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Mini Project - Sales Dashboard Using Excel

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TABLE OF CONTENT

1. Abstract 3
2. Introduction 4
   2.1 Project Overview 4
   2.2 Objectives and Goals 4-5
3. Aim 5
   3.1 Excel Tools Used 6
   3.2 Data Visualization Features 6
4. Objective 7
   4.1 Overview of the Dataset 7
   4.2 Description of Data Columns 7-8
5. Dashboard Components 9
   5.1 Sales by Shipping -State 10
   5.2 Orders : Age vs Gender 10
   5.3 Orders : Channel 11
   5.4 Sales by Gender 11
   5.5 Order Vs Sales 12
   5.6 Final View of Dashboard 12
6. Dashboard Features 13
   6.1 Slicers 13
7. Online Platforms 14
   7.1 Github 14
   7.2 Asana Portfolio 15
   7.3 Wing Blog 15
8. Learning Outcomes 16
   8.1 Skills Gained Through the Project 16
   8.2 Future Enhancements and Applications 16
9. References 17
   9.1 Tools and Resources Used 17
   9.2 Tutorials and Guides 17

1. Abstract

In today's competitive business environment, understanding sales performance is essential for making informed decisions. This Sales Dashboard project aims to consolidate and visualize key sales metrics, enabling users to track performance, identify trends, and make data-driven decisions. The dashboard aggregates data from various sources and presents it in a visually engaging format using charts, tables, and interactive filters.

Key features of this dashboard include real-time updates, monthly and quarterly sales comparisons, product-wise breakdown, and geographical insights. Additionally, it offers predictive insights through trend analysis, helping stakeholders forecast future sales and adjust strategies. Built using [Technology Stack, e.g., Power BI, Tableau, Excel, or a web-based framework like React, D3.js, and Node.js], the dashboard ensures accessibility and usability for team members across departments, from marketing to finance.

This project focuses on the development of an interactive Sales Dashboard that allows for comprehensive analysis of sales performance data across various categories, time periods, and regions. The dashboard provides users with visual representations of key performance indicators (KPIs) such as sales by category, profit trends over time, top-performing customers, and regional sales data. Using Excel's data visualization tools like charts, graphs, and pivot tables, the dashboard enablesusers to make data-driven decisions by providing a clear overview of sales trends, customer contributions, andproduct performance.

2. Introduction

2.1 PROJECT OVERVIEW :

The Sales Dashboard project is designed to create a comprehensive, data-driven platform for visualizing and analyzing sales metrics in real-time. By consolidating key sales data from various sources into one interactive and easily accessible dashboard, this project seeks to streamline the process of sales reporting, monitoring, and strategic planning. The dashboard will feature data visualizations, trend analysis, and forecasting tools,allowing stakeholders to track performance indicators such as revenue growth, product sales, customer acquisition, and regional trends.

The project leverages tools like Microsoft Excel to build a user-friendly interface that facilitates quick insights anddecision-making. The ultimate goal is to support agile and informed business decisions, helping the organization remain competitive in the market and better anticipate future sales demands.

2.2 Objectives and Goals :

The Project have various objectives and Goals. Some of them are :

i. **Centralized Sales Data -** Aggregating data from multiple sources (e.g. spreadsheets) into one platform toprovide a unified view of sales metrics.

ii. **Real-Time Monitoring -** Enable real-time updates of sales data, allowing teams to monitor performancemetrics and make timely adjustments based on current data.

iii. **Enhanced Data Visualization -** Develop an intuitive, visually engaging dashboard with interactive charts,graphs, and tables to represent sales trends and comparisons.

iv. **Detailed Trend Analysis -** Include tools for analyzing sales trends over time, enabling stakeholders to identifypeak sales periods, growth areas, and potential challenges.

v. **Forecasting and Predictive Analytics -** Integrate forecasting models to project future sales, supportingproactive strategies in resource allocation, inventory planning, and marketing efforts.

vi. **Customizable Reports and Filtering -** Allow users to filter data by region, product category, sales team, andtime period to create customized views and reports.

vii. **Improved Decision-Making -** Facilitate informed decision-making by presenting comprehensive and accuratesales insights, helping the organization align sales strategies with business goals.

viii. **Cross-Departmental Accessibility -** Ensure accessibility across departments (e.g., sales, marketing, finance)to encourage data-driven collaboration and alignment

3. Aim

The primary aim of creating an Excel Dashboard is to provide a centralized, interactive, and visually appealing platform for monitoring and analyzing key business metrics.

By harnessing the versatility and accessibility of Excel, the dashboard enables users to track performance, identify trends, and make data-driven decisions in real-time. It's particularly suited for small to medium-sized data sets, making it an efficient choice for personal and departmental reporting needs.

The dashboard simplifies complex data by consolidating it into intuitive visual representations, allowing users across skill levels to engage with the data meaningfully.

3.1 Excel Tools Used :

Some of the Excel Tools used for creating Sales Dashboard are :

i. **Pivot Tables and Pivot Charts -** Summarize large data sets quickly and interactively, with drill-downcapabilities for detailed insights.

ii. **Conditional Formatting -** Highlight specific data points, trends, and anomalies using colors, icons, anddata bars, allowing for easy identification of key metrics.

iii. **Slicers -** Enhance interactivity by providing buttons that filter data in Pivot Tables and Pivot Charts instantly.

iv. **Charts and Graphs (e.g., Bar, Line, Pie, and Combo Charts) -** Visualize trends, comparisons, anddistributions across data points, making the dashboard more engaging and informative.

v. **Named Ranges -** Simplify complex formulas and enhance readability by using named ranges for specificdata sets within the workbook.

vi. **Data Validation (Drop-Down Lists) -** Facilitate dynamic filtering by allowing users to select specificcriteria (e.g., regions, products, time frames) to view customized data views.

vii. **Formulas and Functions (e.g., VLOOKUP, INDEX-MATCH, IF, SUMIF, AVERAGEIF) -** Perform data calculations and aggregations to create dynamic content within the dashboard.

viii. **Macros (Optional) -** Automate repetitive tasks and enhance functionality, particularly when refreshingdata or performing calculations.

