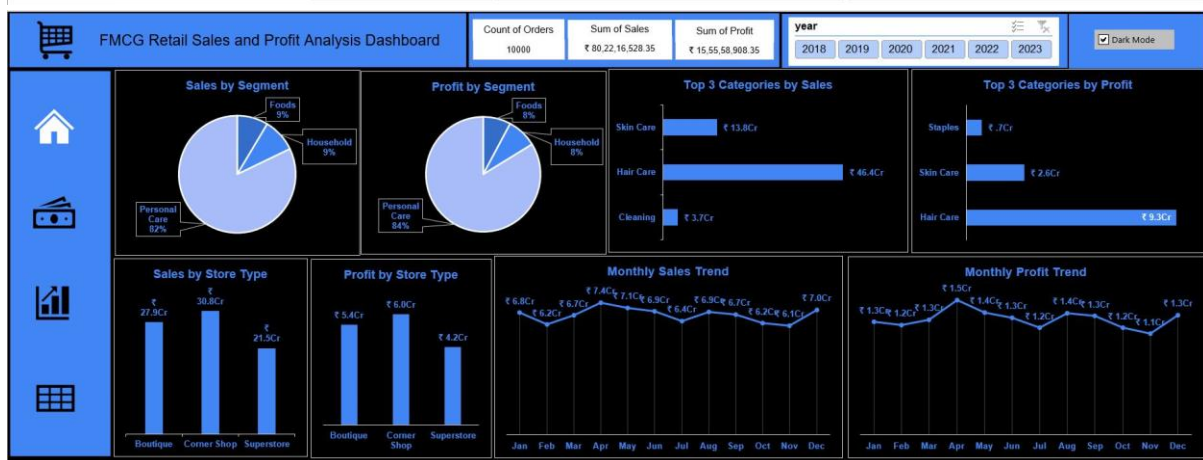**FMCG Retail Sales and Profit Analysis Dashboard using Excel**

Developed an interactive FMCG Retail Sales and Profit Analysis Dashboard using Excel to enable data-driven decision-making.

Used FMCG Retail data and Analyzed Sales and Profit by Region, Segment, Store Type, State, Categories, Sub-Categories, and Monthly Trends.

Utilized Advanced Excel skills (Pivot Tables, Functions, Conditional Formatting) for data manipulation, analysis, visualization and dashboard creation.

Implemented a slicer for dynamic data filtering and a dark mode option for enhanced user experience and visual clarity.

FMCG Retail Profit Analysis

Sum of profit: ₹ 15,55,58,908.35
Average of Profit: ₹ 15,555.89

year: 2018 2019 2020 2021 2022 2023
☐ Dark Mode

Profit by Region
- West 21%
- Central 4%
- East 20%
- South 29%
- North 26%

Profit by Segment
- Foods 8%
- Household 8%
- Personal Care 84%

Profit by Store Type
- Boutique ₹ 5.4Cr
- Corner Shop ₹ 6.0Cr
- Superstore ₹ 4.2Cr

Top 3 States by Profit
- Karnataka ₹ 1.4Cr
- Maharashtra ₹ 1.4Cr
- Uttar Pradesh ₹ 1.2Cr

Top 3 Categories by Profit
- Staples ₹ .7Cr
- Skin Care ₹ 2.6Cr
- Hair Care ₹ 9.3Cr

Top 3 Sub Categories by Profit
- Hair Color ₹ 8.4Cr
- Moisturizers ₹ .5Cr
- Shampoos ₹ .5Cr

Monthly Profit Trend
Jan ₹ 1.3Cr, Feb ₹ 1.2Cr, Mar ₹ 1.3Cr, Apr ₹ 1.5Cr, May ₹ 1.4Cr, Jun ₹ 1.3Cr, Jul ₹ 1.2Cr, Aug ₹ 1.4Cr, Sep ₹ 1.3Cr, Oct ₹ 1.2Cr, Nov ₹ 1.1Cr, Dec ₹ 1.3Cr

