

Sales Performance Dashboard - Project Summary

Dataset:

- Based on Tableau's Superstore sample data
- Includes Region, Category, Sales, Profit, Quantity, Dates

Data Preparation:

- Calculated Profit Margin %, extracted Month & Year from Order Date
- Generated summaries for YoY growth, monthly sales, and top sub-categories

Excel Dashboard Features:

- Charts: Monthly Sales (Line), Top Sub-Categories (Bar), Profit Margin (Bar)
- Pivot tables by Region, Category, Month
- YoY Sales Growth table with % change
- Slicer-ready sheet for interactivity
- Heatmap with conditional formatting (Region x Category)

Key Insights:

- South and West regions drive highest sales
- Phones and Chairs are top-selling sub-categories
- Seasonal trends and margin variation are clearly visible

Resume Entry:

- Built full Excel dashboard with sales analytics and KPIs from Superstore data
- Delivered business-ready insights using charts, heatmaps, and pivot summaries