3.2 Data Visualization Features :

i. **Dynamic and Interactive Charts -** Various chart types (line, bar, pie, area, and combo charts) displaydata visually, allowing users to analyze patterns and changes over time.

ii. **KPI Indicators -** Display performance indicators such as revenue, growth rate, or customer acquisitionusing traffic lights, arrows, or gauge charts to signify progress.

iii. **Trend Lines and Sparklines -** Use trend lines within charts and sparklines in cells to show datamovement over time, helping identify trends and seasonal patterns.

iv. **Interactive Filtering with Slicers and Drop-Down Lists -** Enable users to dynamically adjust viewsand filter data, making it easy to switch between data perspectives (e.g., regions, product lines).

v. **Heat Maps and Data Bars -** Highlight key data using color gradients or bars to represent the valueintensity, enabling quick visual identification of high and low metrics.

vi. **Pivot Tables with Drill-Down Capabilities -** Allow for detailed data exploration by enabling users toexpand data categories, showing deeper levels of information.

vii. **Dashboard Navigation and Layout -** Structured layout with sections and labeled headings enhancesreadability, guiding users through the data story presented in the dashboard.

viii. **Dynamic Ranges and Auto-Refreshing -** Set up dynamic ranges so that data updates automatically,ensuring the dashboard reflects the most current information.

4. Objective

The objective of creating an Excel Dashboard is to enable efficient, centralized data analysis that is accessible and easy to interpret. The dashboard aims to Present complex data in a concise and visually appealing manner, making itaccessible for users across various roles.

Provide key insights at a glance, helping stakeholders make timely and informed business decisions

Visualize data trends and patterns over specific time periods, allowing teams to recognize opportunities and addresschallenges proactively.

Serve as a shared resource for departments such as sales, marketing, and finance, fostering a unified approach tobusiness performance evaluation.

Automate data aggregation, calculations, and visualizations, reducing manual effort and ensuring accuracy inreporting.

4.1 Overview of the Dataset :

The dataset used for this Excel Dashboard typically includes transactional and summary data relevant to sales or operational performance. Data may be sourced from systems like CRM, ERP, orspreadsheets, and it includes variables such as sales revenue, product categories, customer demographics, and timeframes (e.g., monthly or quarterly).

For a Sales Dashboard, the dataset might cover records over a specific time period (e.g., quarterly or annually) and include various data dimensions (e.g., region, sales team) that help analyze and segment performance. The data shouldideally be cleaned, standardized, and organized in a structured format to facilitate easy integration into the dashboard.

4.2 Description of Data Columns :

i. **ID -** A unique identifier for each row or transaction in the dataset. This ID ensures that every entry is distinctand can be referenced easily in analyses.

ii. **Order ID -** A unique identifier for each order placed, which may contain one or multiple items. This isessential for tracking order-level details and linking items to a single transaction.

iii. **Customer ID -** A unique identifier for each customer, allowing for the tracking of customer purchasehistory, segmentation, and analysis of repeat purchases.

iv. **Gender -** Specifies the gender of the customer (e.g., Male, Female, or Other). Useful for demographicanalysis to understand customer preferences and target marketing efforts.

v. **Age -** Indicates the age of the customer.

vi. **Date -** Represents the date when the order was placed. This field is crucial for time-based analyses, such as trend identification, seasonality, and sales forecasting.

vii. **Status -** Shows the current status of the order, such as "Completed," "Pending," "Shipped," "Cancelled," or "Returned." Useful for tracking order fulfillment, identifying issues, and measuring customer satisfaction.

viii. **Channel -** Indicates the sales channel through which the order was placed (e.g., Online, In-Store, Mobile App). This helps analyze channel performance and optimize resource allocation.

ix. **SKU -** Stands for "Stock Keeping Unit" and is a unique identifier for each product variant. The SKU allows tracking of inventory and sales performance at the item level.

x. **Category -** Specifies the broader category of the product (e.g., Electronics, Apparel, Home Goods). It enables high-level analysis of product category performance and assists in inventory and marketing strategy.

xi. **Size -** Indicates the size of the product, typically relevant for items like clothing, footwear, or any product with size variations. Useful for understanding demand for various sizes and managing inventory.

xii. **Quantity -** Represents the number of units of each product ordered. This metric is essential for analyzingsales volume, inventory needs, and demand forecasting.

xiii. **Amount -** The total sales amount for the order or item line, usually calculated as the unit price multipliedby the quantity. Key for tracking revenue and understanding product profitability.

xiv. **City -** Specifies the city where the customer is located or where the order is to be delivered. This is usefulfor geographic analysis to identify high-demand areas.

xv. **State -** Indicates the state or province of the customer or delivery address, enabling regional analysis and comparisons.

xvi. **Postal Code -** Represents the postal or zip code for the order, which can further refine geographic analysis and assist in logistics planning.

xvii. **Country -** Shows the country of the customer or delivery location, which is essential for multinational sales analysis, market segmentation, and understanding demand by country.

xviii. **B2B -** Stands for "Business-to-Business" and indicates whether the order was made by a business customer (often marked as "Yes" or "No"). This field helps distinguish between individual (B2C) and corporate (B2B) sales, allowing for analysis of different customer segments.

5. Dashboard Components

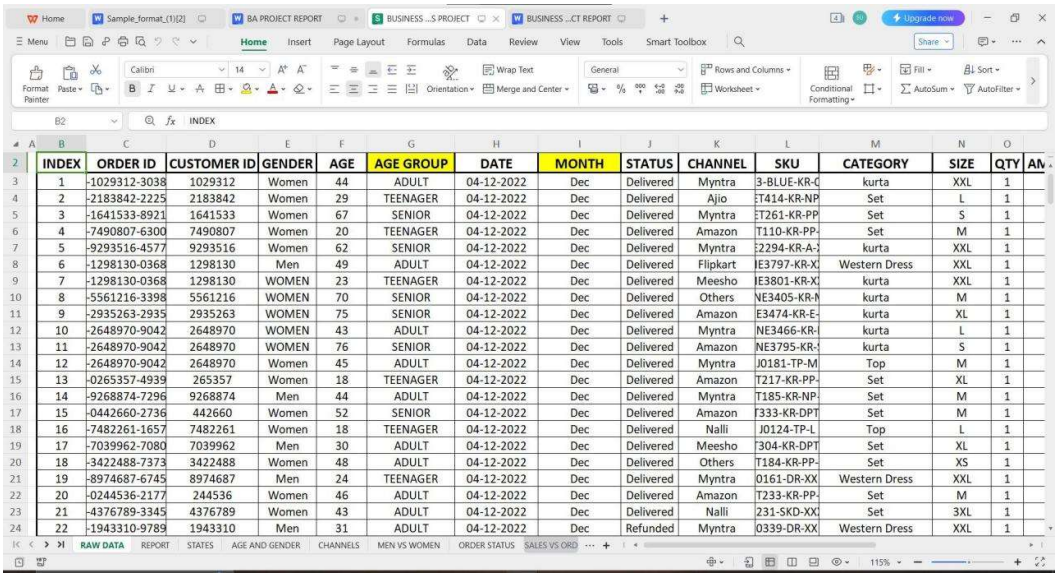
Data Cleaning :

