Project: Amazon Sales Dashboard Creation in Excel

Objective: Build a dynamic, interactive dashboard similar to the example provided, showcasing Amazon sales data across various cities, states, and product categories.

Instructions

1. Prepare the Dataset:

- **Data Requirements**: Collect or prepare a dataset with the following columns:
    - **Sales Amount** (₹): Total sales in currency format.
    - **Units Sold**: Number of units sold.
    - **City**: City where the sales were recorded.
    - **State**: State where the city is located.
    - **Product Category**: Category or product type.
    - **Date of Sale**: Optional, but useful for creating time-based trends.
- **Data Preparation**:
    - Ensure each column has a consistent data type.
    - Format currency data in Indian Rupees (₹).
    - Use filters to remove any null or incorrect data entries.

2. Layout and Structure:

- **Dashboard Title**: Place the title ("Amazon Sales Dashboard 2024") prominently at the top.
- **Key Metrics Summary**:
    - Create summary cards for **Sales**, **Units Sold**, and **# of Cities**.
    - Use large, bold fonts to display values.
    - Use percentage-based doughnut charts to represent KPIs (e.g., sales progress, units sold target).

3. Graphs and Visuals:

- **Sales Summary Card (Doughnut Chart)**:
    - Select doughnut charts for key metrics.
    - Represent completion percentage (e.g., 81% for Sales, 92% for Units).
    - Use different colors to distinguish actual vs. target percentages.
- **City-wise Sales (Line Chart)**:
    - Use a **Line Chart** to display city-wise sales.
    - Place **City Names** on the X-axis and **Sales Amount** on the Y-axis.

    - Highlight peak sales cities for emphasis.
- **State-wise Sales (Map Chart)**:
    - Use the **Map Chart** feature in Excel to create a state-wise sales map.
    - Ensure each state name matches Excel's map requirements for accurate mapping.
    - Choose gradient colors to represent varying sales values across states.
- **Product-wise Units (Bar Chart)**:
    - Create a **Funnel or Horizontal Bar Chart** showing units sold by product category.
    - Arrange product categories in descending order to highlight top-performing products.
    - Place product names on the Y-axis and units sold on the X-axis.

4. Adding Icons and Buttons:

- Include icons in the dashboard's sidebar for added visual appeal (e.g., data icon, sales icon).
- Use Excel's **Insert > Icons** feature to add relevant icons and align them with each metric.

5. Styling and Formatting:

- **Colors**: Use a cohesive color theme with neutral backgrounds and accent colors for charts.
- **Borders and Shadows**: Apply rounded borders and subtle shadows to each chart or card for a professional look.
- **Fonts**: Use bold, readable fonts for titles and data labels.
- **Conditional Formatting**: Use it for emphasizing high or low values, especially in tables or map charts.

6. Final Review and Interactivity:

- **Slicers and Filters**: Add slicers for **Product Category** and **State** to allow quick filtering.
- **Test Functionality**: Ensure all charts update dynamically when filters are applied.
- **Data Validation**: Verify data accuracy in each chart.

7. Save and Share:

- Save the dashboard as both .xlsx (for editable view) and .pdf (for sharing).
- Encourage students to explore formatting and improve design based on their preferences.

ALL THE BEST!!!