Company Performance Dashboard – Project Report

1. Introduction

This report describes the Company Performance Dashboard, an Excel-based data analytics project developed to analyze and visualize business performance using sales, product, and customer data. The main objective of the project is to transform raw transactional data into meaningful insights that support effective business decision-making. The dashboard provides a clear overview of sales trends, profitability, customer distribution, and product performance through interactive visual elements.

2. Business Problem

Many organizations store sales, customer, and product data in separate tables, which makes it difficult to analyze overall performance and identify key business drivers. Challenges include tracking profit and sales trends, understanding customer purchasing behavior, identifying profitable product categories, and comparing company or brand performance. This project addresses these challenges by integrating multiple datasets into a single, interactive Excel dashboard.

3. Dataset Overview

The project uses three interconnected datasets. The Product table contains product details and cost-related information required for profit calculation and brand-level analysis. The Sales table includes transactional data such as order details, selling price, quantity, profit, category, payment method, and day of the week. The Customer table stores demographic and geographic information such as customer name, gender, country, and continent. These datasets are linked using Product ID and Customer ID.

4. Data Preparation

Before building the dashboard, the data was cleaned and prepared. Duplicate records were removed, missing values were handled, and date and time formats were standardized. Calculated fields such as profit and total selling price per commodity were created. Relationships between the Product, Sales, and Customer tables were established to enable accurate analysis.

5. Dashboard Design and Components

The dashboard includes key performance indicators such as total sales, total profit, total

customers, total countries dealing, and total categories dealing. These KPIs provide a quick snapshot of overall business performance.

Visualizations include sales and profit trends over time, orders processed by days of the week, sales by category and gender, customer base distribution, category-wise contribution to profit, and company-wise contribution to the product line. Interactive slicers, especially continent-based filters, allow users to explore the data dynamically.

6. Tools and Technologies Used

The project was developed using Microsoft Excel. Key features used include Pivot Tables, Pivot Charts, slicers, calculated fields, and data cleaning and transformation techniques. Excel was used as a complete business intelligence tool for analysis and visualization.

7. Key Findings and Insights

The analysis revealed that some product categories generate high sales but relatively low profit. A limited number of companies contribute a significant portion of total sales and profit. Customer distribution spans multiple continents, indicating a wide geographic reach. Weekly order analysis shows specific days with higher transaction volumes. Gender-based analysis highlights differences in purchasing preferences across product categories.

8. Conclusion

The Company Performance Dashboard demonstrates how Excel can be effectively used for business intelligence and data-driven decision-making. By combining multiple datasets into a single interactive dashboard, the project provides valuable insights into sales performance, profitability, customer behavior, and product contribution. This project showcases strong skills in data analysis, dashboard design, and business reporting.

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