FMCG Retail - Conditional Formatting

year: 2018 2019 2020 2021 2022 2023
☐ Dark Mode

Row Labels	Sum of net_sales
Jan	₹ 6.8Cr
Feb	₹ 6.2Cr
Mar	₹ 6.7Cr
Apr	₹ 7.4Cr
May	₹ 7.1Cr
Jun	₹ 6.9Cr
Jul	₹ 6.4Cr
Aug	₹ 6.9Cr
Sep	₹ 6.7Cr
Oct	₹ 6.2Cr
Nov	₹ 6.1Cr
Dec	₹ 7.0Cr
Grand Total	₹ 80.2Cr

Row Labels	Sum of profit
Jan	₹ 1.3Cr
Feb	₹ 1.2Cr
Mar	₹ 1.3Cr
Apr	₹ 1.5Cr
May	₹ 1.4Cr
Jun	₹ 1.3Cr
Jul	₹ 1.2Cr
Aug	₹ 1.4Cr
Sep	₹ 1.3Cr
Oct	₹ 1.2Cr
Nov	₹ 1.1Cr
Dec	₹ 1.3Cr
Grand Total	₹ 15.6Cr

Top 3 Sub Categories by Sales

Row Labels	Sum of net_sales
Hair Color	₹ 41,05,32,554.00
Shampoos	₹ 2,52,58,847.50
Sunscreen	₹ 2,75,60,500.40
Grand Total	₹ 46,33,51,901.90

Bottom 3 Sub Categories by Sales

Row Labels	Sum of net_sales
Biscuits & Cookies	₹ 21,37,859.00
Snacks & Chips	₹ 19,05,964.00
Wheat Flour	₹ 29,00,737.60
Grand Total	₹ 69,44,560.60

Top 3 Categories by Sales

Row Labels	Sum of net_sales
Cleaning	₹ 3,74,62,904.65
Hair Care	₹ 46,43,62,798.30
Skin Care	₹ 13,82,97,946.70
Grand Total	₹ 64,01,23,649.65

Bottom 3 Categories by Sales

Row Labels	Sum of net_sales
Air Fresheners	₹ 1,68,91,850.70
Beverages	₹ 1,78,07,096.95
Snacks & Confectionery	₹ 1,57,79,578.20
Grand Total	₹ 5,04,78,525.85

Top 3 States by Sales

Row Labels	Sum of net_sales
Karnataka	₹ 6,75,75,680.15
Maharashtra	₹ 7,39,39,693.25
Uttar Pradesh	₹ 6,42,84,893.55
Grand Total	₹ 20,58,00,266.95

Top 3 Categories by Sales (2018 - 2023):
Hair Care, Skin Care, and Cleaning.

Bottom 3 Categories by Sales (2018 - 2023):
Beverages, Air Fresheners, and Snacks & Confectioneries.

Top 3 Sub Categories by Sales (2018 - 2023):
Hair Color, Sunscreen, and Shampoos.

Bottom 3 Sub Categories by Sales (2018 - 2023):
Wheat Flour, Biscuits & Cookies, and Snacks & Chips.

Top 3 States by Sales (2018 - 2023):
Maharashtra, Karnataka, and Uttar Pradesh

Insights:

The top three categories by sales are Hair Care, Skin Care, and Cleaning. The three lowest performing categories by sales are Beverages, Air Fresheners, and Snacks & Confectionery.

Hair Color, Sunscreen, and Shampoos are the top three subcategories by sales, while the bottom three are Wheat Flour, Biscuits & Cookies, and Snacks & Chips.

Maharashtra, Karnataka, and Uttar Pradesh are the top three states for both sales and profit.

The highest sales and profit occurred in April, and the lowest occurred in November.

Conclusion:

Focus on the few cities and product categories that drive the majority of sales to maximize impact. To increase profit, slightly reduce discounts and raise the prices of products in high-performing categories and sub-categories. Offer combo deals or coupons on products in low-performing categories and sub-categories to boost sales. Increase promotions during months with the lowest sales and profit, as promotions are a significant driver of sales.