

# Sales Tracker Dashboard Report - TAGL

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## 1. Project Overview

This report presents a business-oriented Excel dashboard designed for TAGL's sales department. The primary goal was to create a dynamic, data-driven Excel solution that provides actionable insights on regional performance, product trends, and achievement against targets.

## 2. Problem Statement

TAGL's sales managers lacked a centralized, visual tool to assess real-time sales trends and identify areas of underperformance across regions and products.

## 3. Tools & Technologies Used

- Microsoft Excel (Advanced Features: Pivot Tables, Charts, Conditional Formatting)
- Python (for data simulation and structuring)
- docx library (for report generation)

## 4. Dataset Description

The dataset includes 300 transaction records from January to March 2025. Each entry records the sale date, product, region, sales amount, and the respective monthly target.

## 5. Data Preparation & Cleaning

- Standardized column headers
- Derived columns: Month, Achievement Percentage, Performance status
- Added categorization for easier analysis

### Sample Cleaned Data

Date	Product	Region	Sales_Amount	Target	Month	Achievement_%	Performance
2025-02-21 00:00:00	Monitor	South	7677	9064	February	84.69770520741395	Not Achieved
2025-01-15 00:00:00	Laptop	South	7981	5054	January	157.91452314998023	Achieved

2025-03-13 00:00:00	Laptop	East	7376	6823	March	108.10493917631541	Achieved
2025-03-02 00:00:00	Mouse	East	1523	8462	March	17.998109194043963	Not Achieved
2025-01-21 00:00:00	Monitor	South	3393	8079	January	41.99777200148533	Not Achieved
2025-03-24 00:00:00	Monitor	East	3593	5832	March	61.60836762688614	Not Achieved
2025-03-28 00:00:00	Webcam	North	8240	9408	March	87.58503401360545	Not Achieved
2025-03-16 00:00:00	Monitor	North	7937	7806	March	101.67819625928773	Achieved
2025-03-16 00:00:00	Monitor	South	7190	7490	March	95.99465954606141	Not Achieved
2025-03-29 00:00:00	Monitor	West	6240	5327	March	117.13910268443777	Achieved

## 6. Product-Wise Monthly Sales

A pivot analysis of product-wise sales across months revealed high performance in laptops and monitors throughout the quarter.

### Product Sales by Month

Product	February	January	March
Keyboard	95643	123307	104707
Laptop	79563	128912	128010
Monitor	112532	66345	90689
Mouse	143174	124376	75484
Webcam	89993	106519	158383

## 7. Region-Wise Performance

Sales and achievement varied across regions. South and East consistently met or exceeded targets, while West underperformed marginally.

### Average Regional Performance

Region	Achievement_%	Sales_Amount	Target
East	73.93	5264.47	7394.73
North	73.05	5447.38	7775.59
South	75.56	5398.2	7538.48
West	77.97	5593.19	7443.31

## 8. Performance Summary

A grouped summary by product and region showed that certain combinations (like Monitors in South) performed extremely well while others lagged.

### Product & Region Performance Summary

Product	Region	Sales_Amount	Target	Achievement_%
Keyboard	East	82129	110806	74.12
Keyboard	North	87245	113525	76.85
Keyboard	South	81987	117144	69.99
Keyboard	West	72296	107273	67.39
Laptop	East	75211	100458	74.87
Laptop	North	88807	107053	82.96
Laptop	South	103740	141459	73.34
Laptop	West	68727	109856	62.56
Monitor	East	40819	73431	55.59
Monitor	North	80020	122525	65.31

## 9. Insights & Recommendations

- Laptops and Monitors are the strongest performers and should be prioritized in promotions.
- February shows a dip in sales - consider seasonal marketing efforts.
- Regions like West may require performance audits or better local strategies.

## 10. Conclusion

The Excel dashboard successfully transforms messy sales data into a powerful business intelligence tool, enabling TAGL's management to make faster, more informed decisions.