

## Dashboard Analysis Instructions

### Customers Table

#### Potential Insights:

- Customer demographics analysis (age distribution, gender distribution)
- Geographic distribution of customers

### Fact Table

#### Potential Insights:

- Sales performance over time (daily, monthly, yearly)
- Most preferred payment methods
- Product return rates
- Sales volume by salesperson

### Products Table

#### Potential Insights:

- Profitability analysis per product (calculating profit margin)
- Product category performance
- Pricing analysis

### Sales Persons Table

#### Potential Insights:

- Sales performance by salesperson
- Age distribution of sales personnel
- Performance by store

## **Dashboard Analysis Instructions**

Suggested Analyses in Excel:

- Pivot Tables: Create pivot tables to summarize data, such as sales volume and revenue by product category, geographic distribution of sales, and performance metrics by salesperson.
- Formulas: Use formulas to calculate metrics like age (from 'Date of Birth'), profit margin (from 'Sales Price' and 'Cost Price'), and total sales (from 'Quantity Sold' and 'Sales Price').
- Charts and Visualizations: Generate charts to visually represent sales trends over time, customer demographics, product performance, and sales team performance.
- VLOOKUP or INDEX/MATCH: To combine data from different tables for comprehensive analysis, such as matching customer or product details in the fact table analysis.

To start, you might want to focus on specific areas of interest like understanding your customer base, identifying your best-selling products, or assessing the performance of your sales team. Excel's advanced analytics capabilities, like pivot tables and conditional formatting, can help you uncover these insights efficiently.