Experience Letter – Project Details

# Project 1: Amazon Sales Dashboard in Excel

This project involved designing and building a dynamic, interactive dashboard using Microsoft Excel to analyze Amazon sales data. The dashboard provided insights into sales performance across cities, states, and product categories.

* Key responsibilities included:
* - Cleaning and preparing the dataset with fields like Sales Amount, Units Sold, City, State, Product Category, and Date.
* - Designing KPI summary cards for Total Sales, Units Sold, and Number of Cities.
* - Creating visualizations such as doughnut charts, line charts, map charts, and bar charts.
* - Adding slicers and filters for interactivity and dynamic data exploration.
* - Styling the dashboard with icons, color themes, borders, and conditional formatting.

Outcome: Delivered a professional dashboard that enabled quick insights into sales performance, improved decision-making, and reduced manual reporting efforts.

# Project 2: Amazon Sales Dashboard in Power BI

This project focused on developing a fully interactive dashboard in Power BI to visualize and analyze Amazon sales data across time, geography, and product categories. The dashboard replaced static reports with dynamic, drill-down capabilities.

* Key responsibilities included:
* - Importing and cleaning raw data using Power Query.
* - Creating a Date table and building relationships for accurate filtering.
* - Defining KPIs using DAX: Total Sales Amount, Boxes Shipped, Avg. Amount per Box, MoM Growth.
* - Designing visuals: line charts, bar charts, waterfall charts, and KPI cards.
* - Adding slicers and drill-through pages for detailed analysis.
* - Publishing the dashboard to Power BI Service and configuring row-level security.

Outcome: Delivered a real-time, interactive dashboard that improved reporting efficiency, enabled leadership to track performance metrics, and supported strategic decision-making.