Data Cleaning in Excel refers to the process of identifying, correcting, or removing inaccurate, incomplete, or irrelevant data from a dataset to improve its quality, accuracy, and usability. In Excel,data cleaning ensures that data is consistent, error-free, and ready for analysis or reporting.

Before cleaning data :

INDEX	ORDER ID	STOMER	ENDE	AGE	DATE	STATUS	HANN	SKU	CATEGORY	SIZE	QTY	JRREN	AMOUN	HIP-CIT	HIP-STATI	IP-POSTAL-CO	COU	B2B
1	29312-3	1E+06	Vome	44	####	elivere	Myntr	-BLUE-KR	kurta	XXL	1	INR	376	MOHAL	PUNJAB	140301	IN	FALSE
2	83842-2	2E+06	Vome	29	####	elivere	Ajio	414-KR-N	Set	L	1	INR	1449	JRUGRA	HARYANA	122002	IN	FALSE
3	41533-8	2E+06	Vome	67	####	elivere	Myntr	261-KR-P	Set	S	1	INR	453	KOLKAT	EST BENG	700029	IN	FALSE
4	90807-6	7E+06	Vome	20	####	elivere	mazo	110-KR-PI	Set	M	1	INR	729	IANJAVI	AMIL NAD	613007	IN	FALSE
5	93516-4	9E+06	Vome	62	####	elivere	Myntr	294-KR-A	kurta	XXL	1	INR	544	JRUGRA	HARYANA	122001	IN	FALSE
6	98130-0	1E+06	Men	49	####	elivere	lipkar	3797-KR-	estern Dre	XXL	One	INR	735	MIRAJ K	HARASHT	416436	IN	FALSE
7	98130-0	1E+06	W	23	####	elivere	leesh	3801-KR-	kurta	XXL	One	INR	735	NGALU	ARNATAK	560029	IN	FALSE
8	61216-3	6E+06	W	70	####	elivere	Other	E3405-KR	kurta	M	One	INR	435	JRUGRA	HARYANA	122001	IN	FALSE
9	35263-2	3E+06	W	75	####	elivere	mazo	3474-KR-I	kurta	XL	One	INR	385	NGALU	ARNATAK	562149	IN	FALSE
10	48970-9	3E+06	W	43	####	elivere	Myntr	E3466-KF	kurta	L	One	INR	771	AYAWA	HRA PRAI	520002	IN	FALSE
11	48970-9	3E+06	W	76	####	elivere	mazo	E3795-KF	kurta	S	One	INR	517	NANTH	KERALA	695018	IN	FALSE
12	48970-9	3E+06	Vome	45	####	elivere	Myntr	0181-TP-M	Top	M	1	INR	399	AKONA	AMIL NAD	631003	IN	FALSE
13	65357-4	265357	Vome	18	####	elivere	mazo	217-KR-PI	Set	XL	1	INR	786	UWAHA	ASSAM	781017	IN	FALSE
14	68874-7	9E+06	Men	44	####	elivere	Myntr	185-KR-N	Set	M	1	INR	911	NGALU	ARNATAK	562125	IN	FALSE
15	42660-2	442660	Vome	52	####	elivere	mazo	33-KR-DF	Set	M	1	INR	967	DERAB	ELANGAN	500098	IN	FALSE
16	82261-1	7E+06	Vome	18	####	elivere	Nalli	0124-TP-	Top	L	1	INR	523	EW DEL	DELHI	110062	IN	FALSE
17	39962-7	7E+06	Men	30	####	elivere	leesh	04-KR-DF	Set	XL	1	INR	1115	ubanes	ODISHA	751022	IN	FALSE
18	22488-7	3E+06	Vome	48	####	elivere	Other	184-KR-PI	Set	XS	1	INR	563	SIROHI	AJASTHAI	307001	IN	FALSE
19	74687-6	9E+06	Men	24	####	elivere	Myntr	161-DR-X	estern Dre	XXL	1	INR	473	MUMBA	HARASHT	400097	IN	FALSE
20	44536-2	244536	Vome	46	####	elivere	mazo	233-KR-PI	Set	M	1	INR	545	MRITSA	PUNJAB	143001	IN	FALSE
21	76789-3	4E+06	Vome	43	####	elivere	Nalli	31-SKD-X	Set	3XL	1	INR	1164	UCKNO	AR PRADI	226024	IN	FALSE
22	43310-9	2E+06	Men	31	####	efunde	Myntr	339-DR-X	estern Dre	XXL	1	INR	743	EW DEL	DELHI	110087	IN	FALSE
23	50590-5	950590	Men	30	####	elivere	Myntr	10-KR-PP-	Set	3XL	1	INR	575	MADURA	AMIL NAD	625014	IN	FALSE

