**📄 Case Page**

**📊 Case Study: Flipkart Sales Dashboard**

**Objective:** Build an Excel dashboard to analyse sales across outlets, item types, and fat content while identifying key business insights.

**Process:**

* Cleaned and structured sales dataset.
* Used Pivot Tables & Charts to create KPIs and visuals.
* Designed an interactive dashboard with slicers and filters.

**Key Insights:**

* Regular fat items drive ~65% of sales.
* Fruits & Vegetables are top-selling category.
* Tier 3 outlets outperform others in revenue.
* Supermarket Type 1 leads in sales contribution.

**Impact:**  
This dashboard provides **decision-ready insights** for managers to track performance, identify trends, and optimize outlet strategy.