

# Project Summary – Annual Sales Dashboard (Excel)

## Overview

The Annual Sales Dashboard project focuses on analyzing retail sales data for the year 2022 using Microsoft Excel. The objective was to transform raw sales data into meaningful business insights through data cleaning, analysis, and interactive visualization techniques.

The dashboard enables store owners and employees to monitor sales performance, customer trends, and regional contributions in a clear and interactive manner.

## Problem Statement

Businesses often struggle to understand customer behavior and sales performance due to large volumes of raw data. This project aims to provide a centralized dashboard that helps stakeholders quickly analyze sales trends and make data-driven decisions.

## Tools & Techniques Used

- Microsoft Excel
- Data Cleaning & Formatting
- Pivot Tables & Pivot Charts
- Slicers and Filters
- KPI Visualization
- Interactive Dashboard Design

## Analysis Performed

- Customer demographic analysis (Age & Gender)
- State-wise sales performance
- Platform-wise order distribution

- Monthly sales trend analysis
- Category performance comparison

## Key Findings

- Women customers aged **30–49 years** generated the highest revenue.
- Maharashtra, Karnataka, and Uttar Pradesh were the top-performing states.
- Online platforms such as Amazon, Flipkart, and Myntra contributed major sales volume.
- Promotional strategies significantly influence purchase behavior.

## Business Recommendations

- Target women customers aged 30–49 through personalized marketing campaigns.
- Focus on advertisements and offers in high-performing states.
- Use coupons and discounts on major e-commerce platforms to improve conversion rates.

## Outcome

The dashboard simplifies complex sales data into actionable insights, enabling better business planning and improved sales strategy formulation.

## Future Scope

- Power BI dashboard implementation
- Automated data updates
- Predictive sales forecasting using Python
- Customer segmentation using Machine Learning

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