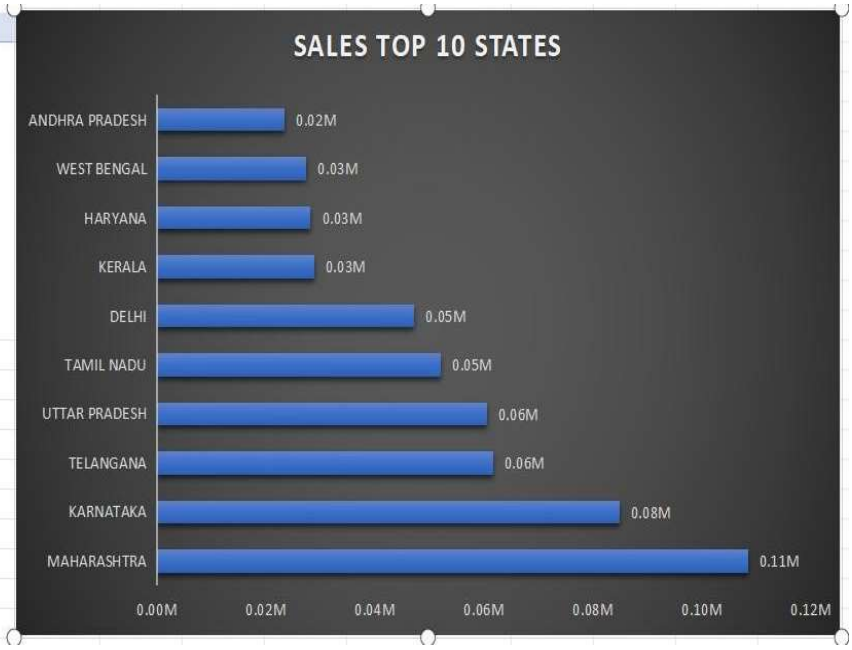
After cleaning data :



INDEX	ORDER ID	CUSTOMER ID	GENDER	AGE	AGE GROUP	DATE	MONTH	STATUS	CHANNEL	SKU	CATEGORY	SIZE	QTY
1	-1029312-3038	1029312	Women	44	ADULT	04-12-2022	Dec	Delivered	Myntra	3-BLUE-KR-(	kurta	XXL	1
2	-2183842-2225	2183842	Women	29	TEENAGER	04-12-2022	Dec	Delivered	Ajio	ET414-KR-NP	Set	L	1
3	-1641533-8921	1641533	Women	67	SENIOR	04-12-2022	Dec	Delivered	Myntra	ET261-KR-PP	Set	S	1
4	-7490807-6300	7490807	Women	20	TEENAGER	04-12-2022	Dec	Delivered	Amazon	T110-KR-PP-	Set	M	1
5	-9293516-4577	9293516	Women	62	SENIOR	04-12-2022	Dec	Delivered	Myntra	2294-KR-A-2	kurta	XXL	1
6	-1298130-0368	1298130	Men	49	ADULT	04-12-2022	Dec	Delivered	Flipkart	IE3797-KR-X	Western Dress	XXL	1
7	-1298130-0368	1298130	WOMEN	23	TEENAGER	04-12-2022	Dec	Delivered	Meesho	IE3801-KR-X	kurta	XXL	1
8	-5561216-3398	5561216	WOMEN	70	SENIOR	04-12-2022	Dec	Delivered	Others	NE3405-KR-M	kurta	M	1
9	-2935263-2935	2935263	WOMEN	75	SENIOR	04-12-2022	Dec	Delivered	Amazon	E3474-KR-E-	kurta	XL	1
10	-2648970-9042	2648970	WOMEN	43	ADULT	04-12-2022	Dec	Delivered	Myntra	NE3466-KR-I	kurta	L	1
11	-2648970-9042	2648970	WOMEN	76	SENIOR	04-12-2022	Dec	Delivered	Amazon	NE3795-KR-I	kurta	S	1
12	-2648970-9042	2648970	Women	45	ADULT	04-12-2022	Dec	Delivered	Myntra	J0181-TP-M	Top	M	1
13	-0265357-4939	265357	Women	18	TEENAGER	04-12-2022	Dec	Delivered	Amazon	T217-KR-PP-	Set	XL	1
14	-9268874-7296	9268874	Men	44	ADULT	04-12-2022	Dec	Delivered	Myntra	T185-KR-NP-	Set	M	1
15	-0442660-2736	442660	Women	52	SENIOR	04-12-2022	Dec	Delivered	Amazon	T333-KR-DPT	Set	M	1
16	-7482261-1657	7482261	Women	18	TEENAGER	04-12-2022	Dec	Delivered	Nalli	J0124-TP-L	Top	L	1
17	-7039962-7080	7039962	Men	30	ADULT	04-12-2022	Dec	Delivered	Meesho	T304-KR-DPT	Set	XL	1
18	-3422488-7373	3422488	Women	48	ADULT	04-12-2022	Dec	Delivered	Others	T184-KR-PP-	Set	XS	1
19	-8974687-6745	8974687	Men	24	TEENAGER	04-12-2022	Dec	Delivered	Myntra	0161-DR-XX	Western Dress	XXL	1
20	-0244536-2177	244536	Women	46	ADULT	04-12-2022	Dec	Delivered	Amazon	T233-KR-PP-	Set	M	1
21	-4376789-3345	4376789	Women	43	ADULT	04-12-2022	Dec	Delivered	Nalli	231-SKD-XX	Set	3XL	1
22	-1943310-9789	1943310	Men	31	ADULT	04-12-2022	Dec	Refunded	Myntra	0339-DR-XX	Western Dress	XXL	1

5.1 Sales by State : A Sales by State Bar Chart visually represents the total sales amount generated from eachstate. This chart is particularly useful for identifying which states contribute the most to overall revenue, revealinggeographic patterns in sales performance.

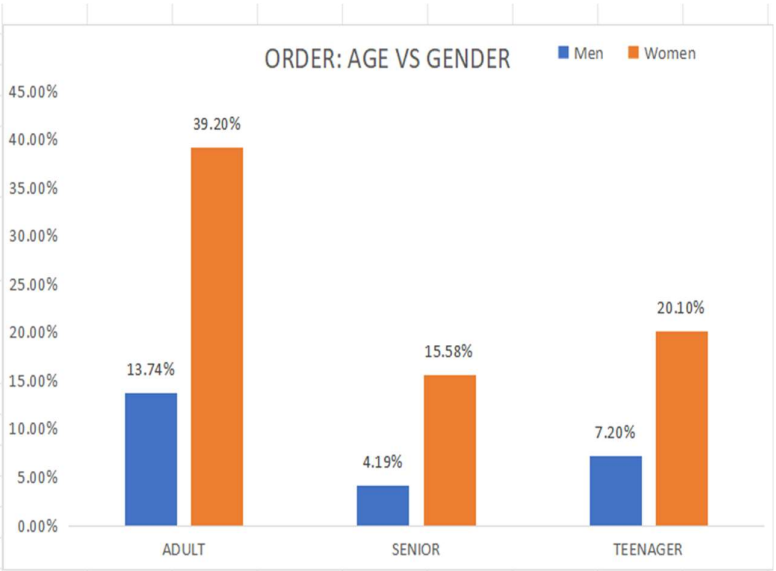
SHIP-STATE	Sum of AMOUNT
MAHARASHTRA	108316
KARNATAKA	84772
TELANGANA	61553
UTTAR PRADESH	60424
TAMIL NADU	51963
DELHI	47132
KERALA	28721
HARYANA	28125
WEST BENGAL	27316
ANDHRA PRADESH	23310



