**Project Description**

The project aims to create an interactive sales dashboard in Excel using Power Query and Pivot Tables. The main goal is to present key sales insights in a clear manner, allowing data filtering and analysis of various parameters such as sales, order count, and the number of units sold.

**Project Steps**

1. **Data Cleaning and Preparation**:
   * Removed duplicates and errors in the dataset.
   * Categorized customers into:
     + **Loyal**: More than 25 orders in the last 3 months.
     + **Active**: More than 1 order.
   * Divided sales into:
     + **Weekday Sales** (Monday to Friday).
     + **Weekend Sales** (Saturday and Sunday).
2. **Dashboard Structure and Content**:
   * **Sales Dashboard**:
     + Sales trend over time.
     + Order locations (online vs in-store).
     + Breakdown by categories.
     + Top 5 customers and products.
   * **Product and Category Dashboard**:
     + Category trends over time.
     + Top and flop 10 products.
     + A table with categories and products.
   * **Customers Dashboard**:
     + Segmentation of customers into loyal and active.
     + Analysis of order types (e.g., online vs in-store).
     + Top and flop 5 customers.
     + A table showing customer sales by category and product.
   * **Data Table**:
     + Contains all raw data with filtering capabilities.
3. **Navigation**:
   * Added dynamic icons for seamless navigation between sheets.
4. **Filters**:
   * Each sheet allows users to filter data and select chart parameters (sales, order count, units sold).

**Insights**

* This project represents a return to the basics of data analysis in Excel, demonstrating how tools like Power Query and Pivot Tables can be effectively utilized.
* Dynamic navigation and filters enable users to explore data with ease, while the segmentation of sales and customers provides actionable insights for businesses.

