🛠️ Step-by-Step Process: Retail Store Dashboard in Excel

1. Data Download & Understanding

- Downloaded data into Excel
- Reviewed the structure of the dataset to understand key fields such as Date, Product, Category etc.

2. Data Cleaning

- **Removed empty rows** and unnecessary columns that were not relevant to analysis.
- **Corrected inconsistent data** entries (e.g., product names, categories).
- Used **Text to Columns** feature where needed (especially if some fields were merged or had delimiters).
- Standardized date format to mm/dd/YYYY or appropriate readable format.
- Check for any null values.

3. Data Manipulation & Preparation

- Created new calculated columns:
    - Extracted **Month** and **Year** from the Date column using:
        - =TEXT([@Date],"mmmm") for month
        - =YEAR([@Date]) for year
    - Added an **Age Group** column using:
        - =IF(E2>=50,"Senior”, IF(E2>=30,"Adult","Youth"))
- Applied **filters** and **sorting** to help with manual analysis and validation.

4.Creating Pivot Tables

- Inserted multiple Pivot Tables for dynamic summaries of:
    - Sales by Region, Category, Month
    - Profit by Product
    - Quantity Sold per Product
- Used fields like Rows, Columns, Values, and Filters in Pivot Table Field List to slice the data efficiently.

5. Dashboard Design

- Designed a clean dashboard on a separate sheet using:
    - **Combo Charts**: To compare Sales and Profit in one view.
    - **Bar Charts**: For visualizing top-performing products and sales by region.
    - **Pie Charts**: To show percentage breakdowns (e.g., sales by category).
    - **Slicers**: Added for interactivity (e.g., filter by region, month, or product).
- Applied consistent **color themes** and **number formatting** (currency, percentages).

6.Insights & Final Touch

- Added an **Insights** section at the bottom of the dashboard:
    - Highlighted top-performing regions/products.
    - Identified trends (e.g., seasonal peaks).
    - Pointed out underperforming areas or opportunities.
- Ensured layout was clean, responsive, and easy to read.