5.2 Orders : Age vs Gender : The Orders: Age vs. Gender analysis in a sales dashboard provides insights into the purchasing behaviors of different demographic groups. By visualizing this relationship,

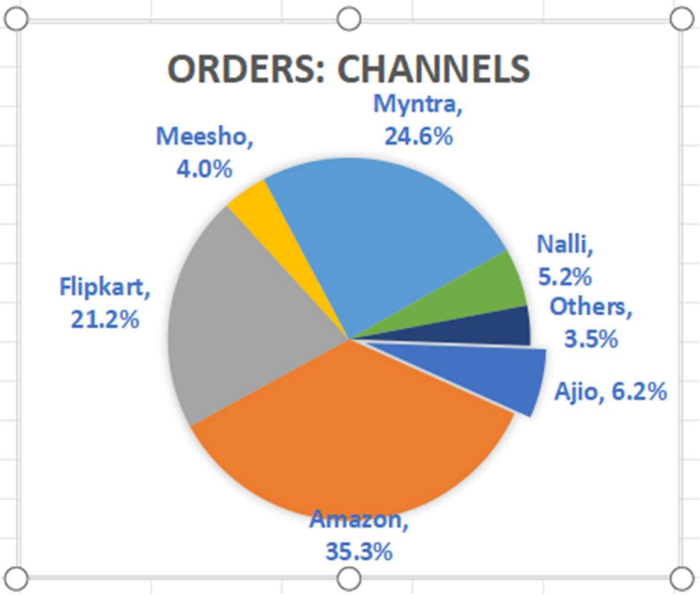
businesses can better understand their customer base and tailor their marketing strategies accordingly.

Count of ORDER ID	GENDER	
AGE GROUP	Men	Women
ADULT	13.74%	39.20%
SENIOR	4.19%	15.58%
TEENAGER	7.20%	20.10%



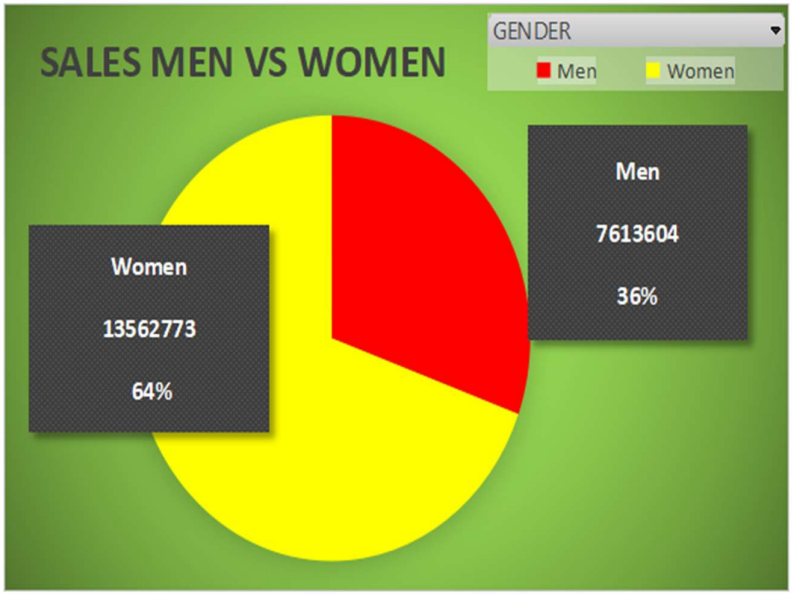
5.3 Orders : Channel : The Orders by Channel analysis in an Excel dashboard provides insights into howdifferent sales channels (e.g. Ajio, Amazon, Flipkart, Meesho, Myntra, Nali and other online applications/ sites) contribute to total sales. This analysis is critical for businesses to understand which channels are most effective, allowing them to optimize marketing strategies and resource allocation.

CHANNEL	Count of ORDER ID
Ajio	6.2%
Amazon	35.3%
Flipkart	21.2%
Meesho	4.0%
Myntra	24.6%
Nalli	5.2%
Others	3.5%



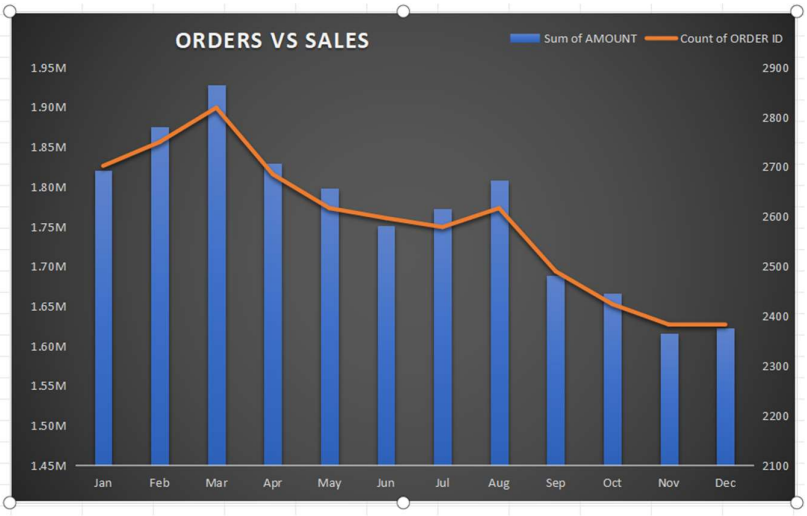
5.4 Sales by Gender : The Sales by Gender analysis in an Excel dashboard provides a clear visualizationof sales performance based on customer gender. This analysis helps businesses understand the purchasing behavior and preferences of different genders, which can inform marketing strategies, product, development,and sales initiatives.

