

SALES DASHBOARD



Overview

This excel-based sales executive dashboard is designed to analyze and track the performance of sales executives across different regions. It provides data-driven insights by processing raw sales data and presenting key performance indicators in an interactive and visually appealing format.

Key highlights

- ✓ **Raw data processing** – organizes and cleans sales data for structured analysis.
- ✓ **Sales performance tracking** – monitors daily and total sales figures for each executive.
- ✓ **Target achievement analysis** – calculates percentage of targets met and shortfalls.
- ✓ **Interactive dashboard** – uses pivot tables, charts, and slicers for dynamic insights.
- ✓ **Regional comparison** – evaluates performance across multiple locations.

Objective

This project helps businesses:

Identify top-performing sales executives

Understand regional sales trends

Improve decision-making with data insights

Track progress towards sales targets

Data Structure

The **RAW_DATA** sheet contains structured sales information for multiple executives across different regions. Each row represents an individual sales executive's performance over a specific period. The dataset includes **daily sales data, total sales, targets, and performance indicators**.

Column Breakdown & Description

Column Name	Description
Emp Code	Unique identifier for each sales executive.
Sales Executive	Name of the sales executive.
Region	Geographic region where the executive operates (e.g., Mumbai, Delhi, Chennai).
Day1 – Day5	Sales performance for each of the five days recorded in the dataset.
Total Sales	Sum of sales over five days for each executive.
Target	Sales target assigned to each executive.
Target Hit %	Percentage of the target achieved, calculated as $(\text{Total Sales} / \text{Target}) * 100$.
Away From Target %	Shortfall percentage, indicating how much an executive missed the target.

Data Structure & Insights

Rows : - each row represents an individual sales executive's **5-day sales performance**.

Columns :- captures sales details, target achievement, and deviations from the target.

Performance indicators :- the **target hit %** and **away from target %** help assess whether sales goals are being met.

This structured raw data is used to **generate key insights** in the dashboard, allowing for an easy **comparison of performance across sales executives and regions**.

Key Business Queries Addressed

- ✓ **1. Which sales executives met or exceeded their targets?**
 - Identifies **high-performing** executives based on the **target hit %**.
 - Highlights those who **exceeded** their assigned sales targets.

- ✓ **2. What is the average sales performance per region?**
 - Groups data by **region** to analyze regional sales trends.
 - Helps businesses **compare performance across locations**.

- ✓ **3. Who are the top-performing executives?**
 - Ranks executives based on **total sales** and **target hit %**.
 - Identifies the **best salespeople** in the organization.

✓ 4. Which regions need improvement in sales?

- Flags underperforming regions by checking **low target hit %**.
- Assists in reallocating resources or providing training.

✓ 5. What is the overall target achievement percentage?

- Calculates **average target achievement** across all executives.
- Helps in setting **realistic sales goals** for future planning.

✓ 6. How does daily sales performance fluctuate?

- Examines trends in **day 1 to day 5 sales** to spot **sales consistency or dips**.
- Helps determine the best-performing sales days.

Dashboard overview

The **sales executive dashboard** is a dynamic and interactive tool designed to analyze and visualize sales performance. It provides a clear and structured view of sales data, enabling businesses to track executive performance, compare sales trends across regions, and assess overall target achievements.

This dashboard consolidates raw sales data into meaningful insights through **pivot tables, charts, and conditional formatting**. Users can filter data based on **region, executive, and target completion** to gain a customized view of performance metrics.

With an intuitive layout, the dashboard highlights key sales figures, presents trends in visual formats, and enables quick decision-making. It serves as an essential tool for sales teams to monitor performance and strategize improvements.

Dashboard preview

Chennai

Delhi

Mumbai

Nagpur

Patna

Pune

Ranchi

Surat

☒ Dashbord1

☒ Dashbord2

☒ Dashbord3

☒ Dashbord4

Sales Executive	Total Sales
Ashish Kumar	322
Jairaj Vatham	320
Narayan Singh	281
Sunil Kumar	285
Syed Saqib	369

Sales Executive	Total Sales
Meena Zinjare	209
Pankaj Shelkey	156
Ravinder Kaur	192
Sapna Sharma	176
Shephali Jain	202

Sales Executive	Target Hit %
Ashish Kumar	64.40%
Jairaj Vatham	64.00%
Narayan Singh	56.20%
Sunil Kumar	57.00%
Syed Saqib	73.80%

Sales Executive	Sum of Away From Target %
Meena Zinjare	58.20%
Pankaj Shelkey	68.80%
Ravinder Kaur	61.60%
Sapna Sharma	64.80%
Shephali Jain	59.60%

