

- This project a comprehensive understanding of key performance metrics essential for informed strategic decision-making such **sales, revenue, profit, orders, and cost across various countries and product categories.**
- The goal was to create an **Excel dashboard** with filters as shown below to consolidate critical performance data and deliver actionable insights swiftly. To achieve this, I prepared and visualised the data to create a dashboard that enables a quick grasp of high-level insights and allows for detailed analysis.
- The resulting dashboard provides **valuable insights** into key trends that can **facilitate data-driven decisions and strategic planning, and operational efficiency.**

