.

1. **Analysis Tables**

* Generated a month-wise summary table for Sales and Profit using pivot tables.
* Created a region-wise summary table for Sales using pivot tables.

1. **User Control Integration**

* Added a Combo Box to allow users to select a product category.
* Linked the Combo Box to dynamically update tables and charts.

1. **Visualization**

* Designed column charts to visualize month-wise and region-wise trends.
* Ensured charts were formatted for clarity, with proper titles, labels, and colour schemes.

1. **Dashboard Design**

* Created a dedicated dashboard sheet combining all elements:
  + Interactive Combo Box for product category selection.
  + Dynamic charts for monthly and regional trends.
  + Summary metrics for total sales and profit.
* Applied consistent formatting and clear labelling for ease of use.

**Key Features of the Dashboard**

* **Interactivity**: Users can select a product category via the Combo Box to filter data and update visuals dynamically.
* **Visual Insights**: Column charts provide clear trends for sales and profit over time and across regions.
* **Summary Metrics**: Total sales and profit are displayed prominently for quick reference.

**Challenges Faced**  
During the project, ensuring seamless integration between the Combo Box and the tables/charts was a challenge. This was resolved by using dynamic formulas and pivot table filters effectively. Additionally, formatting the dashboard for both functionality and aesthetics required iterative improvements.

**Conclusion**  
The final dashboard successfully meets the project requirements by providing an interactive platform for analysing sales trends based on product categories. It is designed to be user-friendly and visually appealing, making it a valuable tool for decision-making.