



Enhancing Bank Security Across Africa

A comprehensive dashboard development project using Microsoft Excel to analyze sales prospect data for SecureTech Solutions, a leading security technology company serving banks across Africa.



About SecureTech Solutions

Decade of Excellence

Based in Lagos, Nigeria, specializing in high-end physical security systems for banks and financial institutions across Africa.

Premium Products

Secure vault doors, access control systems, and safe deposit boxes meeting global safety standards.

Regional Presence

Serving top banks in Nigeria, South Africa, Kenya, Morocco, and expanding across the continent.

The Challenge

Sales Team Struggles

- Difficulty prioritizing high-potential leads
- Limited visibility into deal progression
- Inability to forecast revenue across regions
- Deals stuck in early stages or dropping off

Sales managers couldn't confidently allocate resources or make strategic decisions without clear data insights.



Project Objectives

01

Analyze Deal Values

Identify total potential deal size by country, door type, and urgency level across all prospects.

02

Evaluate Performance

Assess which sales reps and regions are managing the most valuable or urgent prospects.

03

Create Interactive Dashboard

Develop a professional Excel dashboard with clear visuals and filters to aid decision-making.

Data Overview

20+

Banks Tracked

Prospects across multiple African countries including Nigeria, South Africa, Kenya, and Morocco.

\$3M+

Total Deal Value

Combined potential revenue from all active prospects and negotiations.

3

Product Categories

Vault doors, access control systems, and safe deposit boxes.



Dashboard Development Process



Data Cleaning

Standardize formats, remove duplicates, and ensure data consistency across all prospect records.



Chart Creation

Build bar charts, line charts, donut charts, and scorecards to visualize key metrics and trends.



Dashboard Assembly

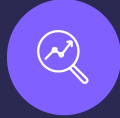
Integrate interactive slicers and filters to create a comprehensive Excel dashboard for sales insights.

Expected Impact



Better Lead Prioritization

Sales teams can identify and focus on high-value prospects with clear urgency indicators.



Improved Forecasting

Accurate revenue predictions across branches and countries for strategic planning.



Enhanced Decision Making

Real-time insights enable confident resource allocation and stakeholder reporting.