GENDER	Sum of AMOUNT
Men	588673
Women	1339393

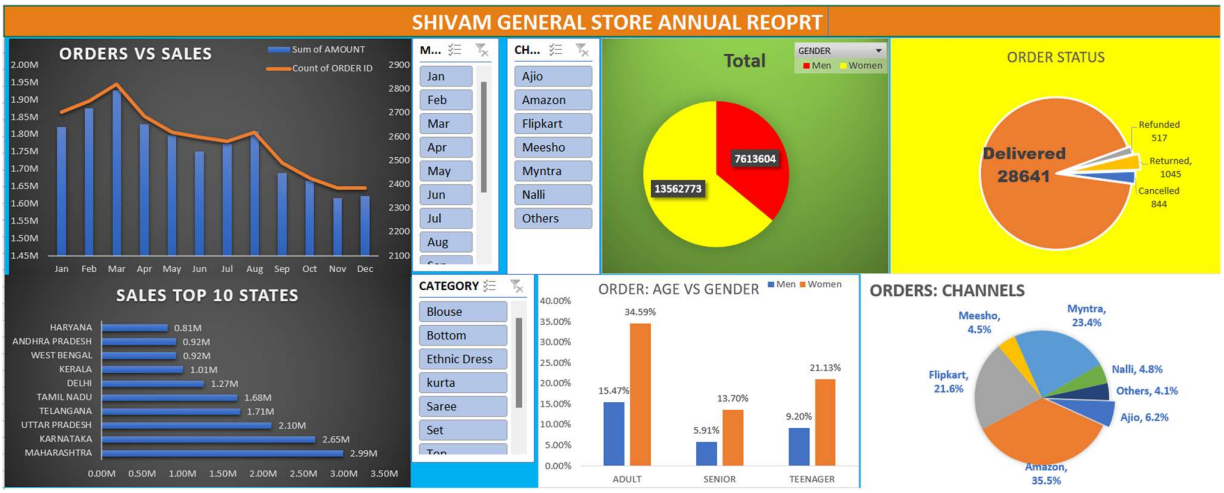


5.5 Order Vs Sales : The Orders vs. Sales analysis in an Excel dashboard provides a comparative view of the number of orders placed and the total sales revenue generated over a specific period. This analysis helpsbusinesses understand the relationship between the volume of orders and the revenue generated, providing insights into sales performance, customer behavior, and operational efficiency.

MONTH	Sum of AMOUNT	Count of ORDER ID
Jan	1820601	2702
Feb	1875932	2750
Mar	1928066	2819
Apr	1829263	2685
May	1797822	2617
Jun	1750966	2597
Jul	1772300	2579
Aug	1808505	2617
Sep	1688871	2490
Oct	1666662	2424
Nov	1615356	2383
Dec	1622033	2384



5.6 Final View of Dashboard :



6. To-Do List Features

6.1 Slicers :

Slicers are a powerful feature in Excel and other business intelligence tools that provide an intuitive way to filter data in a dashboard or report. They enhance the interactivity of dashboards by allowing users to quickly filter and segment data based on specific criteria without the need to navigate through complex menus or dropdown lists.

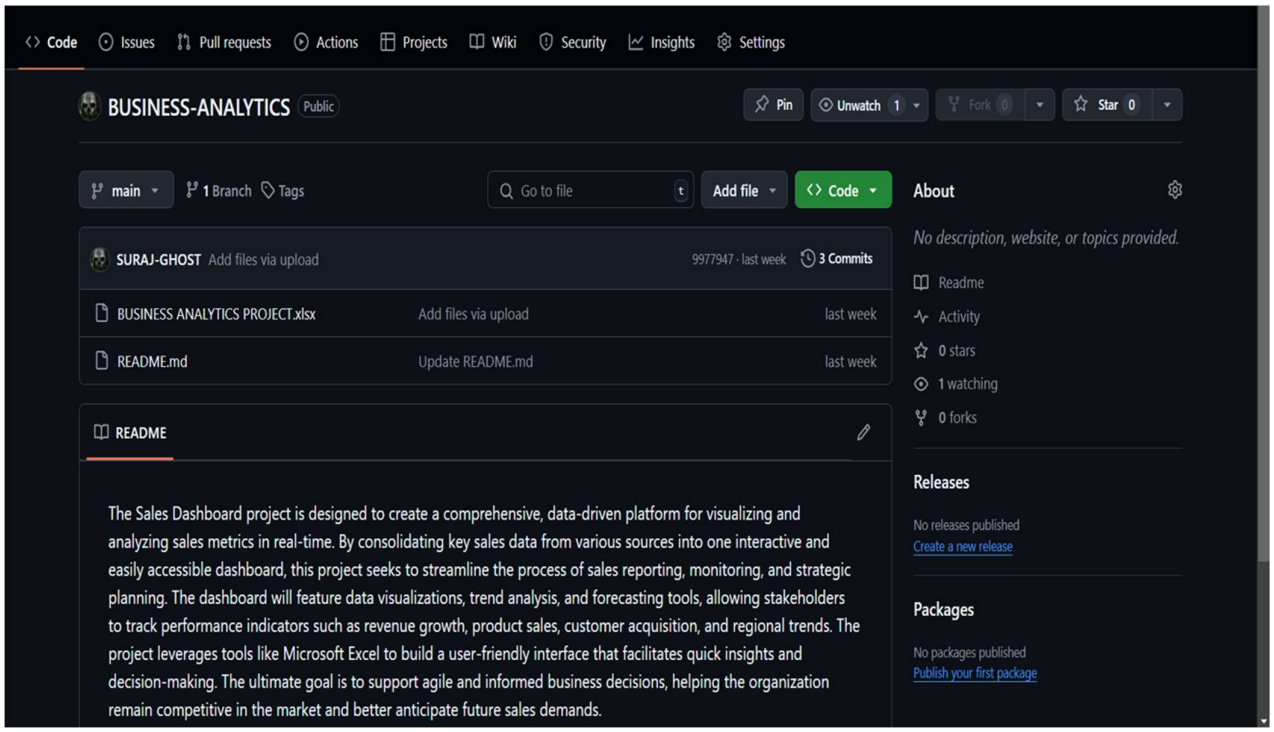
Steps to add slicers :

1. Select your **PivotTable** or **PivotChart**.
2. Go to the **Insert** tab in the ribbon and click on **Slicer**.
3. Choose the fields you want to filter with the slicer and click **OK**.
4. The slicer will appear as a separate object on the worksheet, where you can select or deselectbuttons tofilter your data.


