

Project Brief: Sales and Profit Dashboard AREL

Role Context

You are a **Junior Excel Data Analyst at AREL**, a leading data-driven consulting firm. Your manager has tasked you with creating a **Sales and Profit Dashboard** using historical Superstore data (2016–2017) to help the executive team gain insight into performance trends across categories, segments, states, and products.

This dashboard will be used in internal business reviews, so it must be clean, dynamic, interactive, and professionally designed.

Project Deliverables

You are required to build a fully functional Excel dashboard containing KPIs, Pivot Tables, Charts, and Slicers, all neatly arranged and styled according to AREL standards.

Your **final Excel workbook must contain 5 worksheets**:

Sheet Name	Description
1. Dataset	Original Superstore dataset (read-only)
2. Working	Helper formulas: Year extraction, calculations, % growth, etc.
3. Pivots	Pivot tables for KPIs, summary tables, and charts
4. Design	Draft or layout sketch (optional)
5. Dashboard	Final polished dashboard (interactive and filterable)

Key Objectives

◆ KPI Cards (Top Section)

Create **six KPIs** in card format:

- Total Sales (2016)
- Total Sales (2017)
- **Sales Growth (%)**
- Total Profit (2016)
- Total Profit (2017)
- **Profit Growth (%)**

○ **Filters:** All KPIs must be filterable using Slicers for:

- Category
- Customer Segment

◆ Summary Tables (Middle Section)

Build **4 pivot-based tables**, each with columns for:

- **Year 2016**
- **Year 2017**
- **Growth %**


Table Type	Grouped By	Filtered By
Sales Table 1	Sub-Category	Customer Segment
Sales Table 2	State	Customer Segment
Profit Table 1	Sub-Category	Category
Profit Table 2	State	Category

✦ Use calculated fields or helper columns in Working sheet for Growth %.

◆ Charts (Bottom Section)

Create the following **2 interactive and dynamic charts**:

Chart Description

 **Chart 1** Combo Chart: Sales (Bar) + Average Price (Line) by Quarter

 **Chart 2** Top 10 Products by Total Sales (Descending Bar Chart)

○ Both charts must be **filterable** by Category and Customer Segment via slicers.

Design Standards

Element	Style Guide
Titles	Font: Arial Black , Bold, Large Size
Dashboard Title	Sales and Profit Dashboard AREL
Layout	Neat, aligned sections with proper spacing
Colors	Use a max of 3 complementary colors
Logo	Insert the AREL Logo in the top-left corner of the dashboard
Slicers	Add two slicers: Category, Customer Segment
Interactivity	Charts and KPIs should update based on slicer selections

Submission Checklist

- ✓ 5 Worksheets (Dataset, Working, Pivots, Design, Dashboard)
- ✓ 6 KPIs with filters
- ✓ 4 Pivot Tables with growth columns
- ✓ 2 Charts with slicers
- ✓ Proper formatting with Arial Black
- ✓ Clean layout with AREL Logo and Title
- ✓ All elements are dynamic and filterable

Grading Rubric (100 Points)

Criteria	Points
Workbook Structure & Organization	10
KPI Metrics + Correct Growth %	15
Summary Tables (Pivot + Filters)	20
Charts (Correct, Dynamic, Styled)	20
Dashboard Design & Visual Layout	15
Functional Slicers (2)	10
Formatting (Arial Black, spacing)	5
AREL Logo + Title	5

Submission

- Upload the final project in a github repository with the Excel workbook, A 2-page report highlighting the steps and a screenshot of the dashboard
- Submit the link [here](#)

Instructor: Samuel Mati

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