Google Sheet Sales Dashboard Report

Link to View Dashboard

[Apps Script Dashboard Link](#)

Project Overview

The Google Sheets Sales Dashboard is an interactive business intelligence solution developed using Google Apps Script, HTML, CSS, and JavaScript. The dashboard transforms raw sales data stored in Google Sheets into real-time, visually rich insights that help stakeholders monitor sales performance, profitability, customer behavior, and regional trends.

This project demonstrates how Google Sheets can be extended beyond spreadsheets into a lightweight BI tool, similar to Power BI or Tableau, without external software dependencies.

Problem Statement

Organizations often face challenges such as:

- Difficulty tracking sales and profit trends across time

- Lack of centralized visibility into top-performing products, customers, and regions

- Manual reporting that is time-consuming and error-prone

- Limited access to advanced dashboards without paid BI tools

The objective was to design a dynamic, automated dashboard within Google Sheets that:

- Provides key business metrics at a glance

- Supports data-driven decision-making

- Updates automatically with minimal manual effort

Data Visualization and Insights

Key Performance Indicators (KPIs)

- Total Sales: $191,792

- Total Cost: $66,799

- Average Margin: 65.17%

- Top Sales Location: Arizona

- Top Selling Product: Business Cards

- Top Customer: Sophia Clark

These KPIs provide an instant overview of business health and profitability.

Sales Trend Analysis

- Sales show a steady upward trend with seasonal fluctuations.

- Strong growth observed in mid and late 2024, indicating improved demand and customer engagement.

- Short-term dips highlight potential seasonal or operational factors.

Insight: The business is experiencing consistent growth with manageable volatility.

Top 10 Customers

- Sophia Clark leads in revenue contribution, followed by Ava Scott and Lily Rogers.

- A small group of customers contributes a significant share of total sales.

Insight: Customer concentration suggests opportunities for loyalty programs and personalized offers.

Profit by Location

- Profits are well distributed across Arizona, Texas, Florida, New Jersey, and Colorado.

- Arizona contributes the highest profit share.

Insight: Regional performance is balanced, reducing dependency on a single market.

Profit by Category (2023 vs 2024)

- Accessories and Apparel show noticeable growth in 2024.

- Stationery remains stable but with slower growth.

Insight: Accessories and Apparel are emerging as high-growth categories.

Sales by Location

- All regions perform consistently with minor variations.

- No underperforming region identified.

Insight: Geographic sales strategy is effective and scalable.

Sales by Category

- Revenue is almost evenly split across Stationery, Apparel, and Accessories.

Insight: A diversified product portfolio minimizes risk.

Sales, Expense, and Profit Comparison

- Profit margins improved in 2024 despite rising costs.

- Expenses are controlled relative to sales growth.

Insight: Operational efficiency has improved year-over-year.

Sales and Profit Trend

- Profit closely follows sales trends with a stable gap.

- Indicates healthy margin control over time.

Insight: Pricing and cost strategies are well aligned.

Conclusion

The Google Sheets Sales Dashboard successfully delivers a scalable, automated, and visually intuitive BI solution using Apps Script and web technologies. It empowers decision-makers with:

- Real-time sales and profit tracking

- Clear identification of top customers, products, and regions

- Actionable insights without reliance on expensive BI tools

This project showcases strong skills in:

- Data analysis and business intelligence

- Google Apps Script automation

- Frontend dashboard development (HTML, CSS, JavaScript)

- Translating raw data into meaningful business insights

Overall Impact:

The dashboard enables faster, smarter, and more informed business decisions while demonstrating an innovative approach to analytics within the Google ecosystem.