SHIVA GENERAL STORE ANN
MOUNT
ORDER ID
2900
2800
2700
2600
2500
2400
2300
2200
2100
Nov
Dec
2.65M
2.99M
3.00M
3.50M
...
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
C...
Ajio
Amazon
Flipkart
Meesho
Myntra
Nalli
Others
CATEGO...
Blouse
Bottom
Ethnic Dress
kurta
Saree
Set
ORDER: A
40.00%
35.00%
30.00%
25.00%
20.00%
15.00%
10.00%
5.00%
0.00%
34.59%
15.47%
ADULT

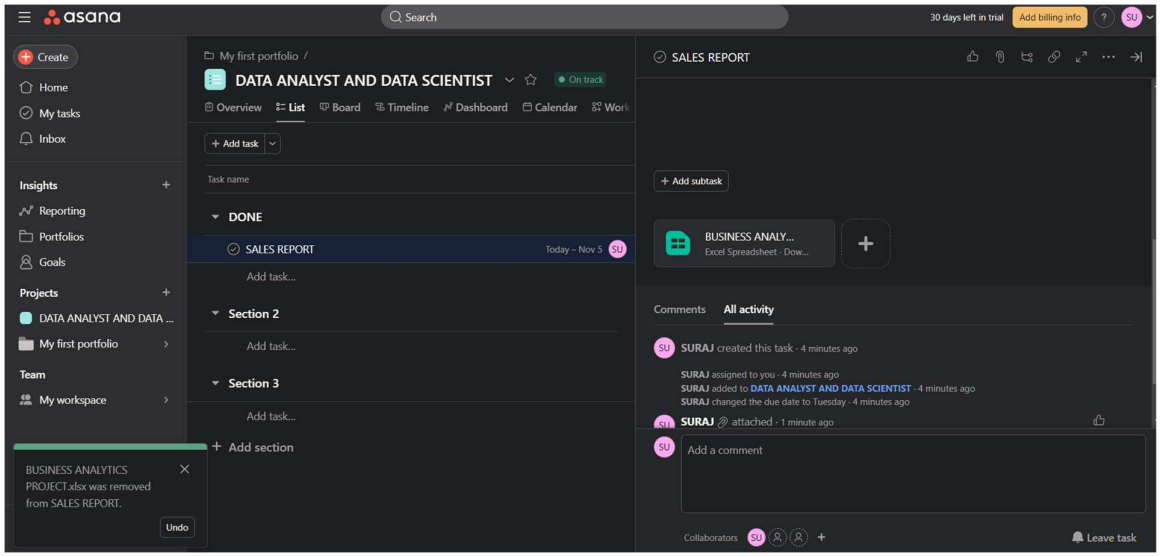
7. Online Platforms

7.1 Github :

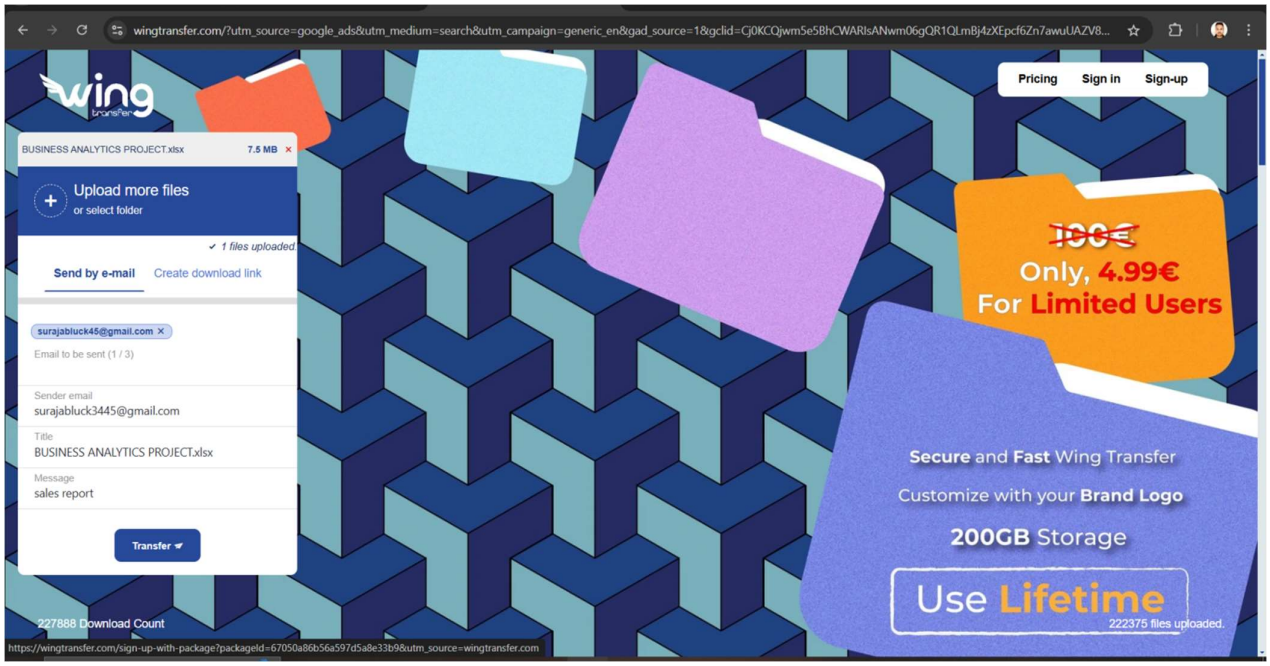


7.2 Asana Portfolio :

Link : https://app.asana.com/0/1208680910879645/1208680910879660


asana
Search
30 days left in trial
Add billing info
Create
Home
My tasks
Inbox
Insights
Reporting
Portfolios
Goals
Projects
DATA ANALYST AND DATA ...
My first portfolio
Team
My workspace
My first portfolio /
DATA ANALYST AND DATA SCIENTIST
On track
Overview
List
Board
Timeline
Dashboard
Calendar
+ Add task
Task name
DONE
SALES REPORT
Today – Nov 5
Add task...
Section 2
Add task...
Section 3
Add task...
+ Add section
BUSINESS ANALYTICS PROJECT.xlsx was removed from SALES REPORT.
Undo
SALES REPORT
+ Add subtask
BUSINESS ANALY...
Excel Spreadsheet · Dow...
Comments
All activity
SURAJ created this task · 4 minutes ago
SURAJ assigned to you · 4 minutes ago
SURAJ added to DATA ANALYST AND DATA SCIENTIST · 4 minutes ago
SURAJ changed the due date to Tuesday · 4 minutes ago
SURAJ attached · 1 minute ago
Add a comment
Collaborators
Leave task

