PROJECT: Sales & Shipping Analysis

Step-by-Step Process Breakdown:

Data Collection and Cleaning

My first step involved **acquiring raw sales and shipping data**, which I sourced from a **Coursera project**. Once I had the data, I dedicated significant effort to **cleaning it within Excel.** This involved:

- **Removing any null (empty) values** to make sure my data was complete and accurate.

- **Standardizing all date formats** across the dataset for consistency.

- Organizing all the refined data into a dedicated **"Clean Sales Data" sheet** for easy access.

- **Converting various raw order and shipping metrics into usable, distinct columns** (for example, I calculated the "shipping cost per order" to provide clearer insights).

Calculating Key Performance Indicators (KPIs)

Next, I focused on calculating important metrics to measure the business' performance:

- I **aggregated core figures** like total sales, the total number of orders, and associated costs using essential Excel functions such as **SUM**, **AVERAGE**, and **COUNT**.

- I also **calculated derived KPIs** to gain deeper insights into efficiency and value, including the **Average Order Value** and the **Average Shipping Cost per Order**.

| Area	KPI Metric	KPI Value	
🛒 Sales	Total Sales	₹	39,58,079.44
	Average Order Value	₹	1,884.80
	No. of Orders		2,100.00
🚚 Shipping	Total Shipping Cost	₹	29,029.10
	Avg. Shipping Cost per Order	₹	13.82
	Shipping % of Sales		0.73%
🎯 Discounts	Total Discount Amount	₹	18,081.67
	Average Discount per Order	₹	8.61
🔼 Order Priority	Sales by Order Priority	Order Count by Priority	
Low	₹ 8,40,642.10	430.00	
Medium	₹ 6,17,294.72	387.00	
High	₹ 9,70,829.53	448.00	
Critical	₹ 7,42,899.89	411.00	
Not Specified	₹ 7,86,413.20	424.00	

Designing Dashboard

For the visual heart of the project, I designed an **impactful**, **insightful** and **interactive** dashboard.

I extensively used **PivotTables and PivotCharts** to visualize key trends and relationships, such as:

- **Sales performance** broken down by different **shipping modes.**

- The **distribution of order quantities** to understand common order sizes.

- o The **impact of discounts on overall sales performance**.

- To make the main numbers stand out, I designed personalised **KPI summary cards** using **fixed cell references**, which significantly enhanced their **visual impact and readability**.

- To ensure the dashboard was intuitive, visually appealing, and told a clear business story:

  - o I **logically grouped related metrics**, and **charts** under clear and descriptive headings.
  - o I applied **visual hierarchy principles**, using larger fonts for important KPIs, incorporating relevant icons, and bold labels to effectively guide the viewer's attention to the most critical information.
  - o The dashboard is designed as a **snapshot-style view**, presenting a full, actionable look at the
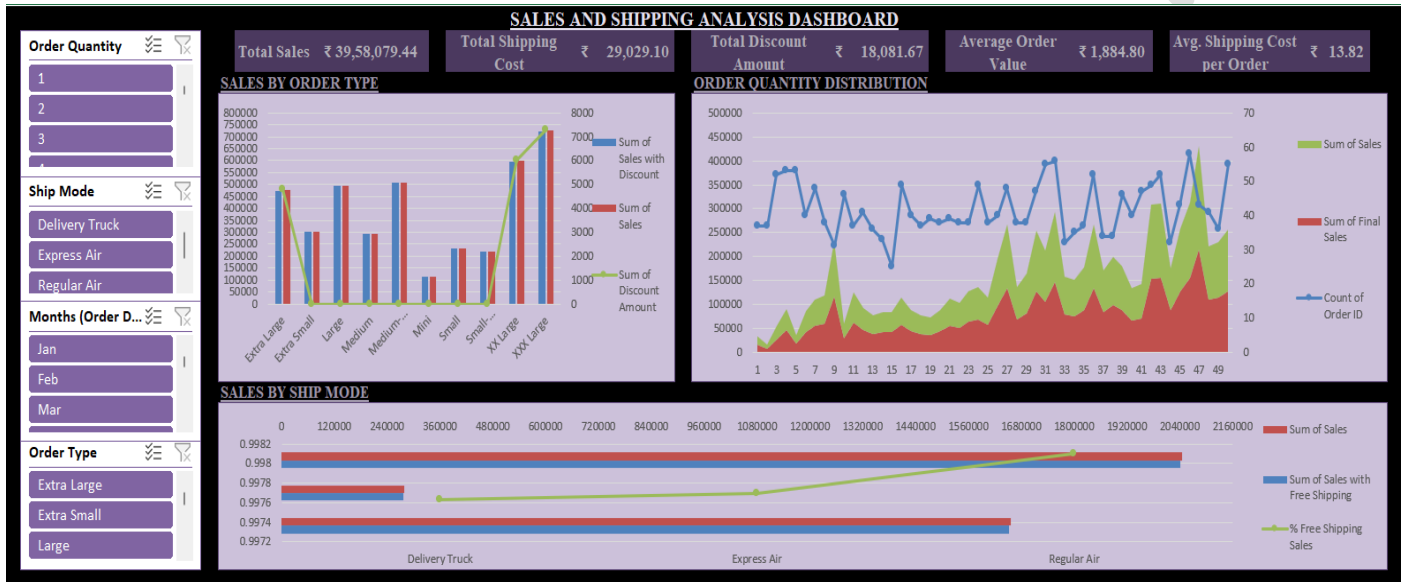
business's performance all in one quick glance.