

This Excel Sales Dashboard provides a comprehensive view of sales data, enabling users to analyze sales performance, track key metrics, and make data-driven decisions. The dashboard is designed to be intuitive and user-friendly, allowing users to quickly gain insights into sales trends and identify areas for improvement.

Features

Sales Summary: Provides an overview of total sales, including revenue, units sold, and average selling price.

Sales Trends: Visualizes sales trends over time using line graphs, allowing users to identify patterns and seasonality.

Top Selling Products: Displays the top-selling products by revenue or units sold, helping users understand which products are driving sales.

Sales by Region: Breaks down sales by region using pie charts or bar graphs, facilitating regional performance analysis.

Performance Metrics: Calculates key performance metrics such as conversion rate, average order value, and sales growth rate.

Dynamic Filters: Includes interactive filters for date range, product category, and region, allowing users to customize their analysis.