7.3 Wing Blog :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wing
transfer
Pricing
Sign in
Sign-up
BUSINESS ANALYTICS PROJECT.xlsx
7.5 MB
Upload more files
or select folder
1 files uploaded
Send by e-mail
Create download link
surajabluck45@gmail.com
Email to be sent (1 / 3)
Sender email
surajabluck3445@gmail.com
Title
BUSINESS ANALYTICS PROJECT.xlsx
Message
sales report
Transfer
100€
Only, 4.99€
For Limited Users
Secure and Fast Wing Transfer
Customize with your Brand Logo
200GB Storage
Use Lifetime
222375 files uploaded.
227888 Download Count
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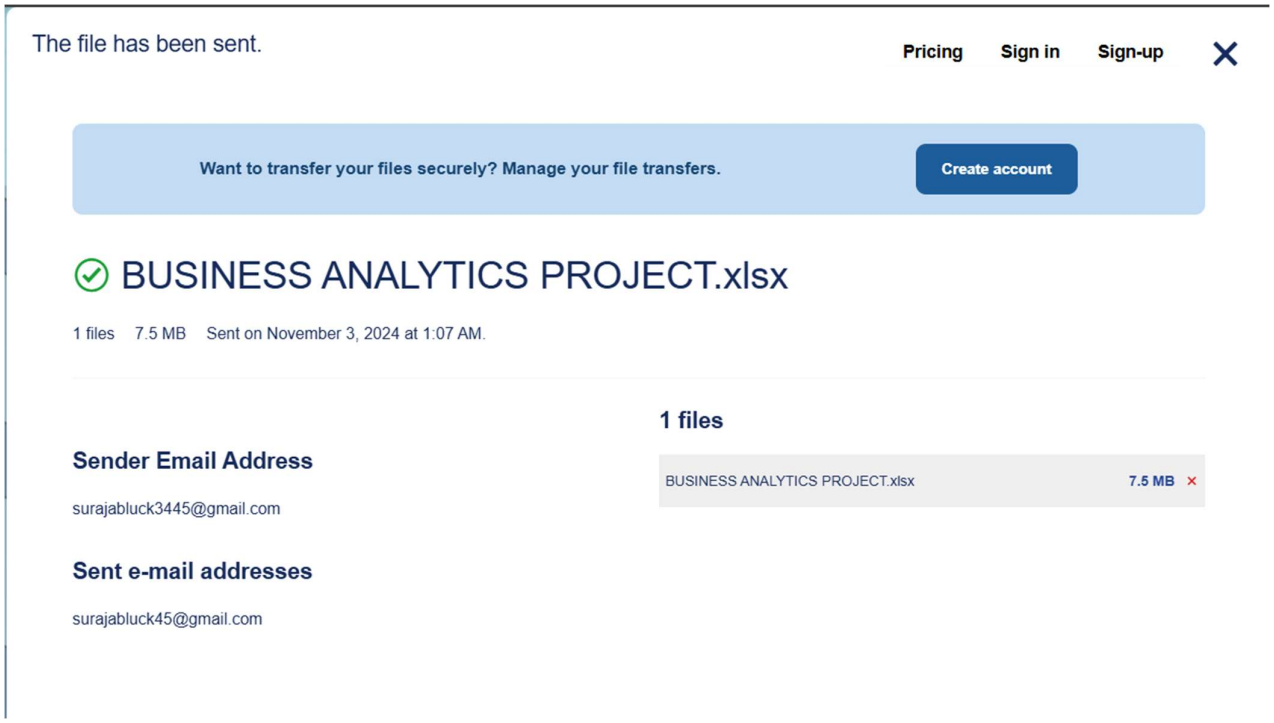

8. Learning OutcomesLearning Outcomes

8.1 Outcomes :

i. **Data Visualization :** Understanding how to represent complex data sets visually to convey insightseffectively.

ii. **Data Analysis :** Gaining insights into sales performance through data analysis techniques.

iii. **Dashboard Development :** Learning the principles of dashboard design, including layout, usability, anduser experience.

iv. **Integration Skills :** Developing the ability to integrate various data sources into a cohesive dashboard.

v. **Reporting :** Gaining skills in generating reports and sharing insights with stakeholders.

8.2 Skills Gained Through the Project :

i. Technical Skills:

a. Proficiency in data visualization tools (e.g. Excel).
b. Experience with data manipulation and analysis.

ii. Analytical Skills :

a. Ability to interpret sales data and identify trends.
b. Skills in making data-driven decisions based on dashboard insights.

iii. Project Management :

a. Experience in planning, designing, and executing a dashboard project.
b. Ability to work collaboratively in a team environment and communicate effectively.

8.3 Future Enhancements and Applications

1. **Real-Time Data Updates :** Implementing real-time data feeds for up-to-the-minute sales tracking.
2. **Machine Learning Integration :** Utilizing predictive analytics to forecast sales trends and customerbehaviors.
3. **Mobile Compatibility :** Developing a mobile-friendly version of the dashboard for on-the-go access.
4. **Custom Reporting Features :** Allowing users to generate custom reports based on specific criteria.

9. References - Tools and Resources Used

9.1 Tools :

- **Microsoft Excel :** Excel was used as the primary tool for building the sales dashboard. It provides a range of data visualization features such as charts, pivot tables, and slicers that are essential for creating an interactive dashboard.
  - Official Website: Microsoft Excel
- **Kagggle :** Kaggle was used to download raw file or dataset for a e-commerce store data of sales
  - Official Website: https://github.com/

9.2 Tutorials and Guides :

- Creating Interactive Dashboards in Excel : A comprehensive guide on building interactive dashboards usingExcel, covering the use ofcharts, slicers, and pivot tables for real-time data analysis.
- **Resource :** How to Build a Dashboard in Excel